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For volume sales
all summer long
Demonstrate the
Brunswick Panatrope

Brunswick

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.
NEW SONORA PORTABLE...two new colors...nut brown...tan...
striking fabrikoid cover...smartly pebbled and embossed...new tone
arm...volume...sturdy...carries 20 selections...14½ pounds light. $30.

Sonora
CLEAR AS A BELL
THE SONORA DISTRIBUTOR FOR YOUR TERRITORY IS LISTED-ON PAGE 23
Hazeltine Corp. Wins Federal Court Decision

Federal Judge Thacher Hands Down Decision Stating That Harman Patents Are Valid and Infringed by Elec. Service Corp.

Professor L. A. Hazeltine was the first to invent a radio receiver without "squall," according to a decision handed down recently by Judge Thomas D. Thacher in the Southern District Federal Court. In reaching his decision, Judge Thacher held that the Hazeltine inventions are valid and infringed. This ruling follows closely the decision rendered two days previously by Federal Judge Robert A. Inch in the District Court of Brooklyn, who held that the Hazeltine inventions do not in any way infringe certain patents held by the Radio Corp. of America and its associated companies.

The case before Judge Thacher set up every possible patent in the prior art that could be brought against the Hazeltine inventions as justification for infringement. Judge Thacher in his decision sweeps these aside and in referring to the patent issued to Chester D. Rice, owned by the General Electric Co., the one most nearly involved, states:

"This permanent and complete neutralization of the Nagelschmidt patents before sale to the public explains the commercial success of these instruments, which is so strongly persuasive of invention. Rice employed a fixed ratio of equal capacities and equal tubes and arranged his coils with loose coupling. Hazeltine alone achieved the coupling between the coils and unequal turns, with capacities in the ratio stated, and attained permanent neutralization for all frequencies, a result never attained before and one which had, as the evidence discloses, an astounding effect upon the entire industry.

After citing authorities, Judge Thacher then continues:

"In the great advance in the apparatus and the output of commercial value which has preceded him is much the same, and is of the most essential importance from a functional standpoint and of extreme importance. Rice and Co. of Brooklyn have not come very far, but the difference between them is the difference between a daguerreotype and daguerreotype.

With respect to other patents cited against the Hazeltine inventions by the defendants, Judge Thacher says: "Many of the patents for neutralizing and coupling disks employed by Hazeltine was his invention, not that of A. Anderson. Rice or of Goldsmith and Weir.

In reviewing the case in his decision, Judge Thacher points out the following: "After the plaintiff had rested its case in rebuttal, and its expert had been excused and could not be recalled, the defendant offered in evidence an additional prior art patent, R. V. L. Hartley, May 21, 1916. No. 1,188,399. This patent received the patentees evidence at that time, to the prejudice of the plaintiff, would have been unfair, because the proofs on both sides with regard to the prior art had been closed and the plaintiff's witness had left jurisdiction. However, I have considered the patent and find no anticipation of Hazeltine therein or any disclosure which deprivies his invention or nullifies the claim that I was informed by the decision of Judge Inab in the 'Radio Corp. of America v. Twentieth Century Radio Corp.' decided in the Eastern District June 31, 1916.

During the trial of the case, the Defendant set up as prior art the patents of another Professor Hazeltine, the Hazeltine Corp. were the rightful owners of the Hazeltine Neutrodyn inventions and that Hazeltine had developed the Government Continental plane. This plane was based on the alleged ground that Professor Hazeltine had used his skill as a consulting engineer at the time the invention was made and, consequently, the invention was the property of the government at that time. After reviewing the evidence submitted in support of this position, the court found: "The defendant acquired no rights under the Act of March 3, 1919." This decision included the Act.

Judge Thacher further states, "No one has any merit in the claim that Hazeltine's Assignee is not entitled to sue. Whatever rights the United States Government may have the invention growing out of the inventor's employment, the patent was issued in his name and his assignment as a full legal right, which must be recognized in a Court of Equity until superior equities are asserted.

"A decree in favor of the plaintiff's for appropriate relief in accordance with this opinion may be presented in the usual manner.

New Edison Advertising Attracts Wide Attention

Recent Magazine and Newspaper Ads on Dance Reproducer the Forerunners of an Extensive Campaign Planned for the Fall

The recent public announcement of the new Edison Dance Reproducer, which not only adds volume to the reproduction of Edison records, but likewise increases the total range and improves the quality, has attracted wide attention throughout the industry. This announcement was made in the Saturday Evening Post and over 150 daily newspapers in the leading cities from coast to coast.

It was stated at the Edison headquarters in Orange, where great activity prevails at the present time, that this announcement is but the first evidence of the new equipment and newspaper campaign to be launched early in the fall and which promises to carry messages of much general interest, the details of which will be available in the near future.

Edison dealers report that the first advertisements proved distinctly productive of results, as indicated by the demand for the new dance reproducers from phonograph manufacturers.

Important Concerns Become Jobbers of A. H. Grebe & Co.

The Grebe Synchrophase Receiving Sets to Be Handled in Important Territories

A. H. Grebe & Co., New York City, manufacturers of Grebe Synchrophase receiving sets, announced recently the appointment of a number of well-known and important territories and all of these jobbers have placed substantial orders for immediate delivery in recognition of Grebe's new apparatus. Among the territories, Grebe has appointed for the new Grebe jobbers are the Universal Radio Co., 33 East One Hundred and Forty-ninth street, New York, who will distribute Grebe products in Manhattan, Bronx, Westchester, Orange, and Putnam Counties; Trilling & Montgomery, Philadelphia, Pa.; Clyde Washburn, Memphis, Tenn.; H. P. Ahlmer & Co., Buffalo, N. Y.; Cooper-Holmes Co., Louisville, Ky.; Holley-Mason Hardware Co., Spokane, Wash., and the Brad Electric Co., Knoxville, Tenn. The Grebe merchandising policy provides for the granting of exclusive territorial privileges to its distributors and under this plan Grebe jobbers have ample opportunities to develop to profitable advantage the sales possibilities in their territories.

Okeh Record by Victoria Spivey in Public Favor

While in St. Louis, Mo., a short time ago, a recording expedition sponsored by the General Phonograph Corp., manufacturer of Okeh records, arranged to make a number of special recordings, including a record by Victoria Spivey, featuring "Blade Snake Blues" and another popular number. The record was released recently and has met with the most enthusiastic reception by race record purchasers throughout the country.

Blackman Co. Distributing the Ultraphonic Sound Box


J. Newcomb Blackman, president of the Blackman Talking Machine Co., of New York City, one of the leading wholesalers in the United States, announced this week that his company had been appointed a distributor for the Ultraphonic sound box made by the Audak Co., of New York, of which Maxmillian Wel is president. In making this important announcement, Mr. Blackman said: "We feel sure that the trade we represent will be pleased to learn that we have been appointed exclusive distributor for the Ultraphonic sound box in every important territory, including all of Greater New York and Connecticut, together with the cities in the Hudson River Valley, northern New Jersey and Long Island.

We carefully tested every make of sound box submitted for our inspection, and as a result of these tests proved out our complete satisfaction that the Ultraphonic sound box represents the best reproducer of its type now on the market. We are planning an aggressive sales campaign in behalf of this product and the members of our sales staff are keenly enthusiastic regarding the sales possibilities for the Ultraphonic sound box as well as its sales possibilities.

In offering this new sound box to our dealers we are offering the fact that the most satisfactory results in the reproduction of present day records can only be secured through a combination of three vital factors, namely, the new electrical recordings, the new and improved type of sound box and the improved type of tone chamber. While this is the ideal combination it does not provide for the suitable and adequate use of the new talking machines which were placed in the homes before the development and perfection of the new type of instrument. It is, of course, to the distributor of the new sound box to dispense any means which will provide for the increased use of the talking machines in the home, and a corresponding revival of record business.

"The first step, therefore, is to provide the dealer with a product that he can offer to his customers with the assurance that by using it they will derive pleasure and satisfaction from their records, thereby giving them an opportunity to use their talking machines frequently instead of reluctantly. In offering our dealers the Ultraphonic sound box we are giving them the means for increased record sales in addition to the profit derived from the sale of the reproduction itself. The possibilities for developing a market for this sound box are unlimited, and we are fully convinced of the value of this merchanting plan for our dealers.

Appointed Magnavox Jobber

Oakland, Calif., July 8--The Magnavox Co., manufacturer of the Magnavox line of radio products, has recently appointed the Retail Department of R. S. Williams & Sons, Ltd., Toronto, Canada, as exclusive distributor for the Dominion of Canada and the Western provinces of Columbia. The R. S. Williams organization has a record of thirty years of consistent increase in prestige in the industry.

See second last page for Index of Articles of Interest in this Issue of The World.
Analysis of Trade-in Allowance Problem

New Models Add Complications to Trade-in Situation—Retailers Must Evolve Equitable Policies—Important Points to Consider

One of the most vital problems that the retail talking machine dealer is called upon to solve at the present time is the question of trade-ins. Shall the dealer consider taking an old talking machine or radio in trade, making an allowance to apply as part of the first payment on the new model? Shall he adopt an uncompro mising attitude and resolutely refuse to entertain a proposition of this nature? Last, but not least, what allowance should he make on an old talking machine or radio set?

There are many angles to this question of trade-ins that require careful study and consideration. While there are few dealers who would refuse to consider a trade-in on the purchase of a new talking machine, insofar as radio is concerned there are many merchants who have adopted a policy of refusing to make an allowance on an old radio set. Other dealers, while they do not emphasize their willingness to take in the old radio, will do so if the prospective customer forces the issue. The trade-in problem, as far as it concerns the talking machine, has developed new complications, due to the number of immeasurably superior new instruments that have been or are about to be placed on the market. Many of the old instruments were sold at ridiculously low prices during the house-cleaning process in preparation for the new models. In this connection the dealer must make up his mind to two things; viz., the allowance for the old instrument and its marketability. On whether the dealer will be able to dispose of the trade-in instrument within a reasonable time and get his money back is actually based his profit on the sale of the new instrument in which the trade-in was involved. Another point: The trade-in allowance must in no case be figured on the original price of the old instrument; the reduced price at which the machine finally sold should be the starting-point for the dealer's calculations. Over-valuation in easiness to make a sale must be guarded against in order to preserve profits.

When it comes to the question of whether or not it is advisable to consider trade-ins the answer is that the talking machine dealer is in somewhat the same position as the automobile agent. New business would be considerably reduced or delayed if the dealer refused to make an allowance on the old instrument. The new talking machines are so meritorious and represent such a tremendous improvement over the phonograph of the past that it would be a shortsighted merchant indeed who would voluntarily cut his market down to those people who do not already own talking machines. There are many thousands of people who now own the finest of the old models and who can well afford to purchase the best and most expensive of the new ones, but they must be sold on the idea and after all the selling is done and the desire for the new product has been aroused the dealer must be prepared to take the old instrument off the potential customer's hands before he can finally close the deal. This applies in a more limited degree to radio.

The third question that comes up is the marketability of the trade-in. Experience of dealers proves that there is a very definite outlet for the old instruments. Just as there are thousands of people who can afford to buy the best of the newer products there are also thousands who for many reasons cannot afford to purchase a new instrument at the moment and who do not own a talking machine. These people are the prospects for the trade-ins and every sale of this type means a new record customer. One dealer has found that he can dispose of all the trade-ins without delay at an actual profit by loading them in a truck and canvassing the poorer districts. He gets turnover on his trade-ins and not only in this way makes the full profit on the sales of his new instrument, but he makes a profit on the trade-in. That is good business and it is not an exaggeration to state that most dealers can do the same. Another dealer believes that it is not worth while to make any effort to sell the trade-ins. He simply makes the sale if a customer who wants a real bargain comes into the store. Occasionally he inserts a classified ad in the daily newspapers. This particular dealer has a cellarful of trade-ins, representing real money. He is located in a section of the city where it is easy to dispose of stock of this character and he is losing money because of his inactivity. The point is that there is more to the trade-in problem than merely making an allowance on the old instrument and then forgetting about the deal. The important part of the whole transaction is in disposing of the trade-in without loss of time or sacrifice of money.

The attitude of dealers on this important subject varies greatly. One dealer stated that with him the customer was the deciding feature as to whether or not he would accept a machine in trade. He pointed out that he conducted a general music store, selling in addition to talking machines, radios, pianos of all grades and musical merchandising. As he was situated in a neighborhood composed of residences where it was necessary to retain the good will of his customers and keep them coming to him for new instruments of all sorts, he found that in the long run it would be more profitable to accept an old instrument from a customer of long standing, who had perhaps purchased three or four instruments and was continually buying rolls and records, rather than to take a decided stand and run the risk of making an offended customer. It was, however, only with this type of customer that the dealer in question would be inclined to make more elastic than usual the values placed on the old-type instruments.

His attitude could be taken as typical of the dealer situated in a purely residential section where for over a space of many years the store had served the same people and had made them friends and satisfied customers. It is on the basis of good will that the store survives and a too decided stand would in many cases injure this asset. Stores serving a transient trade can and should for their own profit treat the trade-in problem from a purely business standpoint.

Each talking machine dealer must get right down to the business of evolving his own trade-in policy. The main points to consider are embodied in the accompanying article. Of special importance is the point that the dealer must protect himself through keeping trade-in allowances down to the lowest possible point.

---

List Price
$6500
Without Tubes and Batteries

A Portable Radio

This latest addition to the NYACCO line represents the latest advancement in Radio and fills the insistent demand for a light weight Portable Radio.

It is a six-tube set operating on Dry Batteries. It has remarkable Tone Quality, Volume, Selectivity and Distance Reception. It keeps the Broker or Business Man in touch with the market while away. Ideal for the Camper, Tourist, Motorist and Canoeist.

New York Album & Can Co., Inc.
23-25 Lispenard Street, New York
(Established 1907)
Business always good when you have records like these!

THE art of Jolson, Lopez and these other Brunswick favorites knows no season. There is plenty of record business for the dealer who will bring to the public's attention these newest offerings by the biggest stars of the amusement world. Every one of these numbers will demonstrate how immensely Brunswick's "Light-Ray" electrical recording (musical photography) improves music for the home.

Brunswick
PANATROPE S  RADIOLAS  RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO
Brunswick Panatrope Award as Prize in Choral Contest

Cecilia Society of Ridgewood, N. J., wins Instrument in State Contest—Caldwell, N. J., Woman’s Club Chorus to Record

The Cecilia Society of Ridgewood, N. J., won a Brunswick Panatrope as second prize in the State Chorus Contest, which was the feature of main interest in conjunction with the musical program of the General Federation of Women’s Clubs, which recently convened in Atlantic City.

The directors and members of the Cecilia Society are very much pleased with their prize and expressed their unqualified approval of the Panatrope in no uncertain terms.

Geo. A. Lyons, of the Philadelphia Brunswick branch, and H. Emerson Yorke, of the Chicago headquarters of the company, officiated on behalf of the Brunswick Co. at the presentation. One very important reason for the keen rivalry in the contest was the fact that the winners were to record, W. A. Brophy, of the Brunswick recording laboratories, is making arrangements for a record by the Caldwell chorus of The Caldwell, N. J., Woman’s Club, who were selected as best.

Victor Co. Announces New Record Exchange Plan

New Proposition Will Take Care of Surplus Stocks of All Mechanically Cut Records and of Many of Electrically Recorded Selections

The Victor Talking Machine Co. has announced as of July 1 and effective on that date a new record exchange proposition in two parts. The first part of the exchange applies to all black label mechanically recorded records listed in the 1925 edition of the domestic catalog and its supplements with the exception of the 147 best selling and educational numbers, together with all blue label records listed in the same catalog with ninety-seven exceptions. This change is on the basis of one-half the list price value, the dealer to be credited with records sent in in exchange against new record purchases by his wholesaler.

Part two of the plan will start on January 1, 1927, and covers all domestic black labels and all blue label records excluded from part one of the exchange, together with all electrically recorded domestic black label and blue label records, now issued or to be issued, and which have been on the market for six months before they are returned. The second section of the exchange will be conducted on a full credit basis. Full details of the exchange and its operation have been sent to dealers by the factory.

Gulbransen Summer Sales Campaign Interests Trade

The Summer sales campaign conducted by the Gulbransen Co., Chicago, manufacturer of Gulbransen registering pianos, has become a nationally known business institution in this country. Recently “Printers’ Ink,” a publication devoted to advertising and merchandising, devoted several pages to an outline of the campaign plan and an account of its success for the benefit of business men in all lines of endeavor. Manufacturers and dealers in varied lines, everywhere in the country, have written to the Gulbransen Co. for information regarding its hot weather campaign. In the 1926 campaign, now being conducted, two outstanding features will increase interest and bring results. Prices will be given three for each set of in the form of a beautiful gold coat-label button or watch charm, to the leading salesman in each of the three groups of cities. The campaign opens at a time when salesmen have the opportunity of introducing two new products, the small upright and the Colonial model register-
Demonstration sells the Brunswick Panatrope!

MAKE a calendar of events in your community at which you can present the Panatrope. Every demonstration creates an interest which grows until the desires to own this wonderful instrument become so strong that sales result.

Brunswick Dealers are finding that the following occasions lend themselves to successful Panatrope demonstrations:

- Afternoon Teas
- Bridge Parties
- Lawn Parties
- Country Clubs
- Church Affairs
- Fraternal Gatherings
- Week-end Parties
- Noon-day Club Luncheons
- Summer Resort Activities
- County and State Fairs
- Twilight musicales in small parks

Brunswick

PANATROPES · RADIOLAS · RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO
Indiana Radio Dealers Organize an Association

Herbert C. Wall Elected President of Indiana Radio Trades Association—H. W. Cory Delivers an Optimistic Talk on Outlook

Pf. Wayne, Ind., July 3—An increase of 100 per cent in the total volume of radio business in the United States during 1926 was predicted by H. H. Cory, of Minneapolis, secretary of the Federated Radio Trades Association, a national organization of radio dealers, at the banquet and get-together organization meeting of the Indiana Radio Trades Association at the Shrine Clubhouse here, recently.

Herbert C. Wall was elected president, of the new Association; Howard Cramfill, vice-president; Chester W. Keen, secretary, and Bert J. Duesler was named on the board of directors.

J. E. Ferguson, general sales manager of the Neutrowound Radio Corp., Chicago, spoke on "Selling Radio Apparatus."

About 150 dealers from northern Indiana attended the meeting. Officials of the Association said that the gathering presaged the successful organization of the dealers throughout the State. Work of affiliating dealers in the central and southern part of the State with the group is now under way.

Four Years of Radio Exports Are Valued at $22,281,000

The domestic rise of radio products was accompanied by their rise in importance as an export item in United States foreign trade, as is revealed by figures made public by the Department of Commerce. During the four years, 1922 to 1925 inclusive, total exports of radio materials from this country were valued at approximately $22,281,000.

Canada took $7,709,000 worth of these radio exports, or 35 per cent. Markets in the Southern Hemisphere took approximately 25 per cent, the principal purchasers being: Argentina, 11 per cent; Australia, 8 per cent; Brazil, 3 per cent, and New Zealand, Chile and British South Africa, each 1 per cent.

Unofficial estimates place the total value of radio materials made in the United States during 1926 at about $100,000,000.

S. W. Lukas With Wholesale Radio Equipment Co.

S. W. Lukas, well known in the metropolitan music trade, having represented the Columbia Phonograph Co. and many other talking machine concerns, recently joined the staff of the Wholesale Radio Equipment Co., New York. He will cover the New York City trade and his wide experience in the field is certain to prove of value in his new connection and to the dealers with whom he comes in contact.

W. H. Haile in Important National Carbon Co. Post

W. H. Haile has been appointed manager of the railway sales division of the National Carbon Co., Inc., with headquarters in Cleveland, according to announcement just made at the New York offices of the company. Recently Mr. Haile was district manager of the National Carbon Co. in Pittsburg. Prior to that he was district manager of the Union Carbide Sales Co., with headquarters in Chicago.

Gulbransen Prosperity

The Gulbransen Piano Co., of Chicago, Ill., paid on June 25 a dividend on its common stock of 2 per cent to stockholders of record. This is the second common stock dividend of the year. The company reports orders thus far in 1926 to be far in excess of the same period of 1925.

Magnavox Co. Plans Big Advertising Drive Soon

Full Pages in Saturday Evening Post and Other National Magazines Are to Be Used to Push the New Magnavox Cone Speaker

Oakland, Cal., July 5—The Magnavox Co., manufacturer of Magnavox radio receivers and other equipment, is preparing an intensive advertising campaign to push the new Magnavox cone speaker that was recently introduced to the trade. Part of this program is a heavy concentrated advertising campaign in the Saturday Evening Post and other leading national magazines, using full pages. Dealer helps in promotion will also be supplied.

In a recent letter to its dealers the Magnavox Co. gave as its reason for its belief that the coming year would surpass in speaker sales the average of 100,000 per year which it has maintained the fact that with the new cone speaker many replacement sales will be made. The 1926-27 season, it is predicted, will be prosperous.

Three New Artists Heard on Late Columbia Releases

The special releases of Columbia records issued on July 10 contained recordings by three new artists, Edith Clifford, of vaudeville and musical comedy fame, makes her initial bow to Columbia record fans with "Learning How to Love" and "Oh, Girls! What a Boy"; the Buffaloians, dance orchestra, are heard in "Deep Henderson" and "Here Comes Emanile" and Joe Jordan's Ten Sharps and Flats, a red-hot aggregation, play "Morocco Blues" and "Senegealee Stomp." This list also contains a record, both sides of which were recorded in England, "Land of Hope and Glory," a baritone solo by Harold Williams, with vocal chorus, coupled with the Hallelujah Chorus from Handel's Messiah, sung by the Sheffield Choir.

PEERLESS ART MISSION ALBUMS

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 Record Carrying Case

Now in Two Sizes

The new large size Peerless Record Carrying Case holds fifty records. It is a beautiful piece of workmanship—made of the best materials, it will last a life-time. It is a fitting companion to our smaller model which has proved so popular. Both of these record carrying cases will add to your record sales.

Exclusive metropolitan distributors for the new beautiful and educational "PICTORIAL RECORDS" for children

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

WALTER S. GRAY CO., Pacific Coast Representative
San Francisco and Los Angeles

L. W. HOUGH, 146 Mass. Avenue
Boston, Mass.
The Rochester laboratories of the Stromberg-Carlson Company again triumph. This time in the production of a receiver so “universal” that a dealer is now enabled to offer his customer:

1. **Choice of power supply**—batteries or socket connection for filament and plate current.  
2. **Choice of audio amplification**—UX-112 tube or UX-171 tube or external amplifier.  
3. **Choice of pickup**—loop or antenna.

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<th>Model</th>
<th>Description</th>
<th>Price East</th>
<th>Price Rockies</th>
<th>Price Pacific</th>
<th>Price Coast Canada</th>
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<tr>
<td>No. 601 Receiver</td>
<td>Treasure chest type, 6-tube; totally shielded; dual control; equipped with voltmeter; solid mahogany. Furnished in both regular and Universal models.</td>
<td>$210.00</td>
<td>$225.00</td>
<td>$290.00</td>
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<tr>
<td>No. 602 Art Console (above)</td>
<td>American walnut; space for all operating equipment. 6-tube totally shielded; dual control; Equipped with voltmeter. Furnished in both regular and Universal models.</td>
<td>$340.00</td>
<td>$360.00</td>
<td>$470.00</td>
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<tr>
<td>No. 5'A Cone Speaker</td>
<td>East of Pacific Rockies Coast Canada</td>
<td>$35.00</td>
<td>$40.00</td>
<td>$45.00</td>
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**Stromberg-Carlson Telephone Mfg. Co.**  
Rochester, N.Y.
THE TALKING MACHINE WORLD

Published by Edward Lyman Bill, Inc.

President, C. L. Bill; Vice-President, J. B. Spillane; Edward Lyman Bill, Randolph Brown; Treasurer, Raymond Bill; Secretary, E. L. Bill; Assistant, L. E. Bowers; Auditor, Treasurer, Wm. A. Law.

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ADVERTISEMENTS: $1.50 per inch, single column, per insertion. On yearly contracts for display space a special discount is allowed. Advertising pages, $175.00.

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

NOTICE TO ADVERTISERS.—Advertising copy should reach this office before the first of each month. By following this rule, clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 2642-3-4-5-6-7-8 Vanderbilt.

Cable Address: "Bill," New York.

NEW YORK, JULY 15, 1926

Record Sales the Backbone of the Business

Record sales are not merely supplementary to the talking machine business as a whole, but are really the basis of a successful business, for the reason that they should, and in fact must, be of sufficient volume to supply the cash necessary to carry on the establishment and to finance most of the business.

With the introduction of new types of reproducing instruments, certain dealers in their enthusiasm have concentrated so strongly on the sales of the instruments themselves or on securing orders for future delivery that they have neglected to put the proper energy back of the record department, with the result that they are facing, or are promised shortly to face, financial problems that prove embarrassing but not exactly disastrous.

Were the great volume of machine business done on a cash basis the average dealer would find the going rather smooth, but with from 75 to 80 per cent of instrument sales handled on a time basis, all too frequently with initial payments that are distinctly low, the dealer finds at the end of a given period that while his gross sales records are large, his cash reserve is limited. More than one retailer is in a serious plight right now simply because he has done too much business in turning over for installment paper, running for a year or so, and merchandise for which he has paid hard cash.

Dealers in the higher class of records find competition more or less severe, but that is all the more reason for concentrating on building up record business through carefully worked out publicity and demonstration campaigns. Practically 100 per cent of the record business is for cash, the individual amounts being comparatively small, but, nevertheless, in the aggregate totaling a very substantial sum. It will take many transactions in records to equal one sale of the popular new machines, but those numerous transactions provide the sinews of the business in the form of cash, while the one machine sale may represent a collection problem for a year to come.

More than one dealer who has been approached by his wholesaler regarding a falling off in his record orders has referred probably to the fact that he has sold a generous quantity of the popular types of machines and that his total business thus far this year has surpassed that for corresponding periods during previous years, when records sold more freely. The difference is that instead of having cash on hand with which to meet his merchandise bills promptly, that dealer is more than likely running on the ragged edge with a safe full of installment paper and under the necessity of giving his wholesaler notes instead of cash.

Placing paper with finance companies helps to solve the problem, if the method is followed intelligently, but under any circumstances a financing charge cuts into profits as only the cream of the paper will be taken by the large companies and there still remains the necessity for watching collections. Finance companies want the cash when it is due. They are not placated by note renewals and promises. They can be depended upon to furnish part of the cash with which to keep the business running, but it is up to the dealer to keep a substantial part of his own assets in liquid shape for the same purpose. Closer attention to record sales provides the means to this end.

A great many dealers are showing an inclination to order records on a hand-to-mouth basis, fearing that any inclination to plunge will result in the building up of a record inventory of top-heavy proportions. In this respect the dealers are right because it is not the liberal ordering but the hard selling of records that means cash in hand, and a heavy record inventory, particularly of popular numbers, is even less desirable than a safe full of customers' contracts.

Every new instrument sold means extensively the creation of a new record customer, but experience has shown that unless the customers, both old and new, are followed up closely and persistently, their record purchase is not going to be of a caliber to bring large profits to the retailer. For the dealer with sufficient capital to carry a large quantity of paper for a year without disturbing his business, heavy instrument sales without a corresponding record turnover may be highly desirable, but for the average dealer who has not sufficient surplus capital to have any of it in a frozen state, close attention to cash record sales is essential. The attention that is being given to the stimulation of record business in many quarters indicates in itself the importance of the situation.

Substantial Foundation of Radio Trade

THE solid financial structure upon which the radio business, both wholesale and retail, rests at the present time is well set forth on another page of The World this month by Fred Baer, who, through his close contact with the industry in various directions, is well qualified to speak with authority. Mr. Baer presents facts and figures that should be given wide publicity by members of the trade itself, in order to offset rumors circulated in banking circles and elsewhere to the effect that the industry as a whole has met with heavy losses.

Mr. Baer points out that although close to one hundred million dollars were lost in radio securities, those losses were practically all on paper and represented a falling off in stock values with the change in market conditions. In many cases the figures represent a certain amount of deflation, but only an apparently small amount can be charged off to losses sustained in tangible merchandise.

Particularly significant is the fact that there is an estimated investment right now of approximately $400,000,000 in the radio industry, including the manufacturing, wholesaling and retailing divisions, and it is conservatively estimated that such an investment will bring a gross profit during the coming year of close to $150,000,000. Inasmuch as the industry has become well stabilized, there is reason to believe that optimistic opinion regarding its profit possibilities has an excellent foundation.

Banking interests who have taken occasion to make a close investigation of the industry have shown renewed confidence in the business and its possibilities because of the character of the concerns now engaged in the field and particularly from the fact that the bulk of the capital involved represents private investment and not public money.

Necessity of Intelligent Demonstration Work

DEMONSTRATIONS, more demonstrations, and still more demonstrations, is the secret of building up large sales volume in the new types of reproducing instruments that have been and are
being put on the market, and which for the most part embody entirely new and highly improved developments in sound reproduction, including both the records and the instrument itself.

Advertising, of course, has its premier place in calling public attention to the new products, for in this way interest is aroused, but used alone it will not enable the dealer to take full advantage of the opportunity that is before him. It is only by demonstration—by allowing the prospect to judge for himself the increase in volume and the improved reproducing qualities of the new instrument and records—that the dealer can convince him that there is really available a distinct and worth-while innovation in sound-reproducing media. It may take a little more time and a little effort to reach a fair proportion of the population by this means, but it is the surest way to get results.

It is significant that those dealers who on their own initiative or in co-operation with wholesalers have given demonstrations before various groups, including business organizations, clubs, societies, etc., have been the ones who have apparently made the greatest progress in moving stocks of new instruments as they were available. The same also applies to the records, for the improved method of electrical recording means nothing to the average talking machine owner or prospective buyer, unless he can hear for himself the excellent quality of music that is thus made available.

The dealer’s salesman can talk all he wants to about what the new products will do and can describe them in the highest terms, but the great bulk of the prospects are only going to show real interest when they can hear what has really been accomplished in the laboratories of the industry. In short, it is the prospect’s ears, and not his eyes, that will convince him—a fact that must be realized if business volume is to be secured.

Stopping Leaks in Radio Merchandising

THE value of associations among retailers of radio apparatus, as such, regardless of what other lines of products they may be interested in selling, has been so adequately proved in a number of instances that we may expect to see within the next few months the formation of numerous associations of this character in various sections of the country, primarily as a means for protecting the interests of the dealers against the demands of the public and particularly against competitive methods that do injury to all hands without producing real benefit to any single individual.

It is to be admitted that the merchandising of radio receivers in the early days of the industry was not all it should have been, for the field was new, the public had to be shown, and there was so much confusion that all too many dealers did not stop to check up accurately on their selling methods and costs. With the stabilization of the industry, however, it has been realized that if permanence is to be assured sales methods must be adopted that will produce results while at the same time protecting the profit.

Particularly in the matter of demonstration and service have many retailers found much grief. They realize that in all too many cases the requests for demonstrations are based on curiosity and that the demands for service are oftentimes unreasonable. The fly in the ointment is that competitors often throw caution and good sense to the winds in an effort to build up business volume and forced undue liberality upon even the most conservative in an effort to keep pace.

Fortunately, the radio retail trade associations have shown the proper spirit in moving first to check these various leaks. The Northwest Radio Trade Association, with headquarters in the Twin Cities, has been most active in this particular, as has been the Wisconsin Association. In Akron a new organization of radio retailers has set about reforming abuses, and in New York an association committee is now working on a Code of Practices for the protection of its members.

In practically every case promiscuous demonstration has been checked by providing that no home demonstration will be made unless the prospect leaves a modest deposit to cover the cost of installing the set, which deposit represents a service charge if no purchase is made, or applies to the price of the instrument if the deal goes through.

This checks one very serious leak, and then there comes the question of service after the sale and installation which, under certain conditions, has helped to wipe out profits for more than one retailer. After a set has been installed and been shown to work properly, it is only just that the customer pay for all further service, whether it be the replacement of tubes or batteries, the changing of an antenna, or any other work made necessary by use of the set or for any reason beyond a mechanical fault. In modern sets these mechanical difficulties are so few as to be negligible.

The main point is that through associated action retailers can control a situation that is practically beyond them as individuals. Working under definite service agreements that are fair to both customers and themselves they obviate the problem of having the prospect play one dealer against the other on the service and demonstration question. It means that the retailing of radio will be put on a sound, stable basis, and yield the profits to which the dealer is justly entitled.

Displaying the Portable in Native Heath

THERE is nothing like a show window or store demonstration to convince the public of the desirability of portables, whether talking machines or radio receivers. It is quite all right to advertise these portables liberally, to illustrate them, and to give figures showing their compact character and light weight, but the really convincing stuff is to show the public just how these outfits may be utilized in the bungalow, in camp, in a canoe, or elsewhere as the vacation urge dictates.

Those retailers who have had the good sense and courage to spend a little money in arranging attractive vacation scenes in their show windows for the purpose of providing a suitable environment for the portable instruments have found the investment productive of direct sales.

It requires ingenuity and a certain amount of trouble and expense to arrange a window display that will stand out from its neighbors and impress its message on the minds of the passers-by but the results, as a general rule, are well worth while. It is the answer to the problem of getting to those prospects whose motto is “seeing is believing.”

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**NATIONAL RECORD ALBUMS**

**SET THE STANDARD**

*Strength, Beauty, Value are the Outstanding Features*

Furnished in cloth or beautiful brown mission binding

Valuable Phonograph Records Are Safely Kept in National Albums

NATIONAL PUBLISHING CO., 239 S. American Street, PHILADELPHIA, PA.
How Live Retailers Take Advantage of Their Locations to Increase Business

Some Examples of Dealer Enterprise in Turning Apparent Disadvantages of Location Into Assets

—Study of the Local Sales Field Worth the Effort—Sales Plans That Fit the Territory

There are a number of accepted methods of merchandising the products of a music store, notably advertising, attractive window displays, direct-mail campaigns, house-to-house canvasses, a well-lighted and attractive store outlet to bring in the casual passer-by and it is the use of these methods or a combination of some of them which goes toward the building of a successful business. Sometimes, however, it happens that a store is so located that its trade can be stimulated by some means which would not benefit a competitor situated a block away. Take for instance a store located at the entrance of a railroad station. Such an establishment was described in the March issue of The World when it was told that the Terminal Radio & Music Shop, adjacent to the Pennsylvania station, New York, during the year of 1925, did a cash business of approximately $120,000. Practically all this business comes from commuters, who live on Long Island and find it handy to make their purchases just before boarding a homeward-bound train.

H. Brodwin & Co., talking machine and piano dealers in the Bronx, New York, are located next a Public Market, where food-stuffs and merchandise of all sorts are sold. A door leads from the music store to the mart. Harry Brodwin placed a phonograph next this door and it played continually with the result that the shoppers were attracted to the store and the record sales volume was materially increased. So, too, with countless others who take advantage of the peculiar location of their stores to increase sales.

In a recent visit to the Thirty-fourth street, New York, warerooms of the Winsner Piano Co., the writer was told by John Bayer, the manager, of a stunt that proved a decided factor in boosting record sales. This store is opposite the Vanderbilt Hotel, and some months ago Mr. Bayer got in touch with the bell-hops of the hotel and presented them each with several records, building up good will. As it is the bell-hops who do most of the buying of odds and ends for the guests at the hotel the idea was a good one and has resulted in record sales of from twenty to thirty dollars a day of an average of about $150 each week. From the same source other profits have come, notably that of renting portable phonographs to groups of men who are in the city for convention purposes and who do not wish to purchase an instrument but desire one during their stay to provide music for parties, etc. The store rents the portable for five or six dollars a day and in a very short time makes more than the price of the instrument, at the same time providing an outlet for records, as almost invariably the rental of a portable means ten dollars or more of record sales.

Dealers located in theatrical sections are all in a position to cash in on their location and a check-up on the attractions to appear, if they are of a musical nature, or of the actors, to see what record sales have been made, will more than repay for the efforts expended if the recordings are properly featured through displays and direct-mail literature. The live dealer employing foresight after a study of his market will find sales through a number of such avenues which are seldom taken complete advantage of by retail merchants.

To the rear of the window a placard proclaimed, under the well-known sign of the skull and bones: "Treasure chests of old are hard to find but anyone may find a world of treasures at the turn of a dial with the Stromberg-Carlson Treasure Chest receiving set." The comparison of the Treasure Chest model receiver with the treasure chest of pirate days had an appeal that was decidedly effective and stopped many passers-by.

A. L. MacFarland Now Head of Radioart Corp.

SAN FRANCISCO, CAL., July 6.—James B. Threl- keld, Jr., organizer of the Radioart Studio and president of the Radioart Corp., of this city, recently announced that he has disposed of his interest in that corporation to Andrew L. Mac- Farland, who succeeds him as president and principal stockholder. Mr. MacFarland has been sales manager of the Radioart Corp. for a year.

The "LONG LIFE" Motor
Two Features Make It So

The operating mechanism of each United Motor is completely encased in a cast-iron housing. This keeps out dust, grit, slivers, sawdust, needles, etc., protects in assembling, shipping, demonstration and use. United Motors are always in alignment and always noticeably silent in running.

Each United Motor is lubricated automatically, being equipped with a wick oiling feature which insures correct lubrication for years without any attention from the operator. Oil never drips, yet the working parts are supplied constantly with the necessary lubrication.

*Phonograph Motors are easy winding, silent in operation, quick in pick-up and produce true and even tone pitch throughout the record. Made in sizes to meet every requirement from the most compact portable outfit to the largest cabinet and console types.

9702 Cottage Grove Avenue
CHICAGO, ILL.
A Manifold Organization

We do not believe that there exists in the phonograph industry to-day a business which has the multiplicity of sales and handles the volume of small sales as this organization.

We are equipped to fill the requirements of every phonograph dealer in the World and our entire success rests primarily on the degree of Service that we perform.

When you consider the fact that during the many past years this organization has given real honest-to-goodness Service to thousands and thousands of phonograph dealers in every part of the world—and that our line has been so expanded to warrant distribution by recognized well-known wholesale distributors in various parts of the United States, Canada and other Foreign Countries—you will visualize the stupendous task we have assumed—and so far always fulfilled.

Our business has been founded on twenty-four hour Service. Our organization is trained and our system so arranged to continue this practice at all times.

We are distinctly a Service Institution—and in our New Practical Catalogue you will see but a very small portion of the many replacement parts listed which we can furnish you. It is well to remember that we can furnish practically every phonograph part that has ever been in use—within twenty-four hours—or give you a good reason why.

"A Complete Service Institution"
This is the day of the specialist—in business as well as in the professions—and this applies with force to the talking machine and record business, according to Sterling K. Black, proprietor of Black's Record Store, Akron, who points to his substantial business as concrete proof of the truth of this maxim. Black's Record Store is busy selling records to groups of customers when other dealers in the vicinity find sales slow, and, he points out, he has become so well known that his sales are not confined only to his own city, but he sends records to many parts of the country. Sales slips show shipments of records as far West as the Pacific Coast, to many of the Southern States and the States bordering Ohio.

Success in Four Years
Mr. Black started in business only four years ago, on a shoestring, so to speak. In fact, his first "store" was one-half of a ten-foot-square room. His first month's business totaled $25. After five months he found it necessary to secure larger quarters. His business was growing rapidly. Specialization was beginning to pay dividends. His second store was a nine by thirty foot room on the second floor. His methods soon increased sales to such an extent that he found it necessary to move again—occupying his present quarters. That was three years ago and the business is still growing. Mr. Black, himself, is authority for the statement that each month since he has been in business he has registered an increase in volume from 30 per cent to 110 per cent over the same month of the previous year. This, briefly, is the history of Black's Record Store. Of perhaps wider interest and value are the methods that made this rapid success possible, so here goes.

Easy Display Builds Sales
Of first importance in the scheme of record merchandising, according to Mr. Black, is easy display. This applies both to the store and window. Look at the accompanying illustration and you will see that this enterprising dealer practices what he preaches. There are no booths in the store, lack of space prohibiting, but there are five good talking machines for record demonstration purposes. Customers select their own records—on the shelves, tables or wall racks. The records are easy to find, because of the method of grouping and classifying. For example: Band and accordion records are grouped together on the shelves, violin and stringed instrument records are grouped by themselves and the same holds true of Gospel numbers, vocal records, dance numbers, foreign language records, etc. Here is an important point: Slow-selling records are included in the various groups and they sell without any other special effort. Mr. Black's stock is practically clean of slow-sellers.

Stock What Patrons Want to Buy
The second point in the policy of Mr. Black is that it pays to have in stock what the customers are anxious to get. That is why the record stock of this dealer is one of the most complete in the State, covering everything from the classics to the latest jazz. There are Blues numbers for those who like this type of music; there are records in all foreign languages; there is jazz of all kinds; there are old records that most dealers do not handle at all, etc. Here is an example of how Mr. Black specializes: He discovered that there was not a single store in the community that handled what are called Gospel records. He analyzed the potential sales field and found that if properly exploited these records would be quick sellers. Accordingly, he installed what is probably one of the most complete stocks of Gospel records in the country. Direct mail, which Mr. Black uses regularly to keep his customers in touch with record developments, broadcast the message among people who were most likely to be interested. The demand was considerable from the start, and the fame of the department has spread until now orders for Gospel records are received from other cities as well. The popularity of these records in that community is indicated by the fact that in a section of the city, four blocks square, over 200 of one record selection were sold. The Gospel record stock at Black's numbers in the neighborhood of 800 discs. The complete record stock totals over 10,000.

Features German Records
An analysis of his community convinced Mr. Black that it would pay to feature German records. He installed a carefully selected stock. Then he secured the names of persons belonging to local German churches and other organizations. With this excellent mailing list in hand the rest was easy. Special letters and lists of records went out in a steady stream and the orders came into the store with equal consistency.

As soon as Mr. Black discovered that there were many Southerners in Akron he stocked records that would appeal to these people. Using the same publicity tactics brought in the Southern trade and profits jumped.

Build Up the Mailing List
Mr. Black specializes in direct mail promotion of sales of records and because of this he emphasizes the need of securing the names of people who come into the store. Every individual who enters Black's is asked for his or her name and address for the mailing list. The result is that by this and other means a mailing list on which appear the names of over 9,000 people has been built up. In the rear of the store on a little balcony Mr. Black has a miniature printing plant and here he turns out all his correspondence and effective mail matter. Ninety out of a hundred customers who buy at this store order from the record lists mailed regularly. A plan that is most effective in getting direct mail read has been evolved by Mr. Black. Briefly, it is as follows: On each envelope, using brightly colored ink, is printed a slogan that catches the eye of the recipient and arouses curiosity as to the contents of the envelope. Here are a few of the slogans that have proved especially effective: "Even if you were the daughter of a seventh daughter born of the veil you couldn't tell what was in this letter unless you opened it."

"If you put this in the waste basket put the waste basket in the safe."

"Don't overlook offer No. 6."

"Don't let the elephant and the donkey worry you." (Used just before election.)

"If it's on a record and you can't get it else-where you can get it at Black's."

Portables Prove Easy Sellers
In conclusion, it is interesting to note that while this dealer does not handle talking machines of the larger type he does have a stock of portable instruments. These are displayed in the store and in an occasional window devoted especially to portables. The result in the past year was the sale of eighty-five of these small instruments—a strong argument in favor of proper displays and the salability of portables.

At a meeting of the leading families of Cott-land, N. Y., to raise funds for a Y. W. C. A., the Brunswick Panatone, supplied by Hyde's Music Store, furnished the entertainment. The music store benefited by securing a list of likely prospects.
Are You Selling the Whole Family?

The music merchant's problem of today is to find a way to continue to sell to the friends and customers he has already established. Almost every home has a piano or phonograph—and these instruments usually last for several years. Obviously it is impossible to increase the sale of pianos or phonographs to customers who are already well supplied—and the present day condition of keen competition leaves very few homes that are not canvassed thoroughly on these articles.

The solution is to have something else to sell to your present customers—something to offer the other members of these families whose goodwill and friendship you now hold—something to sell where you have already eliminated sales resistance.

This "something" is a line of band instruments.

Every member of a family over 6 years of age is a good prospect. The boys and girls of school age are anxious to join the school bands—and the young men at college pay their way thru school by playing in amateur dance orchestras; at home everyone enjoys a joyful gathering of young musicians.

Look over your customer list, figure how many young folks there are in these families, then you will get a comprehensive view of the biggest untouched market in the music industry.

More and more music merchants every day are realizing the possibilities of the small goods department in producing a substantial profit—many stores find that band instruments take care of the store overhead expense. Look into this field now while it is still uncrowded. Tie up with a high-grade line and you will be surprised at the increase in your sales in all departments.

We have prepared a comprehensive booklet covering the agency for King Band Instruments—write for it today.

The King Agency offers you a complete line of nationally advertised first quality band instruments and saxophones, a protected exclusive agency, a financing service for releasing capital tied up in payment sales. The booklet explains all this in detail—may we send you a copy together with our catalog for your examination?

The H. N. White Co.

5217-77 Superior Ave. Cleveland, Ohio

Manufacturers of "KING" Band Instruments
Mayers Adapts Methods to Meet Conditions

Successful Retailer Operates Three Stores Catering to Different Classes of People—Merchandising Programs to Fit the Trade Win

Analyze your territory, find out definitely the kind of people with whom you must do business and then apply the merchandising methods that will most effectively sell those people on you, your store and the merchandise you handle. This is the unspoken principle in back of the successful business built up by Adolph H. Mayers, talking machine and radio dealer, who operates three stores in New York City.

A Humble Start

Eighteen years ago Adolph H. Mayers established a music store in the lower East Side of New York. It was a small store, a humble beginning, but the entire stock of merchandise was of standard products. The growth of the business was steady and sure and, after eight months at the original location, A. H. Mayers moved to the upper West Side, locating on Ninth avenue in the lower Fifties. Within three years a second store was opened and during the past year the third store of the chain was established.

Diversity of Merchandising Methods

Each of the A. H. Mayers stores is situated in a neighborhood where the trade is of a different class of people and the sales promotion plan in each store has been adapted to meet conditions. In the store on Ninth avenue the vast majority of people served are of the working class, people in moderate circumstances; in the Broadway and Sixty-eighth street store the clientele is composed of theatrical and professional people, and in the newly opened branch a high-class residential population are the customers of the Mayers store. It follows naturally that the type of merchandise sold in each store, while being of standard make is, to a large degree, of different prices. In store No. 1 the inexpensive type of talking machine and radio composes the bulk of sales and the record sales are of the popular variety, with a goodly percentage of foreign language records; in store No. 2, which in addition to serving the neighborhood trade has by virtue of its location a large transit trade, the sales are of all types with a large proportion of talking machine sales being

of the portable type for use in small apartments, and as many of the neighborhood’s residents are of the theatrical world, always on the jump from city to city, this type of instrument is very popular. In the new store the better class and more expensive instruments are the best sellers. An apt illustration of the manner in which the methods applied in each store differ is shown in the following up of prospects. With the high-class residential trade the telephone is used as a medium to reach the prospect and the salesman seeks through the phone conversation to make an appointment at the store. In store No. 2 a personal interview has been found to be the method which best succeeds in turning a prospect into a customer. Neither one of these methods, however, has succeeded in store No. 1. In this store the salesmen write personal letters to prospects, employing longhand rather than the typewriter, so that the personal touch is assured.

Prospects Secured Through Customers

The great majority of prospects secured by the A. H. Mayers stores are given by satisfied customers, or referred by the organization for every sale that materializes from a recommendation. This method of making every customer a salesman or saleswoman has proved most successful and special stationery has been printed for the purpose of keeping the customer’s interest. After every purchase of an instrument the customer receives the following letter:

"One good turn deserves another—doesn’t it? You gave us an opportunity to make money, now we return this opportunity to you.

In appreciation of your patronage at our stores we are going to let you share in our profits.

All you need to do is to distribute the enclosed introduction cards to your friends whom you think are interested in buying a radio, a piano or a Victrola. Fill out the spaces provided for the introduction and we do the rest.

As soon as your friend purchases one or more of these instruments from us (with an introduction card from you) we immediately mail you a valuable money gift—your friend presents it when buying; we send you immediately a money profit-sharing coupon; then you redeem it at Mayers’ Shop.

Get started now and see how many of these cards you can give out. How much money you can make.

Very truly yours,

A. H. MAYERS"

The introduction cards referred to in this letter read as follows:

My Dear Mr. A. H. Mayers: This will introduce Mr. , who has been a valued customer of yours for several years.

I recommend him as a friend of mine who wishes to buy a new Victrola.

My name is

My address is

Keithown, N. Y., Mayers’ Super Service Dealer

Direct Mail a Sales Builder

In an experience of many years the A. H. Mayers organization has tried a number of plans of exploitation and sales promotion but, according to William Mayers, general manager, direct mail campaigns have proved to be the method of stimulating sales. The mailing lists of the districts served by the three stores are procured and circulars and advertising literature supplied by the manufacturers are mailed in the hands of mailing concerns who attend to all details. In this manner upward of 20,000 families are circulated regularly and successfully. In announcing new records, instead of sending out the regular release lists, two or three special numbers are selected for exploitation and post-cards featuring these numbers are sent to those on the mailing list.

Another form of promotion work which has been most effective in making the Mayers stores the music centers of their sections has been the co-operating with local civic, social and educational institutions and organizations in making their gatherings and social events successful. Talking machines and radio receivers are demonstrated at amateur plays and similar events whenever a request is made and in return acknowledgment is made to the Mayers store for its courtesy in prominently placed lettered cards and by mention in the programs. This form of co-operation has boosted sales.

Centralized Collection Department

Naturally, as practically all the instruments are on the credit basis, the collection and credit end of the business is an important one. This department is located at the main store on Ninth avenue and is under the direction of William Mayers. It handles the collections for all three stores. There are more than 4,000 accounts on the books and through the system in use more than 85 per cent of the accounts are brought in or sent in by customers. How the collection system works and how the remaining 15 per cent is secured will be explained in detail in an early issue of The World.
Now
A New Brandes Cone
Retailing for $12.50

The latest Brandes achievement, now being announced to the public. Unusual performance at half the usual price. Wonderful tonal qualities—all the low tones. When your customers hear this remarkable cone, they will be surprised at its very low price. Let them hear it—they will be delighted.

Beautiful in appearance, too. Antique bronze finish. Adjustable. Fifteen inches in diameter. Its extensive advertising will make it the season's sensation.

Acoustics by
Brandes
means the ultimate in reproduction
Sonora Eastern and Western Distributors
View New Lines at Two Sales Meetings

Sales Meetings at Hotel Roosevelt, New York, and Hotel Drake, Chicago, Held to Discuss Plans for Coming Season and to Demonstrate New Phonograph and Radio Lines

The new Sonora line for 1926-27 was presented to Sonora distributors in two rapid-fire sales meetings—the Eastern distributors at the Hotel Roosevelt, New York, and the Western distributors at the Drake Hotel, Chicago. The new line for 1926-27 was presented to Sonora distributors in two rapid-fire sales meetings—the Eastern distributors at the Hotel Roosevelt, New York, and the Western distributors at the Drake Hotel, Chicago. The.

Sales Meeting of Eastern Sonora
opening address at both meetings was made by S. O. Martin, president of the Sonora Phonograph Co., who gave a brief résumé of the year's business, the fundamental reason for the success of the company, its distributors and dealers, and outlined the new and larger plan for 1926-27.

Mr. Martin was followed by Joseph Wolff, the new line for 1926-27 was presented to Sonora distributors in two rapid-fire sales meetings—the Eastern distributors at the Hotel Roosevelt, New York, and the Western distributors at the Drake Hotel, Chicago. The new line for 1926-27 was presented to Sonora distributors in two rapid-fire sales meetings—the Eastern distributors at the Hotel Roosevelt, New York, and the Western distributors at the Drake Hotel, Chicago. The new line for 1926-27 was presented to Sonora distributors in two rapid-fire sales meetings—the Eastern distributors at the Hotel Roosevelt, New York, and the Western distributors at the Drake Hotel, Chicago. The new line for 1926-27 was presented to Sonora distributors in two rapid-fire sales meetings—the Eastern distributors at the Hotel Roosevelt, New York, and the Western distributors at the Drake Hotel, Chicago. The.

Mr. Martin was followed by Joseph Wolff, first vice-president in charge of manufacturing, who presented the new line. The new reproducing Sonora phonograph was shown in four distinctive styles, the Symphony at $275, the Lyric at $175, the Concert at $125 and the Prelude at $95. In the larger models the new multi-cell tone chamber is used—an outstanding achievement, the credit for which is due solely to the Sonora acoustic laboratories. Through this unique and decidedly distinctive tone chamber tremendous volume is achieved and while the bass rolls out in full depth, the high frequency of the treble is retained through the extra wood horn.
The cabinets, too, are very distinctive in design.

The new 1926-27 Sonora radio receiver was presented. It will be known as the Model D. This new set is a completely shielded console. This circuit was invented by Drs. Hull and Ballentine and is considered by many experts to be one of the greatest advances in radio art in the last few years. All the radio frequency transformers are shielded in copper cans and the rugged variable condensers are effectively protected from damage and dirt by shielding with metal. In operation this receiver is simplicity itself. Twin unit control can be tuned effectively with one finger, yet the two separate dials give opportunity for fine tuning and high selectivity. This set seems to have unlimited power and promises to even out the Model C in distance.

In addition to the new radio line Mr. Wolff announced that because of the popularity of the Model C and the Model C radio highboy they would be continued in the line. New list prices, however, were set—$160 for the Model C set and $165 for the highboy. New prices were also announced for the de Luxe speaker at $22.50, the standard speaker at $15 and the Console at $50.

Mr. Wolff indicated that Sonora may shortly present a console speaker at $30. Mr. Wolff was followed by Messrs. Thomas and Henry, Sonora radio engineers, who explained the technical details of the new Hall circuit. The afternoon session was opened by F. W. Schnirring, advertising manager, who described the national Sonora magazine advertising campaign and the newspaper advertising campaign that Sonora would release in various cities throughout the country. He also stated that because of the intelligent use by retail dealers of the Sonora co-operative advertising plan this particular form of advertising would be continued and that all the new contracts for co-operative advertising would be dated to April 1, 1927.

The meeting was brought to a close by Frowis V. Goodman, sales manager, who pointed out how eminently satisfactory the method of distribution has been during the past season and that more than ever the company was convinced of its fundamental soundness and that there would be practically no change in its present method of distribution. He did point out, however, that for the company to be able to supply Sonora dealers with merchandise it would be necessary for distributors to make immediate reservations for their requirements. The response was gratifying. Mr. Goodman stated that the orders which immediately followed were the largest that Sonora distributors had placed with the company in several years.


The Argus Radio Corp., maker of the Argus power radio receiver, is now occupying its new factory at 237 West Seventeenth street, New York. New machinery has been installed and it is believed the increased facilities will be adequate to cope with the full demands for the new Argus set.

Have you heard the new "MASTERCRAFT"
Model 25?
Made with long Masterphonic horn, special tone arm and reproducer, which gives increased volume and mellow tone—offering unsurpassed possibilities to dealers. Wholesale Distributors in every locality can supply "MASTERCRAFT" Phonographs and Radio Cabinets

Manufactured by The Wolf Manufacturing Industries
New York Office: 17 West 42d St. QUINCY, ILL.
The greatest Symphonies and Chamber Music Works of world-famous composers, as recorded by Columbia, comprise a remarkable program for those of true musical taste. For any dealer who desires to build prestige and at the same time reap added profit, we recommend the active stimulation of sales of the Columbia Recordings of these Symphonies, Orchestral Suites, Concertos, Sonatas and Chamber Music Works.
Columbia Album Sets of Musical Masterworks have proved that they sell readily and without resistance to a certain, wide group of musical enthusiasts. They are captivating in their brilliance and tone-quality. The hearer is frequently surprised and delighted to know that such remarkable recordings are available.
The opportunity to locate and stimulate this vastly important and remunerative market awaits every alert dealer. The desire for such music as may be had with these exquisite record-sets already exists. With but slight cultivation, this desire can be effectively capitalized without interference with, or substitution for the usual market for other types of records. Let the Columbia Salesman give you full details.
COLUMBIA
MUSICAL MASTERWORKS ALBUM SETS
NOW INCLUDE

1. Beethoven: Symphony No. 7, in A Major, Opus 92
2. Beethoven: Symphony No. 8, in F, Opus 93
5. Dvorak: Symphony From the New World
4. Mozart: Symphony No. 39, in E Flat, Opus 393
5. Tchaikowsky: Symphony No. 6 (Pathétique)
6. Beethoven: Quartet in C Sharp Minor, Opus 131
7. Haydn: Quartet in D Major, Opus 76, No. 5
8. Mozart: Quartet in C Major, Opus 163
9. Brahms: Symphony No. 1, in C Minor, Opus 68
10. Cesar Franck: Symphony in D Minor
11. Mozart: Concerto in A Major, for Violin and Orch., Op. 219
12. Beethoven: Symphony No. 5, in C Minor, Opus 67
13. Bach: Concerto in D Minor for Two Violins, Suite in B Minor for Flute and Strings; Chaconne for Viola
14. Lalo: Symphonie Espagnole, for Violin and Orchestra
15. Richard Strauss: Tod und Verklarung, Opus 24
17. Saint-Saens: Le Carnaval des Animaux
18. Schubert: Quintet in A Major (Forellen), Opus 114
20. Mozart: Quintet in G Minor, Opus 516
21. Mozart: Quartet in E Flat Major, Opus 488
22. Haydn: Quartet in C Major, Opus 76, No. 3 (Emperor)
23. Brahms: Sonata in D Minor, Opus 108
24. Mozart: Sonata in A, for Pianoforte and Violin
25. Beethoven: Quartet in E Flat, Opus 74 (Harp Quartet)
26. Beethoven: Quartet in A Minor, Opus 332
27. Haydn: Symphony No. 6, in G Major (Surprise Symphony)
28. Gustav Holst: The Planets
29. Bruch: Concerto in G Minor (No. 1) for Violin and Orchestra, Opus 26
30. Grieg: Sonata in G (No. 2), Opus 13, for Violin and Piano
31. Chopin: Sonata in B Minor, for Pianoforte, Opus 38
32. Cesar Franck: Sonata in A Major, for Piano and Violin
33. Berlioz: Symphonie Fantastique, Opus 14
34. Brahms: Quartet in A Minor, Opus 35, No. 2
35. Brahms: Sonata in A Major, Opus 106, for Violin and Piano
36. Beethoven: Symphony No. 9 (Choral)

The above works are listed and reviewed in detail in Columbia 1926 Record Catalogue, pages 6 to 43, inclusive, and in Columbia Masterworks Supplement No. 4

Both Gladly Sent on Request. Address

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway
New York
Wiley B. Allen Co. Has Fine Panatrope Display

The Brunswick Panatrope Presented in an Artistic Setting of Silver Cloth Drapes and Red Roses—Extremely Effective Exploitation

SAN FRANCISCO, CAL., July 8—The Wiley B. Allen Co., this city, has received countless compliments on the beautiful window setting in which it recently displayed the Brunswick Panatrope to the residents of this city. Mounted on a platform, the Panatrope stood out prominently in contrast to a background of silver metallic material draped in half-circle fashion to center the entire attention of passersby on the Panatrope. Large bouquets of red roses in wrought-iron stands on each side of the instrument blended harmoniously with the satin platform covering and the drapes on the floor.

The front center of the display an attractive window card told the story of the Panatrope briefly, but effectively. During the night a red spotlight made the display one of unusual beauty. The accompanying photograph does scant justice to the window, as the color combinations are impossible to reproduce.

An Artistic Panatrope Display

Globe Technolian Corp. Formed as Merger Result

GLOBE PHONE MFG. CO., of Reading, Mass., and the Technolian Corp., of Boston, have combined the Globe Phone Mfg. Co. for nearly twenty years has been recognized as a firm of acoustical experts and more recently well known as the manufacturers of Globe radio head sets and loud speakers. The Technolian Corp. is the outgrowth of the Irving W. Kimball Laboratory, of Boston, and brings to the Globe Co. a line of reproducing speakers and the Technolian combination radio phonograph, with its special inbuilt speaker. The merged companies will be known as the Globe Technolian Corp., with headquarters in this city, and will announce a new and complete line at a very early date.

Gennett Realty Co. Chartered

INDIANAPOLIS, Ind., July 7—The Gennett Realty Co., holding company for the Starr Piano Co., manufacturer of Gennett records, has filed papers of incorporation showing a capital stock of $750,000, of which $500,000 is preferred and the balance common stock. The corporation has for its purpose the acquiring of real estate in Richmond, Ind. The incorporators are Alice L. Gennett, Clarence Gennett and Fred Gennett.

The Fisk-Pursell Piano Co., Lima, O., which recently opened a phonograph department, announced trade to a great degree by giving to every purchaser within a specified time a beautiful picture of "The Gleaners," by Millett, a gift that built good will.

The Velvet Speaker Unit—bringing new radio satisfaction!

The Borkman Velvet Unit is the first unit to be developed that reproduces naturally the articulation of clear speech and yet yields both high and low overtones of the whole range of musical instruments. Not merely "low pitch," for Velvet Speakers retain the higher tones unimpaired.

The double stylus bar construction is patented. The wonderfully balanced diaphragm of unusual thinness, specially formed, is extremely sensitive—and yet won't blast and won't distort on the heaviest power amplification.

Tone qualities like velvet! Smooth, clear, delightful! Radio reception as you have dreamed it!

Dealers! Watch next month for the complete Velvet Radio Speaker line—rarely beautiful models—perfect acoustic engineering.

Sales Department
The ZINKE COMPANY
1323 So. Michigan Ave.
Chicago, Illinois

Manufacturers
The BORKMAN RADIO CORPORATION
Salt Lake City, Utah

Okeh Recording Artists Play at Store Concert

Arcadian Serenaders Attract Large Crowd at Appearance in Jesse French & Sons Piano Co. Store—Autographed Records Sold

MOBILE, Ala., July 6—The Jesse French & Sons Piano Co. received considerable publicity and Okeh records were given a decided sales stimulus through the appearance in the local French store of the Arcadian Serenaders, who gave a concert on a Saturday afternoon from four to six o'clock. It was estimated that during the concert more than 3,000 people visited the store and as the Arcadian Serenaders autographed each record sold there was a constant sale of their recordings. The selections played were those which had been recorded by the aggregation for the Okeh catalog.

A concert by the Brunswick Panatrope was a feature of a recent meeting of the Engineers' Club, Little Rock, Ark. The demonstration was given by George F. Standke, of the Hollenberg Music Co., that city.
Because —

Absolute maintenance of price

No unloading

No over-production

Limited dealer appointments

Custom-built—not assembled

Greatly increased advertising campaign

Exclusive features

Binocular Coils

S-L-F Condensers

Colortone

Low-Wave Extension Circuits

Flexible Unit Control

Protective Fuse

A.H. Grebe & Co., Inc., 109 West 57th St., New York
Western Branch: 443 So. San Pedro St., Los Angeles, Cal.
Factory: Richmond Hill, New York
This company owns and operates stations WAHG and WBOQ
Profits

Because —

- Full return on investment
- Protects your stock
- No over-stocking
- Unfair competition eliminated
- Minimum service
- Liberal cooperative newspaper allowance
- Quicker sales

A protective policy, a satisfactory discount, a superior set backed by a stable company specializing exclusively in receiving sets for seventeen years—what better "set up" on which to do a profitable business?

Write for full details

A. H. Grebe & Co., Inc., 109 West 57th St., New York
Western Branch: 445 So. San Pedro St., Los Angeles, Cal.
Factory: Richmond Hill, New York

The Synchrophase is also supplied with battery base

Synchrophase
TRADE MARK REG. U.S. PAT. OFF.
Radio Industry Is in a Healthy Condition

Concrete Evidence That Industry Has Reached a Stabilized Condition—Huge Profits in the Past—Big Expectations for the Year

By Fred Baer

The rapid progress made by the radio industry from the almost inconceivable chaos of only a year or so ago to the firmness of the entire industry from manufacturer to dealer is outlined in the accompanying article, which contains much food for thought and many reasons for optimism on the part of the trade over the outlook for profits during the forthcoming year.

The losses of radio manufacturers and practically no distributors are carrying a left-over inventory. On the contrary, the manufacturers are taking steps to accumulate an inventory of their new lines for Autumn and early Winter shipments. On every hand there is anticipated an increasing volume of business.

Not since the beginning of radio broadcasting has there been such a situation as will obtain in the forthcoming new season; a practically complete absence of a holdover surplus stock of receivers and parts.

It is important to the radio industry to have this pointed out, because a large part of the public has been under the impression that the radio industry was completely in the dumps. This impression was not founded on fact but on a half-truth. The normal inactivity of the Summer season, plus the wide dissemination of a story about radio security losses, was responsible for the idea that the radio industry was on the down grade.

It is true that the mathematics of the widely circulated story that about $100,000,000 have been lost in radio securities were correct. These were, however, paper and not actual losses. They were arrived at by subtracting the lowest market quotations at the most inactive season from the peak market quotations last Winter. The resulting figure took no account of inflation and what is more important took no account of the great majority of radio manufacturers who have never gone to the public to borrow money.

It is undoubtedly true that many speculators in radio securities lost money last year, but automobiles of the pleasure type, and again as many telephones. The homes that can afford any of these are almost certain future purchasers of radio receiving sets and all the accessories that go with the set.

The confidence of the workers who compose the radio structure is demonstrated by the money they have put into it. The sound capital investment in radio reaches stupendous figures. Upwards of forty thousand retailers have invested an average of $3,000 each—a total of $120,000,000. Five thousand distributors have invested again as much and even this large aggregate sum does not give the whole picture of the money behind their investment.

Many of these distributors are old and tried merchants; in some instances half-million dollar concerns with probably $80,000 invested in their radio department. The manufacturing investment reaches about $150,000,000—the three divisions show a grand total of nearly four hundred million dollars. Most of this great sum comes from private investment, it does not represent so-called public money.

It will react to the advantage of the industry in general if every individual in it takes the time and trouble to point out to everyone possible these solid facts about the business. The circulation of this misleading information which made it appear that $100,000,000 had been lost in radio when the very reverse was true, made a good news story but it caused considerable harm. It frightened the banking minds to such an extent that they practically withdrew their support from the industry in a manner almost unprecedented and which probably no other industry ever experienced. If the industry had not been strong, it could not have held so firm after such withdrawal of support. Happily, confidence has been gradually restored until it is practically back to normal. The bankers found out for themselves the facts stated in this article and their renewed confidence followed as a matter of course. If ever again such an attack, unwitting and unmalicious as it probably was, should come, the men in the industry should be quick to refute it when they have such favorable facts with which to do it as they had in this instance.

Announcement of the engagement of Dorothy Klaidman, manager of the Klaidman Music Shop, Brooklyn, N. Y., to Aron H. Chasin, of the Chasin Construction Co., prominent building concern, was made last month. Miss Klaidman has a host of friends in the trade.

What's the Answer?

When a set meets with universal demand... and receives the heartiest endorsement of radio engineers, dealers and fans alike... it must be good! That's what Shamrock has done. Accredited dealers of responsible standing are invited to write for our protective sales plan.

SHAMROCK CONSOLE GRAND (One 300 watt) Built by famed specialists, finance for $48 a month... $160

SHAMROCK RADIO SETS

Makers of Famous STANDARD SHAMROCK PARTS

196 Waverly Ave. Newark, New Jersey
WorkRite Mfg. Co. Announces Plans for Season

V. H. Meyer, President of Company, Predicts Early Buying and Busy Days Ahead—Number of Radio Models Reduced to Three

Cleveland, O., July 6.—The WorkRite Mfg. Co., of this city, manufacturer of neodyne receivers and well known throughout the industry, has just announced its plans for the coming season. V. H. Meyer, president of the company, stated recently that his organization believes that there will be early buying on the part of the jobbers and dealers this year, with an excellent business for all standard recognized manufacturers. The WorkRite Mfg. Co. has been identified with various successful manufacturing activities for seventeen years, and for the past five years has been manufacturing radio products. In announcing the company’s plans Mr. Meyer stated that the line of WorkRite models had been reduced to three with a price range of $80 to $210. The adoption of a six-tube circuit for all models and the reduction of models in the line have simplified the company’s production problems materially.

The WorkRite Model 16 is a table receiver with two controls and no verniers being necessary. The cabinet is of walnut with panel and dial to match, gold trimmed. Special design straight-line broadcast condensers are used in this and other WorkRite models. The Model 16 lists at $80. The WorkRite Model 26 has the same chassis as Model 16, but is mounted in a small floor console with high-grade speaker enclosed. This set retails at $145.

The WorkRite Model 36, shown in the accompanying illustration, is a handsome console model with a walnut cabinet having a special built-in cone speaker with a diaphragm twenty-five inches wide. Space is provided for all batteries or power units and the three-way switch “off, soft and loud” gives excellent tone control. The operating panel is very simple, the new two-in-one control operating all three condensers from one dial. This model, which retails at $210, has been wired by the WorkRite engineers to make it possible to use efficiently the various types of new power units.

Famous Boy Scouts Band Makes Brunswick Records

Springfield, Mo., July 3.—Thanks to the interest of Lester E. Cox, secretary and manager of the Martin Bros. Piano Co., this city, arrangements have been concluded whereby the Springfield Boy Scouts’ Band has made six recordings for the Brunswick-Balke-Collender Co. Six marches which the band played will appear on the three double-faced records. It is understood that the royalties from these records will be divided between the National Boy Scouts’ organization and the Springfield Boy Scouts’ Concert Band. The C. G. Conn Band Instrument Co. is going to use this organization as one of the features of a motion picture production, which will be fathered by that company at an early date, showing how music is making true Americans of the boys of the United States.

To Sue Infringers of Patent Controlled by Mohawk Corp.

The Mohawk Corp., of Illinois, with headquarters in Chicago, recently received an important patent grant on its gang condenser, relating to the assembly of a condenser, under date of February 16, U. S. Patent No. 1,523,374. The application was filed July 2, 1924, and Paul A. Chamberlain, chief engineer for the Mohawk organization, who joined the firm two years ago, was the original inventor. The patent is said to be of extreme importance and the Mohawk Corp. intends to sue several concerns who are said to be infringing. Since the patent covers several features in the building of a radio receiver the Mohawk officials have employed special attorneys to prosecute infringers.

Advertise Portables in Resort and Travel Guide

Indianapolis, Ind., July 2.—The Indianapolis Star recently issued its annual Vacation and Travel Guide, which is devoted entirely to editorial and advertising the resort and play spots in the State. Aside from the resort advertisements, stories which supply the necessities for camp and vacation used this resort guide as an advertising medium. Prominent among the advertisers were the Pearson Piano Co., the People’s Outfitting Co. and the Fuller-Ryde Music Co., who advertised portable talking machines, ukuleles and similar articles of musical merchandise.

Ted Lewis Featured at Strand

Ted Lewis and His Jazzy Clowns, exclusive Columbia recording orchestra, recently were featured at the Strand Theatre, New York, where they received an ovation from capacity audiences for their renditions of the latest in dance music. During the program Mr. Lewis apprised the audience of the fact that several of the numbers which had been recorded for the Columbia catalog.

Music for Model Homes

Utica, N. Y., July 7.—The Home Beautiful demonstration consisting of five completely furnished homes, which is being conducted by the Utica Daily Press in conjunction with the leading furniture, music and department stores, was held last month and was a complete success. Buckingham & Moak furnished a combination talking machine and Radiola and the S. & S. Music Co. furnished a Brunswick Panatrope.

COTTON FLOCKS

Air Sorted, all injurious foreign matter eliminated

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street Newark, N. J.
Profit Winning Sales Wrinkles

Increasing Sales Through the Co-operation of Bell Boys at the Local Hotels—Plan That Protects the Dealer in Making an Allowance on Old Instrument—The "Whirly-Gag" That Created Interest in Records—Clever Tie-ups—Other Seunts That Pay

Here is an idea for the talking machine dealer who is located not too great a distance from the local hotel, especially in the fair-sized city. Get in touch with the bellboys and present to them the proposition that very often guests, who are stopping in the hotelery for a week or two, would enjoy the entertainment of a talking machine. Offer to either rent a used instrument for the period, the delivery charges being paid by the transient, or course, or make arrangements to sell a portable. Give the bellboy a commission on all transactions, according to the amount of money involved. It can be done and is being done by a talking machine dealer in uptown New York, who during the past year has succeeded in deriving a fair amount of revenue from renting used instruments, thus making them pay a return between the time they are brought into the store and their final disposition through sales. In addition this enterprising dealer has sold quite a few portable instruments to hotel guests, to say nothing of records. Little kids like these often in the aggregate bring in considerable profit during a period of a year.

Profiting by Trade-ins

Hereewith is described a method of making an allowance on a trade-in which does not emphasize to the customer the smallness of the amount, no matter how fair the allowance may be, given for the old instrument. L. Dreazen, one of the leading talking machine dealers in New York City, instead of making the allowance on the old instrument, deducts a percentage from the price of the new products the customer desires to purchase. For example: If the new model retails for, say, $300 and the customer has an old machine to trade in, Mr. Dreazen in most cases makes a flat deduction of 10 per cent of the price of the new machine, bringing the cost down to $270. Then the usual down payment of about $25 or $30 is deducted before delivery of the instrument. Of course, in cases where the customer has a very old machine to trade in or a very cheap instrument Mr. Dreazen, instead of allowing the usual 10 per cent, makes a flat price on the machine. This system has been found very satisfactory, both to the dealer and to his customers.

A Unique Record Ad

We present an illustration of an animated device that whirs its way into the memory of thousands residing in Jacksonville, Fla. William C. Gillespie, proprietor of the Radio crane their heads to read it. This is a very good illustration of how well display advertising pays. Mr. Gillespie states his profits are in Okeh records and his "Whirly-Gag" is the salesman that is helping to make them bigger.

Study Your Customers

An example of the benefits to be derived from a close study of a dealer's market and type of clientele may be gained from citing the experience of J. B. Myers, manager of the music department of the A. L. Namm department store, of Brooklyn, N. Y. With the coming of the current season Mr. Myers began to push the small, inexpensive musical instruments, but found that because of the location on the fifth floor he was losing trade that should the department be more a part of the store, he would secure. He then began to study the different types of customers and found that on different days different types came to shop and purchase their necessities. On Mondays, for instance, he found that the type of buyers were mostly those wanting bargains of merchandise really essential. After close study during several weeks Mr. Myers found that Saturdays that the younger crowd d'd its shopping, and following his conclusions he installed a special counter of small goods on the main floor of the store and found that sales increased to a gratifying extent. Each Saturday proved the worth of this practice and the Saturday counter of ukuleles and similar small goods was now a permanent and very profitable feature for the Summer months.

Close-up View of the "Whirly-Gag"

Photograph Shop, that city, recently placed on the front of his car what he calls his "Whirly-Gag." He writes that 1,000 people are daily reading it—record sales are being increased by it. He admits it is the best two-dollar-and-fifty-cent ad that has ever been used. The words "Okeh" and "Record of Quality" remain stationary, while the background, colored black with bright orange stripes, revolves according to the speed of the car or breeze blowing. Its perpetual motion startles dogs into barking; pedestrians invariably attract their companions' attention by pointing to it; passing motorists

 Tie-up Sold Records

In the past there have appeared in the columns of The World articles giving instances of dealers co-operating with the local appearances of record artists to feature the various recordings of the artist, or, in the case of a musical show, to feature the numbers of the show that have been recorded. One of the best recent illustrations of dealer tie-up with a Broadway production was that of the Landy fifth of the Broadway branch of Music stores in Greater New York, that featured the song hit "Valencia" in their window posters of June releases. This song, which was, and is, the song hit of Europe,

Cashing in on Artists

The appearance in the Mark Strand Theatre, Brooklyn, of the Record Boys, Brunswick recording artists and radio and vaudeville theatre entertainers, was the occasion of a successful tie-up by the talking machine and radio department of the Brooklyn branch of the Aeolian Co. A program of the theatre was attached to the window with the names of the Record Boys underlined. On each side of the program were ribbons, one leading to a Radio, the other to a Brunswick Pianotrape. An attractive sign read: "Here are Three Ways of Hearing the Record Boys." An attractive poster with pictures of the artists was on an easel on the floor of the window, supplied by the theatrical management gratis. As this store is but a short distance from the theatre the tie-up was particularly effective and a substantial increase in sales of records of these artists was noted.

Incorporated

The Indianapolis Music Shoppe, Indianapolis, Ind., was recently incorporated with a capital stock of 100 shares of no par value, to deal in musical instruments. The incorporators are John C. O'Brien, William Gage Hoge and W. H. Sollenberger.

The Brunswick Co.'s line of new phonographs was recently featured at the Wilson Music Co., Baton Rouge, La.
Summer business is all right! All you need is an article that sells—one the radio public is looking for.

And that's just the merchandise you get in Majestic "B" Current Supply Units. Majestic Units sell because they answer a need that has existed ever since radio first started. They give dependable, constant, economical "B" power direct from the light socket—a pure direct current.

Their low prices—$32.50 for the Standard and $39.50 for the Super, makes them easily within the reach of all.

Unique Plan Assures Sales

You can sell a Majestic "B" Current Supply Unit to one of your customers; give him seven days trial. Then, if he is not fully convinced that it improves his reception—that it is the biggest "B" Eliminator value he can buy anywhere today, give him his money back. Your money will be returned and we will see that you are protected.

But we are sure that your customers will be more than pleased with the Majestic "B" Current Supply. We are sure it will bring you new profits and customers. Every conceivable test and trial has proved this. Give us a chance to prove our convictions to you. Write us, today, and we'll send you full details of our plan to put "real pep" into your summer business.

New York Show—Booth No. 10, Section "DD"  Chicago Show—Booth No. 8, Section "K"

GRIGSBY • GRUNOW • HINDS • CO.
4558 Armitage Avenue  CHICAGO, ILL.
The Window as a “Salesman” of Portables

A Number of Displays Featuring Portable Talking Machines in Outdoors Atmosphere That Have Created a Demand for Portables

By Ernest A. Dench

“Your actions are very suspicious to me,” announced the town’s one and only arm of the law, as I stood beside a lamp-post, pencil and paper in hand. It was 10:30 p.m., with the folks streaming out of the local pottery house, and many giving the store window displays the last once-over. I continued to put dots down on paper before I answered the curious policeman, who had given me a general quizzical look that day as he found me in the same position.

“I’m through,” I announced. “Come with me to Edgar Bridge’s store and I’ll give you a good account of myself.”

“Well, how did you make out?” inquired Bridge, as he opened the door of his apartment above the music store.

Bridge disposed of the police force by explaining that he had installed a vacation display of portable phonographs that morning, and I had been over the job at ten minutes intervals to check up the number of folks stopping before the window.

Sometime back Bridge and I had had a heated argument as to whether the vacation atmosphere pays in a portable phonograph trim. He felt that displaying the models was sufficient publicity, but my contention was that this method fails to sell people on the idea of taking music with them on their vacations in camp and at the seashore. I agreed to put it to the test. The day before, when his display held a neat array of instruments, he parked himself across the street for ten minutes at a stretch at the following times. (1) The going to work crowd. (2) Mid-morning, at 10:30; (3) The lunch hour. (4) Mid-afternoon, at 3:30. (5) The returning from work crowd. (6) The after-theatre throng. He had a pod, with the top sheet penciled with a line down the middle. These two had penciled dots on them, according to the number of passersby who “Stopped” or “Did Not Stop.” Said stopping place was Bridge’s show window. His percentage under “Stopped” was 7 per cent.

The test proved my line of reasoning was right, for Bridge couldn’t deny that a “Stopped” increase of 25 per cent was satisfactory. Besides, he had made two sales of portables that day—a promising sign—and the following days the portables began to slowly move, whereas before he was lucky to sell three portables a week.

Here are some examples of effective portable window displays:

Fine Display at Ditson’s

In Boston, Mass., the Oliver Ditson Co. had a most effective display. Beach sand, mixed up with beach stones, served as the floor covering. A grass edge around this stretch of beach was achieved with finely chopped green paper. The suitability of portables (there were several placed about the trim) for outdoor occasions was subtly suggested by such “props” as a baseball bat with nets and a tennis racket, as guitar at one end, with golf clubs and a fishing rod at the other end. Both the side and rear panels were adorned with dark green crepe paper, bordered with a sage green stripe, with a top decoration or scalloped frieze of sage green crepe paper.

Camping at the Seashore

Another house to make a summer showing with beach sand was the Lewis Music Store, Rochester, N. Y. A few loose green leaves were scattered over the sand, with a “pup” tent staked ready for occupation. On guard here was the well-known phonograph dog, on a rope leash tied to the tent. A portable was set atop its carrying case near the tent.

A Display in Two Places

Here is a complete stock of portable phonographs, ukes, banjos, records, etc.

Rental Display

The Crowley Miller Co., Detroit, Mich., took care of the background with a porch shade hung on rollers, with cretonne for the rear sideshanging. Large palms in green tubs were stationed at each rear end. The central position was monopolized, as it should be, by a portable model on a rustic garden chair. Other models were noticeable on stands and about the artificial grass floor.

“Take music with you on your vacation. Select your portable from our complete stock,” suggested a framed card at the front centre.

Cincinnati, O., is one of the best cities in the country in the all-important matter of Summer display presentation of portables. Warfitter’s combined portable phonographs and models with the most realistic and most effective display in a timely setting, which was floored with imitation grass, with a genuine tree log thrown across the ground at the rear. Buck of the logs were formed, the pots of which were hidden by view by the log. In front of the log, at the left end, was a red and white striped canvas chair, leaning against the back of which was the showcard, which we quote: “No picnic is complete without a Portable Phonograph or Radio Set.” At the opposite end of the log, in front of it, was a camp stool, open, and occupied by a radio receiving set. Also propped up against the same log were several tennis rackets, a fishing rod and a guitar. A picnic on the grass was conveyed by spreading the middle of the floor with a white huckenstein card set for four. In the left of this cloth, but off of it, was a low tree stump that was moss covered, and “houses” a portable phonograph. A record rested against the tree stump, with a banjo-uke on the ground nearby.

A portable instrument in its open carrying case was set on the ground to the right of the picnic spread.

Camp Realism

The camp atmosphere predominated in the display devised by Baldwin’s, also of Cincinnati, O. The cream-colored panel background—a permanent feature of this show window—was left intact, same being adorned at the middle with a pictorial showcard, with a camp scene in colors at the upper part of the card, and the message below it: “Going to camp for an outing? Take a portable phonograph with you. You must have music.” Room was found at the left end (Continued on page 28).

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it's in the TUBE

No receiving set can be better than its tubes. CoCo Tubes give maximum results in clarity of tone, rich volume and long life. Our charted tests (results confirmed by hundreds of national reputation) PROVE CECO TUBES' SUPERIORITY— as detectors, as amplifiers. You can safely recommend CoCo Tubes whether one tube or eight are required.

New ready! CoCo Tubes with new type Long PRONG BASES. Also power amplifier tubes, E (Dry Cell Type), F (Storage Battery), for last stage of Audio Frequency. Write for Catalog and Prices.

C. E. MFG. CO., INC.

702 Eddy Street Providence, R. I.
VALLEY FORGE MAIN SPRINGS

BIG 3 FEATURES

NON-JUMP  (Prevents Jumping and Slipping)
MOCOLENE  (Dustless Packing)
LUBRILL  (Prevents Rust)

Is your repair department keeping abreast with the front of your store? Are you using the same kind of spring now as you did when you sold the old style horn machines—or are you using Valley Forge—the modern method which eliminates jumping, rust, corrosion and the many elements to which most springs are subject?

There's as much difference between Valley Forge Springs and the old method of making them, as there is with the old Horn machines and the new models now on the market.

Equip Your Shop the Valley Forge Way

J.A. FISCHER COMPANY
730 MARKET STREET
PHILADELPHIA, U.S.A.
Emphasizes Importance of Radio Lightning Arrester

L. S. Brach Mfg. Co., Points Out How This Equipment Adds to the Efficiency of Radio Reception by Eliminating Trouble

At a recent gathering of radio men the question of the use of lightning arresters by radio set owners brought forth some very pertinent facts. Among these was the mistaken impression that the arresters were only used to guard against the effects of lightning striking an antenna wire. It is interesting to note that many members of the music trade realize that lightning arresters are required for a far more frequent service, that of protecting against lightning induction affecting the efficient operation of the radio set.

In order to substantiate this latter contention a representative of The World requested information along these lines from the L. S. Brach Manufacturing Co., engineers, who not only agreed that the scope of the use of the lightning arrester did serve other purposes than the generally acknowledged use but stated that thousands of radio sets to-day are working under the handicap of having some part of their equipment broken down by lightning induction and the sets are operating either noisily or much less efficiently than when they were new. It is said that in each lightning flash during a storm there is a wide area of electrification. Every radio aerial picks up by induction an abnormal current which, in seeking ground, very frequently punctures the insulation of coils, condensers, grid leaks or other parts of the radio set, leaving a permanent damage to the set. This damage may not prevent the operation of the set, but it certainly will affect the tone quality, quietness and the reception in general. Such damage is very difficult to locate and sometimes almost impossible to find.

PHILADELPHIA, Pa., July 3—The importance of modern or scientific merchandising is clearly recognized by the Atwater Kent Mfg. Co., makers of Atwater Kent Radio receiving sets and radio speakers. The hit or miss element is entirely eliminated. Prior to the beginning of the new season and the appearance of the Fall advertising Barton, Durstine & Osborne, of New York City, advertising agents for the Atwater Kent Mfg. Co., conducted a survey which was wide in scope and at the same time thorough in detail. It is probably the most comprehensive radio survey ever undertaken. Eighty-six reporters were used to travel 42,758 miles and interviewed 3,672 owners and non-owners of radio sets, 1,083 retailers and 37 distributors. The survey covered most of the United States as well as part of Canada.

It is said that the dealer and consumer questionnaires fill thirteen bound volumes in addition to summaries. All this was done to get the facts about radio to guide the Atwater Kent Mfg. Co. in its manufacturing, sales and advertising policies.

Some of the high lights from the survey are particularly interesting. There seems to be a general reduction on the part of the dealers of the number of lines handled. For instance, a New York department store which carried seventeen makes last Fall now carries seven. The survey showed the great popularity of the Atwater Kent receiving set both in the mind of the dealer, distributor and by the public, and also proved that Mr. Kent is probably the best known of radio manufacturers. Other interesting facts of vital importance in planning the Fall campaign along most effective lines were also unearthed.

Vitaphone Corp. Secures Metropolitan Opera Artists

It is announced that the Vitaphone Corp., maker of a device to synchronize motion picture music to the human voice, has signed a contract with the Metropolitan Opera Co., by which it obtains the right to engage Metropolitan artists to take part in its productions. In this connection the Manhattan Opera House has been secured for one year by the Vitaphone Corp. for the presentation of its productions as well as for a studio and a production plant. The Vitaphone is an instrument recently put out by Warner Bros. and perfected by that company, the Western Electric Co., the American Telephone & Telegraph Co., and the Bell Laboratories. With this device, which "photographs" sound upon the film, theatres all over the country, it is said, will be able to offer not only "movie grand opera," but a synchronized musical accompaniment for all other types of film, which will make it possible for even the smallest theatre to have a sixty-piece orchestra providing the music.

Leases New Quarters

Henry S. Brown, phonograph and radio dealer of Fitchburg, Mass., has leased the store in the Y.M.C.A. Building and will occupy the quarters after renovations. Mr. Brown also operates stores in Gardner and Lynn.
Summer Radio Business Is What You Make It, Says Well-Known Radio Executive

S. S. Sondles, Manager of the Advertising Department of the Magnavox Co., Emphasizes Need of Going After Radio Business During the Summer Months—Practical Selling Hints

You can count on the aggressive radio dealer not giving in to the old bugaboos about lack of interest in radio during the Spring and Summer months," reads an interesting statement over the name of S. S. Sondles, manager of the advertising department of the Magnavox Co., radio manufacturer, Oakland, Cal. The message, which has been sent to Magnavox distributors and dealers, emphasizes the need of going after business during the Summer months and outlines several practical methods of increasing sales volume, and for that reason it is reproduced in part herewith:

Your Summer radio business is going to be pretty much as you make it. If you resign yourself to wait for it to walk into your store you may not realize it, but Mr. Alert Dealer is stealing a march on you by going out after business.

There are hundreds of methods of stimulating business. One of the most profitable adjuncts to any store is a properly managed mailing list (a mailing list of 1,000 and up can well support an automatic addressing system with card record and addressing plate combined in one). If you haven’t a mailing list you are missing something. Here are some different ways you can compile a worthwhile prospect and “service” list.

Mail a letter to a selected list of professional and business men. The letter should refer to the entertainment and educational value of radio and the desirability of owning a Magnavox perfected single-dial radio. And ask for the opportunity to make a demonstration. The letter might be supplemented with a self-embodied or separate coupon requesting pertinent data such as the following suggestions:

Do you own a radio and, if so, what make?
Is speaker built-in or external and what make?
What make of tubes do you use and how many?
Do you play on or use "B" batteries or power unit?
Do you have a battery charger and, if so, what make?
Are you satisfied with the tone quality, selectivity, method of operation and distance performance of your set?

A higher percentage of returns will be assured if you enclose a stamped, self-addressed envelope.

A similar mailing as the above with a duplex post-card.
Use coupons in your local newspaper advertising.

Get names of prospects from friends and customers of the store.

Set up demonstrations, exhibits of various kinds, demonstrations, etc.

Form a Boys’ Radio Club, paying them for names, not to be duplicated, of prospects who are willing to listen to a demonstration. The interest in this scheme is intensified if a good inexpensive radio set is offered as a prize to the one getting the greatest number of names within a certain time.

Pay school children to make a "radio census." Inexpensive novelties, if popular, sometimes serve as well as money.

If you sell phonographs or records you will have a valuable list of radio prospects.

The Window Display as the “Salesman” of Portable Talking Machines in Summer

The above suggestions have merit, but they must be built up to meet individual circumstances, and don’t forget that the radio “replacement” and “service” business like the sale of records in the phonograph business is just so much velvet if gone after and handled in the right manner. Batteries deteriorate or have to be recharged, maybe a new charger is needed, tubes have to be replaced, the antenna system should be inspected annually, speakers and sets are constantly being improved and only if you keep in close contact with this “service” business can you capitalize on its opportunities will you profit thereby.

Don’t be afraid to demonstrate Magnavox. And remember, with phonograph machines and vacuum cleaners are mostly sold through demonstration. Demonstrate in the home. Metropolitan dealers vary this practice to fit conditions. Many dealers report that from sixty to ninety percent of every ten demonstrations. Rural communities are an especially fertile field for demonstration sales. The day is past when radio was brought. From now on it will be sold.

Keith, Prowse & Co., Ltd., London, England, introduced a painted background of a country road with a car parked along the same. A verdant meadow running from the road was built into artificial grass mats, at the middle of which was a portable phonograph. Kneeling before the instrument was a little girl cut-out. Her dress was represented by life-size cut-outs near the back, were also listening intently to the record being played.

Two showcards were in the following vein: 1. "Whenever you look out on the horizon, it reflects your favorite music in an instant of a minute.” 2. "Whenever the sun is up on the horizon, the phonograph fills the air with music as Lady’s Handbag Comparison

Hickie & Hickie, Ltd., Reading, England, screened the background and sides with cool Summer cretonne drapes in a restful floral design. A sign at the rear center, executed in cream script on a blue background, announced that "Summer Time is Music Time." A cabinet made to resemble the phonograph was placed at the middle, and topped with a banjo and ukulele. Among the several portables down in front was this appropriate announcement: "The Portable—As easy to carry as a lady’s handbag."

Easy for a Child to Carry

The synonym of all eyes in the window of Scratch & Soaks, Birmingham, England, was a colored cardboard cut-out of a little girl, who carried a portable in its carrying case with great ease. The caption pointed on the feet of the girl pointed out that—"A Portable Gramophone will provide music and entertainment wherever you may go. A child can carry one. Always ready for use." Lily Pond Atmosphere

A lily pond was realistically conveyed in the trim arranged by the Gramophone Shop, Birmingham, England. The front half of the floor was laid with a silvered hardwood, on which each side was a very shallow art pottery basin in dull green tones, with water lilies “growing” in the same, as on a body of water. The rear half of the display was faced with an imitation grass mat, about which portables were in evidence. “Portable Gramophones—Take one with you on your holidays,” ran a large window streamer.

The Resonator, Ltd., is the name of a company organized in Sydney, Australia, to manufacture and sell a new and contributive phonograph which, it is claimed, dispenses with the tone reproducer and sound box. It is in the shape of a cone made of the lightest Queensland maple and applies the needle directly and very lightly to the disc.
"The profits are sure"

In Grand Island, Neb., the Jones Music Co. handles leading lines in musical instruments and radio merchandise—including Eveready Radio Batteries. "About September 1, 1925," Mr. Ed. A. Jones writes, "we decided to discontinue buying hit or miss batteries and settle down to Eveready 'A' and 'B' Batteries. We began advertising Eveready products with our other advertising and we soon found our customers as a whole had every confidence in Eveready Batteries. Our battery business has grown until today it is one of the most profitable departments in the store. We know that the profits on Eveready Batteries are sure, and the service expense very small." The Eveready line is a logical one for every music establishment. Order Eveready Radio Batteries from your jobber.

Tuesday night means Eveready Hour—8 P. M., Eastern Standard Time, through the following stations:

- WREX—New York
- WJAR—Providence
- WEEI—Boston
- WISR—Worcester
- WBZ—Philadelphia
- WWL—New Orleans
- WCBS—New York
- WOR—New York
- WJZ—New York
- WEAF—New York
- WMAR—Baltimore
- WJZ—New York
- WWJ—Philadelphia
- WNJ—Metropolis
- WOR—New York
- WSB—St. Louis

Manufactured and guaranteed by National Carbon Co., Inc.

New York San Francisco
Atlanta Chicago
 Kansas City
Canadian National Carbon Co., Limited
Toronto, Ontario

EVEREADY
Radio Batteries
—they last longer
He turns his piano stock
13 times yearly

How Grant Hazel has applied the principle of concentration
to build a remarkable volume of business

Grant Hazel’s music store has a 16-foot frontage on East Kirkwood Avenue, Bloomington, Indiana.

Everyone in Bloomington and the farming country around knows Grant Hazel’s neat, attractive place of business. Years of consistent advertising and canvassing have made it familiar to farmers and townspeople alike.

Bloomington is an average American town of 15,000 located in a diversified farming section, and having no particular industry of importance. It is the seat of the University of Indiana, a fact which adds considerable life to the community but is not a factor of importance in the piano business.

It was in this town—just such a typical community as hundreds of other Gulbransen dealers do business in—that Grant Hazel last year sold 106 Gulbransen Registering Pianos with an average stock of only eight! In attaining this remarkable volume of business, he turned his stock 13 times.

Why he succeeds

"By concentrating on the Gulbransen Registering Piano and pushing it alone," says Grant Hazel, "I find that I get further. Customers know that when they buy a Gulbransen Registering Piano they are getting their money’s worth. That’s what counts. My best leads come from satisfied customers.

"We have never catered to the idea that we ought to sell a cheap piano. Quality throughout, not just a fine case, is what tells in the long run. One woman in this town has a Gulbransen that has been in her home for 10 years. It’s just as good as the day she bought it. It is still just as true to the slogan, ‘Easy to Play’, and even more mellow in tone."

His way of doing business

Grant Hazel finds that the Gulbransen nationally-priced system makes for confidence all around. He points out to his customers the price appearing in all national advertising and branded on the back of every instrument.

“That’s a fair and square plan and it forestalls any bargaining to bring down the price at the expense of the dealer’s legitimate profit. Gulbransen makes a quality instrument—a piano which, because of its patented, exclusive Registering feature, offers possibilities for musical enjoyment no other piano can give. And people know that the price is right."
How you can make more money selling pianos

Grant Hazel is but one successful Gulbransen dealer. There are hundreds of others from coast to coast.

Without exception these successful Gulbransen dealers employ the Grant Hazel method of doing business. They take full advantage of the co-operation which the Gulbransen Company offers its dealers. They use newspaper advertising, window advertising, outdoor advertising, store advertising. And they canvass systematically and consistently.

The Gulbransen Company has worked out the most complete and successful plan for building business ever offered to the retail piano trade. It is a plan which, if followed out methodically, has never failed to produce results.

Any merchant who will concentrate on the Gulbransen Registering Piano and do two things can be sure of success. The two things are:

1. Take full advantage of the Gulbransen advertising and selling helps.
2. Go out after business—use the outside selling plan and material prepared by the Gulbransen Company for its dealers.

This is a prescription which is good for any ailing piano business, no matter how large or small the store or where it is located.

Grant Hazel says:

If you are not availing yourself of this plan, you are missing one of the biggest opportunities for making money in the piano field.

If your business is not all that it should be, if you are not getting the success you feel you deserve, we invite you to write for complete details. Without the least obligation to you, we shall be glad to send you full information.

Gulbransen Company
3232 W. CHICAGO AVE., CHICAGO, ILL.
How Wanamaker Makes Radio Service Pay

Elimination of Needless Service Demands Through Clear Understanding With Customers and Reasonable Charge Solved Problem

The service angle of radio merchandising at retail constitutes one of the most vital problems with which the talking machine and radio dealer is faced. Various plans have been worked out by dealers, many of which have considerable merit, and others which seem to lack the most important consideration—economy.

The cost of radio service is what makes this phase of the business so troublesome. It is easy enough to promise all kinds of things in the way of service, but when the dealer is called upon again and again by the same individual to make good his promise the cost jumps to such an extent that any profit there might have been in the deal is not only killed, but the retailer finds himself out of pocket.

Various plans of service have been described in The Talking Machine World in the past. Each of these plans had the merit of being effective and economical, giving the dealer the opportunity of rendering adequate service without endangering profit. Most of these systems have been those in use by exclusive retail dealers.

Here is another service plan that is in use by the radio department of one of the largest department stores in the world—John Wanamaker's, New York. When it is realized that the Wanamaker store moves thousands of radio sets to hundreds sold by the average dealer, it will easily be seen that service here is of paramount importance.

Service Staff of Six Experts

It was not so long ago that the Wanamaker store had well over fifty service men on the job day after day. What this means in the matter of organization and expense any dealer will realize. The point is that there are now only six men actually doing service work in the field for the Wanamaker store, according to the statement of T. L. Jennings, assistant manager of the service department. These six men cover a territory within a radius of about fifty miles of the New York store. Two automobiles are in constant use for covering the outlying districts where time would be lost through traveling by train. In addition to reducing the number of service men to such a tremendous extent costs have also been cut to a minimum so that now the department actually pays for itself. Radio service does not eat into profit. The radio department now is a profit producer; that is the difference between costly service and intelligent service, and that is what every retail store needs.

Radio Work Ticket

talking machine dealer who handles radio can do if he gets right down to business and discards a lot of the foolish ideas that are allowed to undermine his business. The time has come for plain speaking and as far as radio service is concerned the matter rests distinctly with the dealer. He can learn a lesson from the automobile agent who gives service to a reasonable extent, and then makes a charge for repairs, etc., and the point is that with all this the automobile dealer has lost nothing by his firmness.

Personal Contact in Service Department

At the Wanamaker store the service department occupies two offices adjoining the radio department, making it easily reached by custom- ers who desire to visit the store personally to air their grievances. This personal contact is invaluable; it straightens out a lot of little misunderstandings that might mean lost business. It creates a friendship that reacts to the benefit of the Wanamaker store; it means a busier radio department.

Routing the Service Men

In one part of the service office is a long desk on which are four telephones in charge of four clerks. The sole duty of these individu- als is to receive complaints over the phone. Having received the complaint, a letter service work ticket, reproduced herewith, is filled out and passed back to the main office of the service department. Here in the afternoon these radio work tickets are examined.

This is necessary because of the large territory covered by the Wanamaker store. As much as possible the six radio service men cover the same territories daily in their work. This is an important point for the reason that the men are familiar with reception conditions in the territories in which they operate, and thus they are enabled to give more intelligent attention to their clients. The purpose of the radio work ticket, as will be seen on examination, is evi- dent and therefore needs no further elucidation.

On the back of the radio work ticket the service man gives a detailed account of the results of his inspection along the following lines: Condition of machine found; A battery reading; B battery reading; Condition of tubes; Tuning of machine; Stations tuned in; Time; Materials used; Remarks; Total time to complete job; Fare; Expenses; Total; Mechanics.

The Machine

Another important point in the Wanamaker merchandising policy which has been found to materially curtail the necessity for service has been by having a clear understanding with the customer at the time of the sale. To assure this attention each radio set bears a tag especially designed at the Wanamaker store. The warrant on this tag is the assurance that the set is warranted by the Wanamaker store, and by having your authorized representative, so as in our judgment to affect its stability and reliability, nor which has been sub- jected to misuse, negligence or accident.

This warranty applies only to the bare instrument itself and not to any radio accessories, phonograph records or musical instrument accessories, of any kind whatsoever. Accessories cannot be warranted but an thorough inspection of all accessories before shipping assures the delivery of perfect merchandise to our customers.

In the event a radio or phonograph service man is required for a call at the home a nominal charge for labor and materials is made. For service which costs over $4.00 and for radio service or phonograph service.

An Important Point

It is interesting to note that while the warranty covers ninety days on the replacement of defective parts without charge to the customer actually the service is only given for a period of thirty days, after which a charge of $1.50 per hour is made when the customer lives within a radius of twenty miles of the store. Patron living further away are charged accordingly. Very often service men are compelled to bring sets into the store for repair. On the eleventh floor of the establishment is a large repair shop equipped with laboratories where experts go over and put them in condition. Radio sets are called for only when they have been in the hands of the customer for some time, and where the service man finds to locate the trouble convenient during his examination at the home of the cus- tomer.

Complete Records

The service department also has a record of every radio set sold in the New York store. Every transaction between the store and the customer in which the radio set is involved is filed, thus the service department can tell in a moment just what has been rendered to the customer in the way of service.

More than just sales profits

WHEN you sell a Weston Model 489 Radio Table Voltmeter—you sell radio that is accepted by the customer and a lower dealer servicing overhead to yourself. This instrument gives exact knowledge of voltage conditions, en- ables the operator to use his set at the proper filament voltage, enables him to prolong the life of tubes, test batteries and get satisfactory radio reception. This is just one of the Weston quality radio instrument line which has been profitable to many dealers. For complete in- formation request Circular J.

Weston Electrical Instrument Corporation : 190 Westen Avenue, Newark, N. J.
Safe and Sane

There are no fireworks or explosives in Pearsall's line.

A to Z in Radio

RECEIVERS

ZECHTH
SLEEPER
TRINITY

SPEAKERS

ZECHTH
TELETONE
SAAL
AMPLION
SILVERVOICE

BATTERIES

EVEREADY
CHARGERS

FUL-WAVE "A" and "B"

"B" BATTERY ELIMINATORS

WEBSTER

TUBES

PERRYMAN
CUNNINGHAM

PHONOGRAPHS

CASWELL PORTABLES
ORO-PHONE REPRODUCER

Ask any Pearsall dealer, he'll tell you.

"Desire to Serve, Plus Ability"

SILAS E. PEARSALL COMPANY INC.

10 EAST 39th STREET NEW YORK CITY
The New Spartron Receivers
Make Favorable Impression

The Sparks-Withington Co., Jackson, Mich., has received many letters of commendation from dealers throughout the country in connection with the new Spartron receivers, which were recently introduced to the trade. Attractive cabinet designs of the receivers as well as their constructional qualities have made a very favorable impression upon the trade, and jobbers and dealers are preparing to feature the instruments. The Spartron receiver Model 5-15 is a compact instrument, including many original features of design and performance. The five-tube tuned radio frequency circuit is balanced by an exclusive patented method which the company states permits of the absolute elimination of all self-made squeals, but will retain full efficiency in receiving station broadcasting on the longer wave lengths. Virtually the whole receiver is built in the Sparks-Withington plants, the cabinets being in black walnut. The model listing is $63.

Sparton Model 5-26

The Sparks-Withington Co., Massachusetts, has received many letters of commendation from dealers throughout the country in connection with the new Spartron receivers, which were recently introduced to the trade. Attractive cabinet designs of the receivers as well as their constructional qualities have made a very favorable impression upon the trade, and jobbers and dealers are preparing to feature the instruments. The Spartron receiver Model 5-15 is a compact instrument, including many original features of design and performance. The five-tube tuned radio frequency circuit is balanced by an exclusive patented method which the company states permits of the absolute elimination of all self-made squeals, but will retain full efficiency in receiving station broadcasting on the longer wave lengths. Virtually the whole receiver is built in the Sparks-Withington plants, the cabinets being in black walnut. The model listing is $63.

Sparton Model 5-15

Atwater Kent Honored by Worcester Polytechnic

Famous Institution Restows Honorary Degree of Doctor of Engineering on Prominent Manufacturer of Radio Receivers

Worcester, Mass., July 1—Formal acknowledgment of the public services rendered by A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., in developing radio and broadcasting concerts by world-famous artists was made officially by the Worcester Polytechnic Institute of this city on June 16, when the institution conferred on Mr. Kent the honorary degree of Doctor of Engineering. It is the first time that this famous old school of engineering has given this honorary degree.

In conferring this honor on Mr. Kent it was stated that consideration had been given to his musical programs, his development and marketing of a high-grade, medium-priced radio receiving set as well as his invention of an ignition system of starting and lighting automobiles. Mr. Kent is a former student of Worcester "Tech" and referring to the importance of a technical education in this present age stated: "There never was a time when the graduate of the technical school had the opportunity he has to-day. Nor was there ever so wide a field for his knowledge, nor so great a chance for him to make good. The field of radio alone, the development is so rapid that the most highly skilled engineers are required to keep pace with it. Radio is the young man's field. It appeals to his imagination and demands his highest technical skill. Not even we who are in the closest touch with the radio field can tell exactly what baffling mysteries of the air yet remain to be solved."

Phonograph for Medical Use

Boston, Mass., July 6—Dr. Richard C. Cabot, professor at the Massachusetts General Hospital, in his postgraduate teaching is using the phonograph and records perfected by the Columbia Phonograph Co., in conjunction with the Bell Telephone Co., and the Western Electric Co., which transmit the sounds of the healthy or diseased chest organs. These recordings are proving invaluable to medical students in their studies of heart and lung diseases.

I. S. Phonograph Co., Brooklyn, N. Y., has been granted a charter of incorporation at Albany, with a capital stock of $10,000. Incorporators of the new concern are L. and J. Stein and A. Shakti.

Goldsmith Music Shop Gets Profits From Small Items

R C A Dealer Gives Attention to Small Articles as Well as Higher-Priced Merchandise—Displays Radiotrons Prominently

There are some talking machine and radio dealers who make the mistake of pushing only the larger items of merchandise carried in stock, but not the Goldsmith Music Shop, of Brooklyn, N. Y., authorized R C A dealer, which follows the policy of merchandising every article carried in stock, whether a package of phonograph needles or a piano. This store makes a big profit and has a rapid turnover in Radiotrons and Recorders and the accompanying photographs shows the prominent position these items are given in the window display. The sales force has a thorough knowledge of the products and every prospective customer is given an explanation of how the detector or amplifier will work in his particular set.

How Goldsmith Displays the Small Items

Naturally, a store which follows this policy of giving the attention to the small items follows the same policy in its general practices and its store is attractively laid out so that all merchandise is given proper display. This progressive dealer has succeeded in building up a substantial clientele by rounding out his sales promotion methods.

Features Records

Anthony Annunziata, music dealer of 235 Wooster street, New Haven, Conn., recently secured the agency featuring the Victor foreign-language catalog of records. Mr. Annunziata also carries the Starr and Sonata lines of phonographs and Grinnell and Onkel records and his consistent sales promotion methods have made him a successful dealer.
Backed by 29 Years’ Telephone Experience

THE music dealer who has built up a sound, substantial business should make radio connections equally sound. Leave the “fly-by-night” type of dealer. Tie up to radio merchandise that has the backing of real financial strength and business integrity—such a backing as the Kellogg Switchboard & Supply Company does place behind the goods it manufactures.

Flawless, faultless radio reproduction such as Kellogg has attained can come from experience alone. In radio set building, nothing—absolutely nothing—matches experience.

Model 507 receiver is the finished result of our 29 years’ experience in voice transmission—a set that cannot squeal or howl—that brings them in with a “punch” to delight the most critical radio fan. Heavy shielding around and between the coils prevents interference, and three stages of radio frequency give maximum range and selectivity.

Mail this Coupon NOW for our plans to give Kellogg dealers PROPER support—for a copy of the latest franchise ever offered you—for full details of the new Kellogg 507 receiver with the refinements and improvements possible only from experience such as has been Kellogg’s.

Mail This Coupon Today

Kellogg Switchboard & Supply Co.
1066 West Adams St., Dept. 21-G, Chicago

Jobber Inquiries Invited

Name: ____________________________
Address: ________________________

We shall be glad to prepare full details of the new Kellogg line of receivers and of your plans for dealer support.
The Greatest Line of Ever Offered to

Kompact
$12.50
(For West and South add 10%)
(Canada $15.00)

Regal
$15.00
(For West and South add 10%)
(Canada $17.50)

PAL DeLuxe
$25.00 Retail!
(For West and South add 10%)
(Canada $30.00)

The BIG season for portables is here!

Real profits are now being made by those dealers who are featuring the Pal, Regal and Kompact Portables. With this complete line they are able to fill the requirements of all their customers - - from those who want the best in portable phonographs to those who prefer the popular priced machines.

If you act quickly you will still be able to get your share of the big summer and vacation demand for these machines.

SEND IN YOUR ORDER NOW

PLAZA MUSIC COMPANY
Free-attractive 7 color display material
to dealers featuring PAL and Regal portables

REAL live prospects, not only for PALS and Regals, but also for your regular lines of records and other merchandise will be brought into your store by these attractive displays, beautifully executed in seven brilliant colors.

In addition to the displays, multi-color price tags and other advertising materials, all designed to increase your sales, are furnished gratis to dealers featuring the Pal, Regal and Kompact Portables.

Be sure to write in for your displays NOW!

We will send you free cuts of the Pal, Regal and Kompact for your advertising. Our advertising department will be glad to assist you in making up and laying out your advertisement.

Do not hesitate to ask us for these

10 West 20th Street, New York, N. Y.
Selling on Quality

SUPERIOR performance and superior decorative qualities have put Stevens Speakers into the lead. Their selling points make instant appeal—they sell on sight.

Made by the pioneers in this field, with years of experience, exhaustive scientific research and successful production behind them, Stevens Speakers are notably superior to other so-called "cone-type" speakers. They embody many exclusive features which provide ideal radio reproduction combined with exceptional decorative qualities.

"Miles ahead of them all"

Note the unique "Conoidal" diaphragm made possible by the new material, Burtex—absolutely moisture proof. Only one-piece, seamless diaphragm—practically unbreakable. Combined with the Stevens "non-freezable", balanced armature unit, a greater range of musical tones and overtones is made possible than with any similar speaker on the market.

Dealers all over the country report an astonishing demand for these quality products—made right and sold right.

Stevens Speakers

Stevens dealers are absolutely protected at all points and backed up by a square deal policy with real cooperation that makes quick turnover and substantial profits.

Send for detailed description and dealer plan. If not obtainable from your jobber, write us direct.

STEVENS & COMPANY, Inc.
46-48 EAST HOUSTON STREET NEW YORK CITY
Made by the Pioneers in Cone Speakers
Knocking Other Lines Is Certain to Arouse Interest of the Public in Them

Ray Reilly, Chicago District Sales Manager, Sonora Phonograph Co., Inc., Drives Home Some Pertinent Facts in the Interest of Better Merchandising—Evils of Knocking Other Lines

A professor in one of our well-known universities once had a grievance against a particular secret order. He issued the strictest of orders to his class, comprised of forty pupils, to the effect that anyone who joined the order would be expelled. Result: The next day the entire class joined the order.

Why? Because he had KNOCKED.

Does this not go to prove that adverse criticism, strongly covered by personal prejudice, is the surest way of making people think the things you don't want them to think and do the things you don't want them to do? It is a quality of the human mind as old as human nature itself.

It is true in business and in social life, in both it causes trouble and mistakes. There are knockers and people who make sales for nothing better than merely being a knocker.

He must not knock.

Isn't it a difficult thing to understand why so many talking machine and radio salesmen resort to this most unproductive of methods in making sales? This same question was asked by the musical merchandiser buyer of one of the largest merchandising institutions in the country. The question is hard to answer, as it seems to lie in the nature of human nature which leads an unresourceful person to defend his lack of intelligence by casting reflections upon those who are more intelligent. At any rate, it is a definite, decided thing that the surest way of offending an intelligent customer is by knocking the other fellow.

Results are not, have not, and never will be obtained by this procedure. Quite the contrary is true: Indeed, it is generally the one being hit with the hammer who profits most. In other words, knocking is a boomerang which comes back to its originator as surely and as stungly as into the air returns to the ground. By knocking is not meant constructive criticism. The talking machine and radio salesman should have an extensive knowledge of his own product and of other lines as well, in order that he may better explain the various features of the different makes and bring out the good points of his own. In this connection it will be well to remark that the salesman first of all must be sold on his own product, if, after he has gone over and studied the various talking points of various machines, he cannot discover superiority in his own product, he can never make much of a success or be of much value to the house he is employed by. He must be sold first, before he can sell others, and in order to be sold himself he must necessarily have familiarized himself with competitive products.

There is a difference between knocking and constructive criticism, namely, an intelligent appreciation of the fact that other machines have good qualities and along with knowledge and ability to show his own product's superiority.

The executives, the men higher up, who have arrived at some position in life, know this, and the men working for them, the salesmen who are sent out to sell the product, are not instructed to attempt sales by knocking. In fact, they are warned against it, for the men who have succeeded know that when a representative of theirs spends a lot of time talking with a prospect about the product of another concern, the customer is quite apt to figure out that there must be something good about the product being talked of by the person who is trying to sell another. Perhaps the customer has never heard of the line which the salesman has started to knock, perhaps the salesman simply assumes that the customer knows about the competitive line. At any rate it has happened more than once that the salesman's unusual interest in a competitor has sold that very competitor to the customer.

There is nothing so wonderful or so cruel as that Caruso left a testamentary document designating his two sons, his brother and his wife as heirs, Martin V. Bergen, guardian for Gloria Caruso, contends that the sum belongs to her, subject to her mother's dower right in it, stating that the royalty agreement entered into some years ago had no standing under the Italian law.

Northwest Radio Trade Tour Will Start August 1

Reservations are coming rapidly to the office of the Northwest Radio Trade Association for the second annual Northwest Radio Trade Tour. The tourists will leave Minneapolis, Sunday night, August 1, and spend one day each in the following cities: Grand Forks, N. D.; Fargo, N. D.; Aberdeen, S. D.; Sioux Falls, S. D.; Mankato, Minn.

A very elaborate program is being provided for the big banquet to be held in each city and a program committee for the tour is providing a number of good speakers on various merchandising and selling problems. The tour, in effect, will be a series of Mid-Summer radio conferences participated in by the dealer and jobber members of the Northwest Radio Trade Association at the various points. From two to three hundred radio dealers are expected to attend the meetings at each of the above-named cities this year. This estimate is based on the dealers in attendance at last year's meetings. About seventy-five jobbers and manufacturers of the Northwest Radio Trade Association will make the 1,300 mile tour of the territory.

Practically all of the jobber and manufacturer members making the tour will carry with them latest models of radio sets and accessories which they represent in the territory, and at each point an exhibition of this equipment will be set up for the benefit of the visiting dealers and jobbers. This will constitute, in effect, a preliminary closed trade show. Last year an immense amount of business was written up by the members making the tour and many new customers and friends were made as a result.

Wholesalers of the Victor Talking Machine Co. products will hold a general conference on July 12 and 13 at the factory of the company in Camden, N. J., for the purpose of discussing business conditions and plans for the future.

When You Sell Needles

Consider Your Customer's Satisfaction
If You Choose to Sell

Okeh and True Tone Needles

YOU ARE SELLING THE FINEST QUALITY NEEDLE MADE; WITH A PROFIT FOR YOUR BUSINESS.

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street OTTO HEINEMAN, President New York City
PRICES GUARANTEED

Again RCA gives the dealer a price guarantee on all the new 1926 Radiolas, right up to December 31, 1926. If prices go down, an RCA Authorized Dealer will not lose! Last year, RCA gave its dealers over four million dollars in credit on lowered prices.

MODELS GUARANTEED

Every RCA Authorized Dealer can order now with confidence, for the dealers know and the public knows that the present models of Radiolas will not be superseded this year.

HEAVY ADVERTISING

Circulation numbers cannot tell the whole story of RCA advertising. It will reach practically every good prospect—some of them many times. The important national magazines—the radio, farm and boys' magazines—and more than a hundred newspapers.

and a BIG CAMPAIGN
to advertise the dealer

To make the public choose its dealers as carefully as it chooses its sets, RCA is running a special $30,000 campaign in The Saturday Evening Post to talk about its dealers, and to make the RCA Authorized Dealer sign one of the best known trademarks in the country.

Put in your fall order NOW

RCA Radiola
MADE BY THE MAKERS OF THE RADIotron

RCA CORPORATION OF AMERICA • NEW YORK • CHICAGO • SAN FRANCISCO
Summer's steadiest sales builders

RADIOTRON UX-199
RADIOTRON UX-120

More dry battery sets sold than ever before. More need for Radiotron UX-199 and the power tube, Radiotron UX-120. Are you getting all you should of this business?

Portable sets. Summer home sets. Farm sets. And city sets. All run on dry batteries. Needing new 199's to keep them in trim. Needing 120's to give them new power. And don't forget this: needing at least one spare if they are going out of town!

Radiotron sales are all-year sales—Radiotrons are the stablist item in your stock. They have no summer resistance, and they repay heavy summer selling effort. Sell Radiotrons NOW! Sell at least one spare to every customer who comes into your store.

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

RCA—Radiotron
MADE BY THE MAKERS OF THE RADIOLA
Big Field for Sales Among Music Lovers

Now More Than Ever Before the Talking Machine Dealer Has the Opportunity of Cashing in on Reproducing Qualities of His Line

It cannot too often be emphasized that the talking machine business has become a musical business in practice as well as in theory. True, it was always so theoretically, but just as the cheap piano for a long time hid the true inwardness of the piano industry by hiding from the dealers the fact that a musical instrument can have no permanent excuse for existence save a musical excuse, so also the enormous popularity of the dance record and its allies for a long time concealed the truth about the talking machine business. This was, and is, a very simple truth. Put into the plainest language, it merely means that hereafter the talking machine has to fight for its place in the sun in competition with other sources of music, and precisely as one of such sources it will have to justify itself, to its own musical merits. Just in so far as it has such merits can it survive. This is the truth which is absolutely necessary for salesmen and dealers alike to understand.

This is the truth which lies at the foundation of successful salesmanship in the talking machine business. Let us examine it a little more at length. Like most other truths of this kind, it is likely to meet with a good deal of vociferous objection on the part of those who are unable or unwilling to think beyond the immediate circle of their interests. Yet, so far as I can see, unless and until this truth has become generally apprehended, and, still more, put into practical use, the talking machine business will not return maximum profits.

**Sarcasm, but Not Lies**

It has often been said, perhaps sarcastically but certainly not wholly without truth, that one of the signs whereby one knows a music dealer is disagree for music. It is sad that such a gibe should ever have gained currency, nor shall I deny that like most gibes it is more picturesque than accurate. Nevertheless, also like most gibes, there is a substratum of truth beneath it. The music dealer has typically been a man who has regarded the music business just as another man might regard the dry goods, or needles and pins, business; namely, as one way of making a living by taking advantage of the difference between the cost of things bought in quantities and what one can get for them when one sells them one piece at a time. Now, profit is the life blood of business, and if the merchant cannot make profits he cannot stay in business. Please let no one think that I ever look at this elementary truth. What, however, I also do not overlook is what most critics of the materialistic, with whom I find myself in the practical and realistic, usually do overlook, namely, that there is no such thing as automatic demand, save in respect of absolute necessities of life, like sugar and flour, and even these it is a commonplace of advertising practice that the public will buy only a minimum quantity if left to themselves; in fact, will get along with actually civilized people ought to consume. There is no such thing as an automatic demand.

Therefore when the talking machine dealer talks about “Giving the people what the people really want” he is usually only repeating without thinking about it what some one else has said. The people do not know what they want, save in respect of necessities, and even with the most obvious of these the public do not know how much of them they want. When it comes to a thing of the mind, of the feelings, of the faculties of pleasure, like music of whatever kind, there is no telling from day to day what the unaided and unguided public taste may do. What is popular one day is unpopular the next. And the experience of every music dealer backs up this statement.

**Fruits of Neglect**

But the fact just stated is undoubtedly overlooked by those same dealers in whose experience it nevertheless bulks so large. For the generality of the dealers have been, for years, going on the supposition that the demand for the talking machine, which some twelve years ago became pretty firmly founded upon the dance record which came in with the Great War, was a demand which would go on forever. Firm in this belief, the generality of the dealers utterly neglected the musical side of the business, forgot to push the high-class record, and, what was worse, permitted the manufacturers to fall into the same condition of apathy.

Well, we all went through the dark days; and then, when degree of confidence was as the dealers took things into their own hands, cleared decked and produced new and wonderful machines, new and wonderful records based on a new and wonderful system, and announced that they were through with the old policy of sitting still to count the profits. Henceforward, said they, our policy is a policy of selling, not waiting for the buyer to come in. And the business has been coming back ever since as fast as it can.

What does all this signify? Simply that during all these years we have had, waiting for us, a public ready and willing to take the talking machine as a musical instrument pure and simple, ready for all we could hand them in the way of fine music, ready for the new orchestral records by the Philadelphia orchestra and by Sir Henry Wood’s London players, records which sound orchestral and the subject matter of which is good solid stuff into which the artistic teeth can be well sunk. It means just this, that, to-day we have such a public all ready, but a public and a demand much smaller than they would have been if only we had been wise enough to look into the future and realize that it is always well to prepare for those emergencies which may be neither expected nor even calculable, but the suffering of which is always possible, if not probable.

**Shall We Profit by the Lesson?**

We have had our lesson and it remains to be seen whether we shall take good advantage of it. If we are wise enough to profit by experiences which have been salutary, if severe, we shall also be wise enough to improve upon experience and make it serve our future purposes. This means work, it means going out deliberately after the intelligent element in the community and getting it on the band wagon. That is what it means. And that in turn means a new turning of the mind, a literal repentance from past sins and a determination to follow the light, even though the task of following be less easy than the old, but now excessively easy, method of sitting back and letting blind chance rule.

**Public Must Be Sold**

The talking machine business must henceforth be conducted as a musical business. The public has once more to be sold, this time to an understanding of what the talking machine is and how far superior to all its rivals. The task is after all not so difficult, for the public is half sold already. But it is a task which calls for more motivation and more initiative. For these, the retail merchant may look forward to prosperity surpassing his best expectations.

E llensohn Gives Outdoor Panatrope Demonstrations

**FRENCH LICK, Ind., July 9—Substituting the Brunswick Panatrope, with the music of the masters of classical and popular music available at all times, for the efforts of an amateur band the Ellenson’s evening entertainment has resulted in many sales for the Ellenson Music Co., Brunswick dealer. The evening band concert was a well established feature of the evening entertainment, but the sincere but ineffective efforts of the amateurs were not always up to scratch. The Panatrope, however, with its variety of music by famous artists, has caught the popular fancy and the outdoor demonstrations have won many friends for the instrument.**
A Line for the Jobber

MADE BY

CASWELL-RUNYAN

〜 Cabinet-Makers of Experience 〜

Model No. 99

Mr. Jobber Write for Information

THE CASWELL-RUNYAN COMPANY
HUNTINGTON, INDIANA
Sparton Radio is built by the manufacturers of the world-famous Sparton horns for motor cars. Its production is a logical development of the Company's quarter-century of precision manufacture of electrical equipment.
WHICH to Buy and WHY?

"Volume—Selectivity—Distance—Clarity"—jump at you from every printed page—but how can you choose from so many?

The thinking buyer will look for the reputation behind the product. Only here can you find your answer, and the assurance that your Radio dollars will bring you full realization.

Twenty-five years ago The Sparks-Withington Company started building goodwill and fine electrical equipment, and has long been known as the leader of its field. Our quarter-century reputation is your guarantee of the ultimate in radio reception.

The Sparton is a perfectly balanced five tube Tuned Radio Frequency circuit of remarkable and proven performance. Cabinets are in rich two-toned walnut at prices of $63 and upward.

Illustrated models:
Sparton Model 5-15, $63.00  Sparton Model 5-26, $83.00
Western and Canadian prices slightly more

Model 5-15

THE SPARKS-WITHINGTON COMPANY (Established 1900) JACKSON, MICHIGAN
Prizes Awarded to Atwater Kent Dealers for Unusually Eye-Arresting Windows

Sixty-three Dealers Tied Up With Atwater Kent Convention in Philadelphia by Arranging Window Displays That Drew the Attention of Thousands of People to This Line of Radio Products

During the recent convention of Atwater Kent distributors in Philadelphia the local distributors, the Louis Buehn Co. and the M. P. Radio Co., suggested that Philadelphia dealers dress their windows appropriately for the occasion. Sixty-three dealers acting on the suggestion gave considerable care to the dressing of their windows. An inspection disclosed that no two had dressed their windows alike and, therefore, there were to be found sixty-three varied forms of radio window display, each one of which was an excellent example of its kind.

In recognition of the efforts of the dealers the Atwater Kent Mfg. Co. presented silver trophy cups to the first and second-best window displays, and the Pooley Co., maker of Pooley cabinets, also presented silver cups to the third and fourth. The Louis Buehn Co. and the M. P. Radio Co., local distributors, decided to award ten cups to the owners of the next ten windows. Alex A. Gettlin, of 560 North Fifth street, was awarded first prize. Mr. Gettlin reproduced in his window a home scene recently used in the Atwater Kent advertising. The result was a particularly pleasing setting for the display of the Atwater Kent radio set, and a tie-up with the great national consumer advertising campaign, which is now being conducted by this prominent manufacturer.

The window of Walter Stainthorpe, at 2073 West Columbus avenue, which was awarded second prize, had an entirely different appeal. Mr. Stainthorpe ingeniously featured the Atwater Kent set and speaker as the “beacon that lights the uncharted seas of radio.” This window, with its lighthouse and flashing light, its sea with ships upon it and its simulated blue sky, was unusual and attracted considerable attention on the part of the public.

The Blue Bird Music Shop, 6503 Lansdowne avenue, in addition to a sumptuously dressed window in colors, which the accompanying photograph cannot do justice, portrayed not only Atwater Kent sets and speakers, but the Pooley cabinet equipped with Atwater Kent radio. This company introduced an element of novelty in the skeleton Atwater Kent cone speaker, which was attached to the plate glass front. A sign invited the passerby to “place your ear firmly against the window and listen.” Upon doing so it was found possible to listen to the reception of one of the sets in the window transmitted by the loud speaker unit, which was attached to the glass.

F. B. Chambers & Co.—Sixty-first and Market Streets, displayed the Pooley cabinet with Atwater Kent radio in a comfortable and inviting home scene. It will be seen that this Chambers window with its attractive furnishings simply provided a jewel setting for the display of one

Announcing

Priess

Straight Nine

It’s Loop Operated!

A Super-Selective Receiver Designed for Metropolitan Areas or Other Congested Districts

Its Features

Nine tubes—single tuning control—loop operation—6 stages of radio frequency amplification, detector and 2 audio stages—exceptional tone quality—unparalleled distance range.

Table model with loop .................. $195.00

Due to popular demand, we will continue to manufacture the “Straight Eight,” the ideal 8-tube loop—center for rural and suburban markets ......... $175.00

PRIESS RADIO CORPORATION
695 BROADWAY NEW YORK, N.Y.

Brunswick Annual Outing

About two hundred members of the office and executive staff of the New York division of the Brunswick-Balke-Collender Co., Seventh avenue and Fifty-second street, participated in the company’s annual outing on Saturday, June 19. Two large buses were engaged to transport a big share of the crowd and left the Brunswick building at 11 a.m. for the Old Point Comfort Hotel on the Boston Post road above Mt. Vernon. Many made the trip in their own automobiles in time to participate in the lunch between about 1:00 o’clock. The afternoon was given over to sports, principally a baseball game between the factory team and the wareroom team, which the former won. The outing is an annual function of the Brunswick-Balke-Collender Co. and those attending it considered it the best ever.

Murdock Music Store Grows

IMTOW, O., July 3.—The Earl Murdock Music Store was formally opened in its new location in the Princess Armory Building at 213 South Third street recently with a program by the All-Star Entertainers. Mr. Murdock was forced to vacate his old quarters as the site is being cleared for the erection of a new building. The new Murdock store affords about three times the former floor space, and a complete line of pianos and phonographs is carried.

Staats Sails for Europe

W. J. Staats, director of the foreign trade activities of the Victor Talking Machine Co. and treasurer and member of the board of directors of the company, sailed for Europe last month to make a study of European trade conditions and to visit Continental branches and connections of the Victor Co. and the Gramophone Co., Ltd. He will be away for two months.
Empire Universal Tone Arms and Reproducers

Excel in Every Important Feature

It is an acknowledged fact that the tone arm and reproducer are the most vitally important parts of a phonograph. With no other equipment can you bring out the clearness and sweetness of tone that EMPIRE will accomplish. And it is tone quality and excellence of reproduction that make one phonograph better than another, and make it sell in greater volume.

Empire Tone Arms Used by Carryola

The CARRYOLA COMPANY of AMERICA, the world's largest maker of portable phonographs exclusively, uses EMPIRE TONE ARMS. Superior quality, excellent workmanship and attractive design are the reasons why.

EMPIRE Tone Arms and Reproducers are made for all types of phonographs, from the portables to the big, handsome cabinet machines and the combination Radio and Phonographs.

Order a sample arm and test it out. It will win you on merit only. Our prices are low and quality second to none.

ADD-A-TONE

REGISTERED U.S. PATENT OFFICE

Millions of people have marviled at the tone quality of ADD-A-TONE Reproducers. For this reason, ADD-A-TONE has been selected by the Carryola Company of America, the world's largest manufacturers of portables exclusively. ADD-A-TONE Reproducers are part of all Carryola Portables.

Imitation can never compromise with quality. Nothing can even approximate ADD-A-TONE in patent-protected features of workmanship, design, and true tone reproduction.

ADD-A-TONE contracts are open only to manufacturers of console and upright phonographs. Wire for samples today.

UNIQUE REPRODUCTION CO.

32 Union Square

Patent-Protected

NEW YORK
THOUSANDS of owners of old style phonographs will be interested in this New Carryola Superphonic Reproducer. Attached easily to the regular tone arm, it gives the new, full, deep tone—at nominal expense.

The market is broad, desirous, and uncultivated. It consists of all those who want the new tone quality but cannot afford to buy expensive furniture to get it.

Keen-visioned dealers will perceive the new sales outlet thus opened up. For details write to—

CARRYOLA COMPANY OF AMERICA
647 Clinton Street
Milwaukee, Wisconsin
SUCCESSFUL reproduction from portable phonographs comes only from matched units. Reproducer, tone-arm, sound chamber—all must be in perfect harmony.

The supremacy of Carryola rendition is due to its perfectly matched units. The best reproducer ever designed for portables (Add-A-Tone) is supreme on Carryola tone-arms—and is further enhanced by the scientifically correct Carryola sound chamber.

Dealers will find that it pays to get acquainted. Write to—

The CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin
The UTAH BOOK

Masterpiece of Loud Speakers

Utah presents the speaker sensation of the season—the new Utah Book. An exclusive feature with Utah—fully protected by patents. Only Utah can offer you a Book Speaker.

Made of parchment—it looks just like an opened book—beautifully illustrated on the two open pages.

The parchment slightly slack, giving an added sensitiveness to delicate sound waves.

The tones are clear and well rounded—perfect reproduction of instrument or voice.

This speaker at $19.00 is sure to bring you a large volume of business. It is new, ornamental and a speaker which appeals to the eye of the home lover as well as the ear of the radio fan.

UTAH SUPERFLEX

$10.00

UTAH SUPREME

$25.00

UTAH PHONOSPEAKER

with stand, $10.00
without stand, $9.50

Made in Salt Lake City

Trade Mark Registered
Utah Radio Products Company
1421 So. Michigan Ave.
Chicago
A. M. Baehr Devotes All Activities to Clark & Baehr

Following Resignation of W. K. Fleming, A. M. Baehr Drops Outside Interests to Devote Time to Jobbing Concern

CLEVELAND, O., July 6—As announced in a recent issue of The World, the new firm name of Clark, Fleming & Baehr, of this city, will be Clark & Baehr, W. K. Fleming having resigned from the firm to become general manager of the Columbia Mfg. Co. of this city, manufacturer of radio products. A. M. Baehr, who formerly held this position, will devote all of his activities to the firm of Clark & Baehr. Mr. Baehr is a graduate of Case School of Applied Science, Cleveland, and with his engineering and manufacturing experience is attaining considerable success in sales work. Clark & Baehr will continue to represent their territory the radio products made by the Perrymann Electric Co., Stevens & Co., Toche-Deutschmann Co. and the American Mechanical Laboratories, Inc., as well as several other products not identified with the radio industry.

General Phono. Corp.'s Employees Hold Outing

The annual outing of the employees of the General Phonograph Corp. was held on June 30 at the Asbury Park, N. J., and, notwithstanding the uncertainties of the weather, the affair was a decided success. The members of the party included the employees at the executive offices, recording laboratories and the New York Distributing Division. Allan W. Fritzschke, vice-president of the company, was an active figure in the day's festivities, ably assisted by Isaac B. Goldman, auditor; Charles Hibbard, chief of the recording laboratories, and Harry Fox, manager of the New York Distributing Division. Water sports, dancing and other amusements contributed to the day's fun.

Atwater Kent Programs Continue to Please Public

The appreciation of high quality broadcast programs during the summer months is confirmed by the continued influx of commendatory letters at the headquarters of the Atwater Kent Mfg. Co., in Philadelphia, Pa. Allen McQuhae's programs in conjunction with the Atwater Kent radio orchestra during the Atwater Kent radio hour on Sunday evenings are proving very popular. These programs are now being augmented by assisting soloists.

On June 13 William Simoni, baritone, appeared in several solo numbers, as well as in duet with Mr. McQuhae. On June 20 John Corigliano, violinist, assisted in both solo and obligato numbers, and on June 27 Betty Lane Shepherd, soprano, shared the program with Mr. McQuhae.

New Wholesalers Announced by Federal Radio Corp.

BUFFALO, N. Y., July 7—The Federal Radio Corp. has announced the appointment of two new wholesalers, who have taken their places in Federal's scheme of national distribution. The Great Western Mfg. Co. of Minneapolis, now in carrying on the splendid record made last year by Federal in Minnesota, North Dakota and western Wisconsin.

In St. Louis and adjacent territory, Ortho-sonic receivers will be sold by Melville B. Hall Co., Inc., of that city.

The Rove Florence Lights, New York, were recently incorporated at Albany to make radio equipment, with a capital stock of $20,000. The incorporators are O. A. and K. Roensch and W. A. Winter.

Rosen's Music Store Now Located in New Quarters

New Store Opened With Appropriate Festivities

—Okeh Recording Artists Give Store Concert

—Many of the Trade in Attendance

PHILADELPHIA, Pa., July 7—Appropriate festivities marked the opening of the new quarters of Rosen's Music Shop at 1131 Poplar street, this city, the early part of last month. This store, which was established in 1920, has grown to such proportions that the building in which the new premises are located was purchased. One of the features of the opening day was the entertainment furnished by a group of Okeh recording artists consisting of Clarence Williams, Clarence Todd and Margaret Williams. The crowds attracted to the store despite the rain were at times so large that it was found necessary to call the police to keep them in order. For some time before the event some 5,000 circulars were distributed throughout the vicinity assisting prospective clients of the entertainment which would take place.

The lines carried by the Rosen establishment include: Columbia phonographs and records, Okeh records, Perfect, Victor and Harmony records, Keentone and Guarantee portable talking machines and the full line of Honest Quaker repair parts.

Among the trade representatives at the opening were: Paul Green, Samuel Fingrudt and Frank Fingrudt, of Everybody's Talking Machine Co.; J. J. Dougherty, W. J. Lawrence, J. D. Westervelt and Ella McCouly, of the Columbia Phonograph Co.; Jacob Kien and E. Bauer, of the Guarantee Talking Machine Co.; John Neldine, of the U. S. Music Co., and Joseph Wecker, of the Pathe Phono & Radio Co. Floral greetings from the trade made the store a literal floral bower.

New Italian Operetta Features Columbia Records

"Mademoiselle Ultra" Recently Produced in Turin, Italy, Has First Act Laid in Phonograph Shop—"Mr. Columbia" Plays Part

Columbia records were given a prominent part in "Mademoiselle Ultra," a new operetta recently produced in Turin, Italy. The composer of this work, which registered an immediate success, set the first act in a phonograph and radio shop. The tenor "Mr. Columbia" plays a part in the opera and, during the musical number, the record shop amid decorations of which Columbia records are outstanding. The proprietor of the establishment is called "Mr. Columbia" and he appears throughout the entire performance. In the accompanying photograph "Mr. Columbia" is seen in the center of the stage amid a profusion of Columbia records which revolve during the performance.

Firm Chartered

The Indianapolis Music Shoppe, Inc., of Indianapolis, Ind., has been granted a charter to deal in musical instruments with 100 shares, no par value. The directors of the company are John C. O'Keen, William Gage Heag and E. E. Sollenberger.

See Our New 1927 Lines

The Eagle line is one of the very few whose reputation has not been tarnished in the past season of manufacturing and merchandising excesses.

It is placed under a Registered Dealer agreement and will satisfy the requirements of the largest and best stores.
Here's where your real Radio Profits lie—

[1] In selling a Radio line made by a big, nationally-known, universally-accepted manufacturer.


[3] In holding an exclusive Franchise that gives you 100% protection against price-cutting, unloading, the "yearly model" evil and all other unfair or questionable trade practices.

Stewart-Warner dealers have an open road to permanent success, because the Stewart-Warner Matched-Unit Radio line fulfills all three of the above requirements.

We are in the Radio business to stay—and to succeed in a big way. Our product is right and our sales plan is right. And the entire reputation and resources of the great Stewart-Warner organization are behind our radio products.

Stewart-Warner has already made radio history. It will make more.
It has weathered every storm thus far, and will remain in its position of leadership long after many another manufacturer of less stability, experience and resources has failed and been forgotten.

Already over 3000 progressive dealers have seized the opportunity to succeed with Stewart-Warner. They have been granted the exclusive Stewart-Warner Franchise which assures them of profits, protection, permanence and prestige.

Not every dealer can qualify for the Stewart-Warner Franchise. To do so requires meeting certain rigid standards of character and business reputation.

A limited number of exclusive Franchises are still available—possibly there is an opening in your own locality. If you think you can qualify, write or wire us today.

STEWART-WARNER SPEEDOMETER CORPORATION
1824 DIVERSEY PARKWAY, CHICAGO, U.S.A.
Beethoven’s Ninth Symphony
Issued by the Columbia Co.

Famous Choral Reproduction on Eight Double-Faced Twelve Inch Records—
New Masterworks Set No. 39 of Series

The Columbia Phonograph Co. announces the greatest of its famous Masterworks Series, a complete recording of Beethoven's celebrated Ninth Symphony, the Choral Symphony, the crowning glory of Beethoven's creative genius, recognized as the world's musical masterpiece.

Of the recording in all of its details of interpretation and reproduction, it is sufficient to state that it is, in the most complete fashion, worthy of the stupendous work itself, and is by Felix Weingartner, the London Symphony Orchestra, and a distinguished ensemble of soloists and chorus.

This new Masterworks Set is No. 39 in the Masterworks Series. It is in sixteen parts on eight double-disc 12-inch records and is offered as a complete set in a beautifully executed leather album, in keeping with the work it holds. The Columbia Phonograph Co. issues a special supplement (Masterworks Supplement No. 4) in conjunction with this symphony.

Death of Alfred Graham
Causes Universal Regret

A cable was received recently by the Ampilon Corp. of America, 280 Madison avenue, New York, announcing the death of Edward Alfred Graham, proprietor of Alfred Graham & Co., London, England. Mr. Graham had been known throughout the world as one of the outstanding acoustic and electrical engineers and as the inventor of important naval telephone and loud speaking devices and radio loud speakers. Thirty-nine years ago Edward Alfred Graham's father, Alfred Graham, invented and put into practical use the first naval telephone, and Graham naval telephones and loud speaking devices have been used by the British Admiralty and other nations of the world, both on naval vessels and merchant marine, since that date. Edward Alfred Graham, after the retirement of his father, became the sole proprietor of the “House of Graham” and in that capacity developed many loud-speaking devices and invented countless features, now embodied in the most efficient and best-known naval telephone work.

The Ampilon loud speaker for radio use was the result of Mr. Edward Alfred Graham's personal work and the world-wide repute of the Ampilon loud speaker has been due to Mr. Graham's engineering ability and technical experience. In every country where radio broadcasting exists the notice of Mr. Graham's death will be received with sincere regret, as he was recognized in those countries as an outstanding leader in the field of radio reproduction by loud-speaking devices.

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Van Veen & Co. to Remodel Paradiso Music Co. Store

PARIS, N. J., July 6—Van Veen & Co., Inc., New York City, manufacturer of talking machine wareroom equipment has been awarded the contract for the remodeling and necessary alterations in the warerooms of the Paradiso Music Co., of this city. The headquarters of this enterprising music house were recently seriously damaged by fire. Van Veen & Co. will completely regrade and remodel these warerooms and state that upon completion of the work the Paradiso Music Co. will be one of the most attractive retail stores in the city.

Live Stock for Atwater Kent

Torrington, Conn., July 6—Many salesmen can tell interesting stories of keeping after a prospect until his name is signed on the dotted line, but one of the best of recent days is the experience of Clyde Smith, Atwater Kent dealer of this city, who sold an Atwater Kent Model 20 compact, receiving in payment “three gentle cows.” Mr. Smith tells the story thus:

"After one hour of trying to sell, the farmer finally said he would take the set if he could sell some cows. That gave me the idea and I went out and looked at the cows and traded him a Model 20 compact for three of them. I am not only an Atwater Kent dealer but am also in the cow business, at least until I can dispose of my herd. Incidentally, I believe the transaction gave me more good advertising than anything else I have done this season."

Mr. Edison Man:
—
Never Say
"KAN'T," say "KENT"

The KENT No. 1

With "S!" Sound Box for playing lateral cut records on the Edison Disc Phonograph has outsold all competition.

Write for catalog of complete line.

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

AMPLION
Product of nearly 40 years’ Experience

New Amplion Juniors with improved tone quality are announced. The Amplion's world-wide experience in loud telephone reproduction is established even more firmly by this latest improvement at no increase in price. Demonstrate with Amplions to sell yourself.


The Amplion Corporation of America
Belle Co., 28 Madison Aves., New York, Chas. A. Hasch, President; S. J. Nast, Vice President; B. A. McMillin, General Manager.

Electric Supply Co. Has Fleet of Delivery Trucks

San Francisco Federal Ortho-sonic Radio Distributor Facilitates Dealer Sales and Service Through Use of Dodge Trucks

San Francisco, Cal., July 7—The Electric Supply Co., distributor in this territory for the Federal Ortho-sonic radio receiving sets, prides itself on the speedy delivery service which it maintains for the dealers it serves. The accompanying photograph of one of the company's fleet of Dodge trucks shows the manner in which this company facilitates sales and service.

Reports Sonora Demand

DALLAS, Tex., July 6—J. D. Harvey, sales manager of the Hassler-Texas Co., this city, distributor of Sonora radios and phonographs, recently completed a trip throughout the entire State of Texas and found dealers in all localities enthusiastic over the Sonora concert model. Dealers from all over the State and particularly in the western part report good sales of this instrument. Mr. Harvey reports that business, as a whole, is very good and will be even better as soon as the grain crop is garnered by the farmers.

Record Firm Chartered

The Consolidated Record Corp., of Newark, N. J., was recently incorporated at Trenton, N. J., to make phonograph records, to have a capital stock of 100 shares of no par value. The incorporators are Charles C. Hasin, John A. Lawrence and Louis D. Rosenfeld.
The Daily Cash Summary—How to Figure the Conditional Sale, to Make Monthly Analysis of the Collection Turnover, Etc.

By J. K. Novins

The talking machine dealer should know at all times what percentage of his balances he collects each month. Many retailers keep a record of collection percentages day by day. These records often are cumulative, that is, the retailer figures the collection percentage for the year up to the day the record is consulted. Such records, when properly kept and analyzed, make it possible to make collection forecasts for future months. It is just as important to forecast collections as it is to forecast sales possibilities. The credit manager of one retail store makes it a practice to analyze the state of his collections every month to determine what proportions of the accounts are one, two and three months overdue.

"The fact that we have so much money outstanding," he said, "does not matter so much as a knowledge of how fast we are realizing on this outstanding."

Need for Records
There is, therefore, need for definite records to make these analyses. These should be kept separate for thirty-day and instalment accounts. Furthermore, in computing collection percentages you should figure only payments on accounts, and not cash payments, or you will defeat the very purpose for which percentages are computed and analyzed.

Knight-Campbell Co.'s Plan
The Knight-Campbell Music Co., of Denver, Colorado, makes monthly analyses of collection turnover. In addition a daily record is used. For this purpose T. P. Foote, the credit manager, has devised two forms: "Cash Receipt Summary" and "Monthly Report Collection Department." These two forms are illustrated with this article.

Daily Cash Receipt Summary
On the "Cash Receipt Summary" Mr. Foote enters all cash received on cash, charge account and instalment sales. These entries are compared on this sheet with similar receipts "To Date This Month," "To Date Last Month" and "To Date Last Year." If the credit manager not only has a daily record, but a record showing comparisons with receipts of definite periods of time.

The first form is titled "L. N. Denver, L. N. Colorado Springs, L. N. Pueblo and L. N. Cheyenne"—indicate the receipts on lien note accounts in the company's four stores located in those cities. Colorado Springs, Pueblo and Cheyenne. The next item covers interest payments on installment accounts. "C. A. R. Denver" means payments on charge accounts at the Denver store. The item of "Suspense" covers receipts of sums which have not yet been entered on the books to the credit of the respective account classifications. "Customers' Insurance" indicates amounts collected from customers to cover insurance on merchandise while they are making installment payments. "C. A. R. Rents" is the record of receipts on rentals of musical instruments. The cash sales receipts are figured separately for player, roll and Victor talking machines, as well as for the company's shops. "Stockholders' and Employer" indicates receipts from shares of stock sold to employees and others. "C. D. C." means receipts on conditional sales. This record is totaled and compared with the bank balance.

Monthly Collection Report
In the monthly collection department report entries are made for "This Month," "Last Month" and the corresponding month "Last Year." This report covers four items: Lien notes, or contract sales collections; repossessions; C. A. R., or charge accounts, and Victor wholesale accounts.

Now note the lien note or contract sales items. By dividing the balance as of the first of the month into the collections that month you have the per cent collections to balance. This is the standard practice of figuring collection turnover. Needless to add, the collection figures here are those that apply only to lien notes, or contract sales. Do not figure in this connection money received on cash sales for these have no connection with sales made on an installment basis.

Important Comparisons
When this collection percentage is compared to those of the other months, as recorded on this statement, you then have a pretty fair idea as to the state of your collections. But still this does not give you the complete picture. You must also have a definite idea of the average monthly collection percentages for the year up to this date, so as to have a definite idea how collections are progressing. Therefore you figure the average balance to date, you then enter the total collections to date. The last item is divided by the number of months so as to obtain the average monthly collections. Thus, if the record is for the month of September, the total collections to date will be divided by nine months to obtain the average monthly collections. The average balance to date is obtained in the same way. You then

(Continued on page 50)
The Cruiser 5 tubes—$100.
RADIO
ARMORED LINE

The soundness of Bosch Radio policies is known to you—and now we announce the New Bosch Radio Models—receiving sets which show a most remarkable advance in home entertainment. The Amborada—the embodiment of perfect radio and quality in furniture. It is a completely armored and shielded seven tube receiver, of the utmost simplicity in every detail of operation. There are but two controls—a station selector and volume control. Ample space is provided for all batteries, chargers or power units. No antenna is necessary with this new model. The Cruiser—a compact, perfectly armored and shielded five tube receiver. Its simplicity is expressed in the unified-control which gives the advantages of a single station selector for powerful stations, but when “cruising the air” two dial tuning advantages are always present—an important quality feature.

The Bosch Radio Line is complete—three receivers, five, six and seven tubes in a popular price range. Two cone type reproducers—the famous Bosch NoBattry and other items, completing a most desirable radio franchise for you. Are You the Man to Sell Bosch Radio? Regardless of the radio you now carry, investigate the Bosch line. Tell us in confidence about yourself, your business, your experience and financial strength. We will tell you the direct benefits to you, of the new Bosch Radio plans.

The Amborada 7 tubes—$310.

MAGNETO CORPORATION
MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS
Big Columbia Expansion in the Pacific Northwest

When you hear TELETONE Radio Speaker

you hear RADIO ~right!

The Talking Machine World JULY 17, 1926

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

ILSLEY's Lubricant makes the Motor run good.
As prepared in the proper consistency, will not run on suit, dry up in the open, or lose its properties. Remains in its original form indefinitely.

Put in at 1, 10, 25 and 50-pound cases for dealers. This lubricant is also put up in 4-ounce cases to retail at 25 cents each and used in the phonographs.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for samples.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York.

Likewise, the "Victor wholesale" percentages are computed on the same basis.

Repossession and Charge-off

It is very important to compare the repossession loss to charge-off. Many times you will hear a credit man boast of the fact that his charge-off is only one-quarter or one-half of 1 cent, but he omits to mention the loss on repossession. The loss on repossession very often far exceeds the charge-off. Thus, one big installment house charges off at the end of the year one-half of 1 cent, while the total loss, figuring also the repossession—more often known as "pulls"—amounts to 3 cents. So, you see, the repossession loss will be almost six times the charge off.

It is not easy to ascertain in advance the exact loss on a repossession. At most a fair estimate of the loss will do for record keeping. In many stores repossession losses are placed on sale and these losses are usually figured to cover the total losses, whether by repossession or by charge-off.

Concrete Examples

In one store the repossession losses are usually auctioned off to its own employees, because the concern does not relish the idea of holding sales of second-hand merchandise to its trade. More recently two stores in the same city got together and arranged auction sales for employees of both stores. According to this arrangement, employees of each store intervisited and purchased anything in the way of repossession merchandise in either store.

At the Knight-Campbell Music Co.'s store it is the practice to deduct from each salesman's commissions a small amount, which goes into a special fund. When merchandise is repossessioned the loss is figured, and a part of this loss is reapportioned to the salesman who earned commission on that sale and that amount taken from the special fund. This has been found satisfactory to the salesman and manager.

(All Rights Reserved.)

Victor Hugo Emerson Dead

Victor Hugo Emerson, former president of the Emerson Phonograph Co., New York, died in California the latter part of last month from a heart attack. Mr. Emerson became interested in the phonograph when the industry was in its infancy and first organized the United States Phonograph Co., which exploited slot machines for use in public places. Following this he became recording supervisor for the Columbia Phonograph Co., which position he held until 1915, when he organized the Emerson Phonograph Co. In 1922 Mr. Emerson resigned from this company and with his son organized the Kodisk Manufacturing Co., producing metal disks. He disposed of his interest in this concern because of ill health and a year ago retired to California.

In Bankruptcy

A petition in bankruptcy was recently filed by Clarence W. Hill, talking machine dealer of Boston, Mass. He listed liabilities of $6,878 and assets of $2,386.

Round out Summer sales by making a special drive on all your lines.
A loop operated set that METROPOLITAN DEALERS can sell with assurance of complete customer satisfaction— the New

PRIESS

STRAIGHT 9 NINE

It's loop operated!

—a nine tube loop operated receiver, designed for Metropolitan areas, congested districts and places where interference causes dissatisfaction with the ordinary set.

The new Priess Straight "9" Nine is the crowning achievement of many years' specializing in the design of loop receivers. Made in both table and console models.

The set contains three tuned radio, three untuned radio, detector and two audio in all nine tubes. If desired, power tube can be used in the last audio stage and the new 200-A tube for the detector.

The set has a single dial control, direct reading wave length, illuminated dial and a range from 203 to 555 meters.

Straight-line, wave length condenser with exaggerated spacing on shortest wave lengths.
Great sensitivity and distance on loop alone.
Selectivity of three-tuned circuits.
Shock mounted last radio tube and detector tube.
Shell shielded.
No-play vernier drive on main tuning.
All primary parts of set designed and built at Priess plant.

For 1926-27 we shall also continue making the famous Priess Straight "8" Eight.

The past year has conclusively demonstrated the astonishing success of the Priess Straight "8" Eight—particularly in non-congested territories and in rural districts. Acceding to popular demand, we shall continue to make the Straight "8" Eight for the coming season with improved circuit to adapt system to resist destructive effects of Southern climate.

List Price, $175.00

Write or wire us for dealer reservation subject to demonstration. We are limiting our dealer franchises according to size of trading area. A PRIESS dealer franchise gives complete protection against price cutting and dumping. Act NOW to secure your territory.

PRIESS RADIO CORPORATION

695 BROADWAY NEW YORK, N.Y.
A nine tube, super-selective loop receiver with exceptional distance range in congested districts

**Priess STRAIGHT NINE**

*Its loop operated!*

Table Model—Two-tone, inlaid mahogany cabinet, with battery compartment equipped with collapsible, top mounted, bakelite loop. One tuning control graduated in wave length meters.

List price $195.00

Console Model $335.00

**Priess STRAIGHT EIGHT**

*Its loop operated!*

Table Model—Same cabinet and loop as with “Straight 9” and same tuning control, but with eight tubes.

List Price $175.00

We are Distributors for the

**Priess STRAIGHT NINE**

*Its loop operated!*

**in Western New York, counties of:***

- **Niagara**
- **Erie**
- **Chautauqua**
- **Cattaraugus**
- ** Allegany**
- **Wyoming**
- **Genesee**
- **Orleans**
- **Monroe**
- **Livingston**
- **Steuben**
- **Yates**
- **Ontario**
- **Wayne**
- **Seneca**
- **Schuyler**

List Price $195.00

H. B. ALDERMAN, INC.

Wholesalers of Radio

69-71 W. Mohawk St. Buffalo, N.Y.

Distributors Central New York for

**Priess STRAIGHT NINE**

*Its loop operated!*

**in Northern Pennsylvania, counties of:***

- **Erie**
- **Crawford**
- **Warren**
- **McKean**
- **Potter**
- **Tioga**

List Price $195

Table Model

The New Priess Straight “9” Nine will without question be the outstanding sensation in loop receivers this season. Its super-sensitivity and ultra selectivity make it the ideal receiver for crowded metropolitan areas. We urge all dealers in the territory to write or wire for dealer reservations and arrange for a demonstration.

F. C. HOWARD PIANO COMPANY

618 So. Salina Ave. Syracuse, N.Y.
Exclusive State Distributors for the New **Priess STRAIGHT 9 NINE**

List Price $195

TABLE MODEL—Two-tone inlaid mahogany cabinet with battery compartment equipped with patented collapsible, all bakelite, low loss loop. One tuning control graduated in wave length meters. List price $195.00
Console Model $335.00

A new standard for comparison has been made with the Priess Straight "9" Nine.

Dealers—Write for exceptional dealer franchise and demonstration

GREAT LAKES RADIO CORPORATION
157—16th Street, Milwaukee, Wis.

Exclusive New England Distributors for

Priess STRAIGHT 9 NINE

In the Priess Straight "9" Nine, the dealer has an ideal combination—the "9" for metropolitan areas and other congested places where great selectivity is an absolute essential. The Priess is sold only by authorized dealers whom we protect in every way and who receive all the advantages of our unusual dealer service. Your territory may still be open. Write us today for details about the profitable Priess franchise.

NORTHEASTERN RADIO, Inc.
Distributors of Guaranteed Radio Sets, Parts and Accessories
269-285 Columbus Avenue
Boston, Massachusetts

DISTRIBUTORS for

Priess STRAIGHT 9 NINE

Priess STRAIGHT 8 EIGHT

In Eastern Pennsylvania and New Jersey

The New Priess Straight "9" Nine will, without question, be the outstanding success of the season.

It was designed primarily for crowded, congested districts and metropolitan areas where knife-like selectivity is necessary.

Its six radio frequency stages produce tremendous radio energy amplification which means great distance-getting ability—what the public wants.

By comparative tests, the Priess Straight "9" Nine stands in a class by itself. Write for full particulars about the Priess dealer franchise.

SUPPLEE-BIDDLE HARDWARE CO.
511 Commerce St.
Priess
STRAIGHT 9 NINE
It's loop operated!

for highly congested locations and Metropolitan areas.

Great sensitivity and selectivity on loop.

Nine tubes — three tuned and three untuned radio, detector and two audio; single control with wave length indicator.

Write for details

LIST PRICE $195

Distributors for Counties in Indiana, Kentucky and Ohio
TOVAN ELECTRIC CO.
Cincinnati, Ohio
Distributors for Counties in Indiana and Kentucky
SWANSON ELECTRIC CO.
Evansville, Ind.

We Are Distributors in Southern Texas for

Priess
STRAIGHT 9 NINE
It's loop operated!

Dealers write for demonstration
BERING-CORTES HARDWARE CO.
Houston, Texas

Distributors for District of Columbia, Maryland, Virginia and Delaware

Priess
STRAIGHT 9 NINE
It's loop operated!

Dealers write for protective franchise particulars
COLUMBIA WHOLESALERS, INC.
Baltimore, Md.

Distributors in Counties of Texas, Oklahoma, Arkansas and Louisiana

Priess
STRAIGHT 9 NINE
It's loop operated!

Write for attractive dealer proposition
THOMAS O'GILVIE CO.
Shreveport, La.

Distributors in Central New York State

Priess
STRAIGHT 9 NINE
It's loop operated!

Attractive dealer franchise
H. A. McRAE & CO., INC.
Troy, N. Y.

Connecticut Distributors for

Priess
STRAIGHT 9 NINE
It's loop operated!

Make your dealer reservation subject to demonstration
PLYMOUTH ELECTRIC CO.
New Haven, Conn.

Missouri and Southern Illinois Distributors for

Priess
STRAIGHT 9 NINE
It's loop operated!

Write for dealer reservation
MAYER & CO., INC.
St. Louis, Mo.
Pooley Co. Issues Broadside on New Cabinet Line

Prominent Radio Cabinet Manufacturer Retains Popular Models of Old Line and Makes Notable Additions—Described in Booklet

PHILADELPHIA, PA., July 6.—The Pooley Co., Inc., maker of Pooley radio cabinets, has mailed to the trade its first broadside on the new 1926-27 line of Pooley cabinets. The new Pooley line has been placed on display at the Bellevue-Stratford Hotel in May in conjunction with the Third Annual Atwater Kent Distributors Convention. The broadside that has just been mailed is the first literature on the new line that has been produced by the Pooley Co. Models 1600 R-2, 1200 R-2, 1700 R-2, 1900 R-2, 1300 R-2 D, 1100 R-2, 2030 R-2, 1400 R-1, 2200 and 2250, which were described in last month’s issue of The World, are shown. As was announced last month, the most popular models of the line have been retained and there has been added model 3200 R-2, familiarly known as the armchair model, and models 2100 and 2200, both of which are speaker tables upon which the set is to be placed, and in the models that have been retained from last season various improvements and refinements have been made.

The built-in Pooley floating amplifying horn is also the subject of a special article which describes and illustrates this exclusive feature of the Pooley cabinets. It is pointed out that if the Pooley amplifying horn were built in a straight line, rather than in its compact construction, it would be thirty-four inches long, a valuable asset to any room.

An article entitled “The Deep Foundations of Pooley Prestige” describes the organization and one page is devoted to itself to Edward P. Pooley, president of the organization, who with B. R. Stauffer, treasurer and general manager, has guided the company to its present success.


Tube Situation Reviewed and Selling Ideas for Supertron Tube Dealers Contained in Booklet Prepared by H. S. Bobker

A sales manual, full of selling ideas for Supertron tubes, is being furnished by the Supertron Mfg. Co., of Hobeck, N. J., to dealers and jobbers for distribution to their salesmen. The booklet was prepared by H. S. Bobker, sales manager of the Supertron Co., and discusses in exhaustive fashion the tube situation in general and Supertrons in particular.

An attractive line of dealer sales helps, including window and counter displays, booklets, etc., is also ready for distribution to dealers and jobbers of Supertrons. Mr. Bobker states that in his opinion the 1925 radio season will be very successful.

H. G. Cox, Columbia Co.
President, Now in Europe

Mr. and Mrs. H. G. Cox sailed on June 24 from New York on the “Majestic” of the White Star Line. Mr. Cox, who is president of the Columbia Phonograph Co., Inc., expects to be gone about seven weeks. He will join Louis Sterling, chairman of the board of directors, in London, and will accompany him on a business trip to Paris, Berlin, and Holland, visiting the affiliated European companies and making a general survey of conditions abroad.

Texas House to Open Branch

BROWNSVILLE, TEX., July 2.—The R. R. Records Music House, of Houston, Tex., has made arrangements for opening a branch store in this city, handling a full stock of musical instru-

Greater City Demonstrates Symphony Model Sonora

New Sonora Phonograph Displayed to the Trade and Trade Press at Offices of Well-known Metropolitan Distributing Firm

The Greater City Phonograph Co., well-known distributor of Sonora and Freez-Eise- man products, recently displayed the laboratory model of the new Sonora Symphony phonograph at its new offices at 76 Fifth Avenue, New York. Invitations were issued to dealers and the trade press to inspect and hear the new model, with its double reflecting tone chamber and new sound box in a bulb walnut case.

Byron Forster, sales manager of the Greater City Phonograph Co., announced that seven men had been added to the sales staff in the New York territory and that they were looking forward to a very successful phonograph and radio season.

THE latest perfected style of wall console with tone chamber above the receiver space. The tone chamber is constructed of seasoned wood with metal throat. The design is such that pure, undistorted tone of full volume is assured. The receiver compartment is equipped with adjustable panels so as to accommodate any set, the panel of which does not exceed 10½ x 32 inches in size. The battery compartment below the receiver space will easily accommodate charger, B batteries and A battery. The A battery sets on a leaf which pulls forward for easy filling or testing.

Dimensions—37 inches wide, 16 inches deep, 45 inches high.

Made of American Walnut with five-ply walnut veneer top and panels. Door panels of matched butt walnut. Finished in two-tone walnut, piano finish.

Write for Catalog showing complete line of Consoles, Cabinets and Tables. Sent free on request.

Manufactured by Excello Products Corporation

EXCELLO PRODUCTS CORPORATION
4824 W. 16th Street
Cicero, Illinois
Farrand Announces

New!

Farrand Power Speaker
with 36-inch Cone

A DE LUXE size Farrand Speaker capable of volume reproduction never before achieved, attaining power and fidelity which actually competes with an orchestra, itself. Brings in tones, especially bass, that are unobtainable with a smaller cone. Can be used with or without Power Amplifier. Beautifully finished with typical Farrand nicety of design and detail. Two models—illustrated.

for DANCE FLOORS
RESTAURANTS
LARGE ROOMS

Pedestal Model
$79.50

With Wall Bracket for hanging
$65.00

MADE BY THE MAKERS OF
3 New Radio Products!

Here are three additional reasons why you should obtain a Farrand Franchise this season—three, fast-moving, quality products that bid fair to compete with the Farrand Speaker, itself, as profitable retail money-makers. You know the leadership of the Farrand Speaker, the quality prestige of the Farrand trademark, the price and territorial protection of the Farrand sales policy. You know that folks everywhere have been waiting for new radio developments such as these—especially for a real, practical, fool-proof "B" Eliminator. Here's one they'll accept on its face value—"made by the makers of the Farrand Speaker" will prove immediate buy-words. Make your store Headquarters for Farrand Products and the sales will take care of themselves. Don't wait. Get in touch with your distributor NOW!

FARRAND MFG. CO., Inc.  Long Island City, N. Y.
500 Crosley Jobbers View New Models at Successful Convention in Cincinnati

CINCINNATI, O., July 2.—Approximately 500 jobbers and jobbers' representatives of the Crosley line of radio equipment, made by the Crosley Radio Corp., gathered at the company's plant last month and had demonstrated to them the new line of Crosley merchandise, and discussed sales and promotion plans for the coming season. Plans were outlined to make the total of Crosley business for the year approximate $25,000,000, which will tax the increased production facilities of the factories to the full output of 10,000 receivers and speakers a day.

Discuss Sales Policies

In the afternoon a discussion of sales policies was indulged in and an address on advertising was given by Joseph H. Neebe, of the Camp

Delegates to the Crosley Convention Held at Crosley Radio Corp.'s Plant in Cincinnati, O.

Crosley Executive Introduced

Later Mr. Crosley introduced various department heads, including Lewis M. Crosley, vice-president, who explained the company's plans for expansion, stating that the new addition started several weeks ago will add 96,000 square feet and will be completed in September; John J. Hagan, credit manager; Stewart F. Thomas, factory superintendent; Richard Goheen, inspection superintendent; John L. Lines, who was recently appointed assistant sales manager; Charles Kilgour, chief engineer; Robert F. Stayman, advertising manager, and Alvin R. Plough, publicity director. After luncheon another discussion of Crosley merchandising was held, led by Powell Crosley, Jr., who made a very interesting talk.

Leon C. Samuels Enters Business for Himself

Well-known Talking Machine Executive, Formerly Connected With Vitanola Talking Machine Co., Located at Furniture Mart

CHICAGO, ILL., July 7.—Leon C. Samuels, a well-known figure in the talking machine industry, resigned his position as vice-president of the Vitanola Talking Machine Co. on July 1, and entered business for himself, establishing offices and a display room in space 215 on the second floor of the American Furniture Mart, 666 Lake Shore drive, Chicago. Mr. Samuels is displaying at the Summer furniture market a complete line of improved talking machines, comprising seven models in various finishes in both console and upright styles. The feature of the line will be a large machine housed in a handsome cabinet and equipped with an improved metal diaphragm reproducer. Mr. Samuels has been en

New Crosley Radio Models: No. 1—R. F. L. 1—Hollywood Advertising Co. Mr. Neebe stressed the value of advertising by the jobber and dealer, and outlined in a general way the advertising plans of the Crosley Radio Corp. for the Fall and Winter. In the evening the delegates attended a dinner on the roof garden of the Hotel Gibson and were entertained by artists of WLW, the Crosley station.

An inspection of the Crosley plant started the second day of the convention and this was followed by a two-hour discussion of the plans of the sales department. This discussion was led by Walter B. Fulghum, general sales manager, who explained in detail the plans he has

Music Shop Incorporated

The Music Shop, Wilmington, Del., was recently incorporated in Dover, Del., with a capital stock of $300,000.

VAN VEEN SOUNDPROOF BOOTHS
are more necessary than ever before. You cannot demonstrate the wonderful volume and beauty of tone of the improved talking machine and records without booths. The new instrument has unlimited possibilities. Meet it half way by adequate demonstration.

VAN VEEN & COMPANY, Inc.,
313-315 East 31st Street, New York City
PHONE LEXINGTON 9856-2103
Another Step Forward

Precedent sometimes endangers progress — To follow the leader in progress is YOUR OPPORTUNITY as well as OURS

We are proud to announce that we are now in a position to offer the Product of the Most Progressive Manufacturer of Phonograph Main Springs and Repair Parts, the

Why —

QUALITY — Not only the finest steel, BUT also a new coiling process positively preventing a main spring from "Jumping".

PRICE — The lowest-priced quality spring in the U.S.A.

SALABILITY — Retail price on box.
Positively rust proof (sprayed with "Lubrill")— wrapped in "Mocolene", both exclusive features.

PROFITS — Best margin yet. The low hundred lot price applied on small orders.

The Ideal Phono Parts Co., Inc.
(The House That Can Give You Efficient and Speedy Service)
Main Offices: PITTSBURGH, PA.
614-616-618 Fifth Avenue
From this day on—Sightly Radio!

The first radio sets were engineers’ jobs—and they had an engineering, mechanical look. They were not built for aesthetic appeal—radio was wonderful enough without it in those days. Then came set makers, many of whom, ever since, have unconsciously followed these early sets in general appearance and design.

Numerous dials, switches, plugs, protruding tubes, drab panels and awkward shapes can no longer find refuge in novelty. For radio is no longer novel. Such sets cannot gain, or long retain, public favor.

The history of merchandising proves this. Compare today’s telephone with yesterday’s—or take automobiles, or furnaces, or sewing machines. Refinement of appearance everywhere. Dealers who first sensed this trend reaped their harvest.

The Magnavox Company has long an-
15th Anniversary
of Magnavox progress in Radio

ticipated this change. Magnavox cabinets are the products of skilled furniture designers. Single dial control permits a simplified and beautiful dial panel. Mahogany is used (two-toned in some models.) Knobs are in subdued finishes. Artistry, symmetry and simplicity predominate. Character and expression are present with magnetic appeal.

Magnavox is the proved and perfected single dial set – the set without sustained service-demands. Only thirty-seven sets of our entire production last year were returned to the factory as defective.

Magnavox Cone Speakers are the new sensation – the most worthy successor to the original loud speaker which was created by Magnavox. Four hundred thousand Magnavox speakers are now in use—a powerful selling asset to you. Write at once for the Magnavox proposition.

Elaborate Preparations for Radio World's Fair to Be Held in Gotham in September

New Madison Square Garden Selected as Exhibition Headquarters for the Only Radio Show to Be Held in New York the Coming Fall—Statement by U. J. Hermann, Managing Director of Show

Following the announcement by the Radio Exhibition Corp., through George A. Scoville, chairman of the Board of Directors, that the proposed radio exhibition in Grand Central Palace has been canceled, elaborate preparations are under way by the management of the Radio World's Fair to take care of the large number of exhibits that will be housed in New Madison Square Garden, New York City, September 13 to 18, which is the only radio show that will be held in New York next Fall. G. Clayton Irwin, Jr., general manager of the Radio World's Fair, states that his organization will provide space for all the exhibits originally planned for Grand Central Palace, which are not duplications of the exhibits also proposed by the industry for the Radio World's Fair.

"We are working night and day planning for the program that will make this Radio World's Fair a memorable event for the broadcast public and the opening wedge in the biggest radio year in history," said Mr. Irwin.

U. J. Hermann, managing director of the Radio World's Fair, said, "The radio public and the radio industry are to be congratulated on the decision of the radio manufacturers to concentrate their radio exhibits, parts and accessories under a single roof. It is a pleasure for us to co-operate with the radio manufacturers of the country, and we pledge to them and to the public our sincere and earnest efforts to make New York, during the week of September 13, the world center of radio activity. The consolidation of the two shows means a saving of hundreds of thousands of dollars to the industry and the public, and eliminates the inconvenience imposed upon the trade and the public by the two exhibitions held simultaneously in distant halls."

The official announcement by George A. Scoville, chairman of the Radio Exhibition Corp., regarding the closing of the Grand Central Palace show, is as follows:

"It has been decided by the Board of Directors of the Radio Exhibition Corporation that the proposed radio exhibition to be held in Grand Central Palace, September 10-17, will be canceled. It is believed that this action will be to the interest of both the public and the entire radio industry. The glovers are recommended to all exhibitors that they exhibit at the Radio World's Fair to be held in New Madison Square Garden, September 13-18, under the auspices of the Radio Manufacturers' Association."

An international set-building contest among amateurs will be a feature of the Radio World's Fair. Tests to determine prize-winning sets to be sent to New York for exhibition are already in progress in London, France, Belgium, Spain, Italy and Australia. They will be shown side by side with the best of American receivers. A gold medal will be awarded as first prize in the international contest."

Talking Machine Men Start Drive for Dealer Members

The June meeting of the Talking Machine and Radio Men, Inc., New York, was held at the Cafe Boulevard on Wednesday, June 16. The feature of the gathering was a demonstration of the Malone-Lemon radio receivers and a brief talk on summer sales possibilities by Walter S. Lemon, of the Malone-Lemon Products Co. Mr. Lemon stated that his company, in an attempt to manufacture merchandise which would overcome the summer sales resistance to the recognition of marine model receiver for use on yachts and motor boats and a portable set for use on trips and in resort cottages. Both of these sets were displayed and the portable instrument was demonstrated.

During the meeting Irwin Kurtz, president of the Association, read an extract from an article in the June issue of The Talking Machine which dealt with the formation of a radio trade association in Akron and giving the fact of many rules by which the members of the Association are required to abide in order to standardize the cost of servicing sets and other trade practices. Similar agreements on the part of members of the Northwest Association were read and both were referred to the local committee, which is working on a similar set of standards under the direction of L. J. Rooney.
THE STANDARD MOTOR
OF THE
Phonograph Industry

HEINEMAN MOTOR No. 77

GENERAL PHONOGRAPH CORPORATION
OTTO HEINEMAN, Pres.
25 West 45th Street
New York, N. Y.
Remarkable Development of Mutual Phono Parts Co. Indicates Big “Talker” Sales

Manufacturer of Mutual Tone Arms and the Saxophonic Reproducer Forced to Move Into New and Larger Quarters to Meet Constantly Growing Demand for Its Products—Modern Plant

At the beginning of this year, those who know designated 1926 as a talking machine year. The accuracy of this prediction has since been brought out by the experience and sales records of many of the leading houses connected with the industry. An outstanding example of the table to the point where it is wrapped for shipment. Within easy access of these assembly tables is an ideally appointed stockroom, where necessary supplies are easily obtained when needed. The machine department is another impressive volume of business being done in the talking machine industry this year is found in the growth of the Mutual Phono Parts Co., New York City, maker of mutual tone arms and sound boxes, and the new Saxophonic reproducer.

The quality of its products, together with the fair business dealings of the firm, soon gained for this house and its products wide recognition throughout the trade with an attendant steady increase of business. As this business grew, more and more space was added, until larger headquarters were imperative.

During the early part of the year the Mutual Phono Parts Co. moved from its quarters on Lafayette street and took possession of its present headquarters at 600-14 Broadway, which provided greatly increased and improved manufacturing facilities. The Mutual Phono Parts Co. is now in full possession of these quarters with new machinery installed, and fortunately so, for the subsequent volume of orders showed the move well warranted.

A tour through the plant is particularly interesting. One is strongly impressed with the fact that the entire facilities of a large manufacturing plant such as this are devoted entirely to the production of tone arms and sound boxes. On the Broadway side of the building is a long line of rooms, comprising the general offices of the company, including the executive offices of N. Garfinkel, treasurer, and A. P. Frangipane, secretary and general manager. On the open floor space are the long assembling tables, at which are seated a number of girls, each one with her specifically appointed task in the assembly of Mutual sound boxes and tone arms. Efficiency to a marked degree is to be found in the arrangement of these tables and the orderly process through which the work is started at one end, and progresses down the length of the plant, as within easy access of these assembly tables is an ideally appointed stockroom, where necessary supplies are easily obtained when needed. The machine department is another impressive department to visit. The business of the Mutual Phono Parts Co. warrants the installation of this department, wherein are made necessary dies and tools for production work as well as the machine work necessary on the products.

The Mutual Phono Parts Co. also has its own plating department. A large battery of electric baths has been installed, as well as burnishing and polishing machines, and this department constitutes a complete plant in itself.

In the new quarters special attention is also given to the shipping department, which plays a very important part in maintaining prompt service.

The new headquarters are among the finest devoted to the production of tone arms and sound boxes, and although when they were secured adequate space was taken to provide for the future growth of the business, it is interesting to note that the popularity of the new Saxophonic reproducer has already necessitated the use of the entire facilities of the plant and the introduction of night work as well.

Distributors Appointed for Pathex, Inc., Products

Several Well-known Talking Machine Houses Included Among Concerns Who Will Wholesale Motion Picture Cameras and Projectors

Henry C. Brown, general manager of Pathex, Inc., New York, has recently announced the appointment of a number of jobbers for the Pathex motion picture cameras and projectors in various sections of the country, several of them in the talking machine business. Following the decision of the company to substitute selling through jobbers in the place of direct distribution, various prominent houses have been quick to secure the wholesaling rights in their territories.


The Imperial Phonogrand

is a leader for quality, volume and appearance

This model is equipped with a special type of tone-chamber and reproducer. It plays the new electrically recorded records with volume and clarity that will satisfy the most critical customer. Designed to permit the installation of Radio Panel and equipment.

Send for Descriptive Literature

Foreign Trade

Advantageous selling rights may be secured in foreign countries.

Fuehr & Stemmer Piano Co.

1934 Wentworth Ave. Chicago

Musical Instrument Makers for 25 years
Robert W. Porter New Sales Director for Splitdorf Co.

Robert W. Porter, one of the best-known and most successful sales directors in the music and radio fields, recently joined the staff of the Splitdorf Electrical Co., assuming the post of director of sales. He will make his headquar-

ners in the executive offices of the company in Newark, N. J.

Mr. Porter has had long experience in directing sales campaigns and has a thorough knowl-
dge of distributor and dealer requirements, with a wide acquaintance in these channels in every section of the country. For a number of years he was associated with the sales division of the Columbia Phonograph Co. and more re-
cently was vice-president and director of sales for the R. E. Thompson Mfg. Co., where he achieved a marked success.

The Splitdorf Electrical Co. operates large and modern manufacturing plants in Newark.

Northern, Bethlehem and Chicago. In point of years of service it rates among the leading American electrical manufacturing organiza-
tions. For the past two years they have been supplying some of the needs of the radio in-
dustry, including the manufacture and distribu-
tion of a number of Splitdorf radio receivers. In its own plants it manufactures every device that goes into its products, and its large plant makes possible volume scale of production with the resultant economies.

The Splitdorf Electrical Co. is seventy years old and its management is in the hands of well-
known figures in their respective fields. This, together with the wide manufacturing ex-
perience, plus its knowledge of dealer merchandis-

Open New York Labs.

Grey Gull Records, Inc., of Boston, have opened recording laboratories in New York City at 30 East Forty-second street under the supervision of Nat Botwenske, well known in record recording circles.

J. M. Caswell Appointed Asst. Mgr. of J. K. Polk

J. M. Caswell company. Mr. Caswell is a newcomer to the phonograph industry, having devoted his for-
mier business career to an entirely different line, but he has made a close study of the phono-

Northern New Jersey Radio Dealers Hold Annual Outing

Approximately 100 radio dealers and jobbers of Northern New Jersey held their annual out-
ing the latter part of last month, motoring to Lake Hopatcong, N. J., where dinner was served at Shaker's Hotel and field and water sports were indulged in. The jobbers beat the dealers in a baseball game to the tune of 13 to 8. At the dinner addresses were made by Pat Collins, of the Radio Distributing Co.; Fred Wilson, of E. M. Wilson & Son; C. F. Masch-
meyer, of the Garod Corp.; Ed Scher, of the Federal Radio Corp.; Bernard Richman, of the North Ward Radio Corp.; A. F. Gruninger, of the Beller Electric Co., and A. R. Ayers, of the Eagle Radio Co. A suggestion that the dealers and jobbers of Northern New Jersey be organ-
ized into an association was made by M. Salt-
man, of the Wholesale Radio Equipment Co., and a committee was appointed to make the preliminary steps toward the formation of such an organization.

The J. J. Kellacher Radio Parlor, New York, recently filed a petition in bankruptcy, listing liabilities of $22,789 and assets of $5,624.
This "Hook-Up" Makes Money For You

There is real money in a radio store or department when properly conducted. This is the story of a "hook-up" that gives you real material to work—a common sense plan that gets results and is easy to follow.

A COMPLETE line of radio sets; designed right, built right, priced right and supported by a clean cut guarantee that means just what it says. . . . That's the beginning.

We support our trade with a powerful, hard-selling advertising campaign. It's aimed at your prospects. Through leading farm journals and newspapers it is working up business for you all the time. That's not all.

Our dealers get an attractive assortment of window streamers and easel cards for window and counter. That's not all, either.

We help you go after your prospects by mail with letters and interesting literature. We help you make sales, and we keep in touch with owners afterwards, boosting your game all the time.

The Slagle line is sold through recognized channels of distribution with liberal margins of profit. Let us tell you more of this "hook-up", what it will do for you and where you can connect with it.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana

A set is no better than its accessories—Sell good ones

SLAGLE Radio
J. A. Poppler Places Orders for Columbia Viva-Tonal

J. A. Poppler, president of the Poppler Piano Co., Grand Forks, N. D., attended the National Convention of the Music Industries in New York City in June and while in the East he was privileged to hear and see the new Viva-Tonal Columbia phonograph. Mr. Poppler placed his order immediately and will be one of the first to present the Columbia products to the public in that section of the country. The Poppler Piano Co. has been unusually successful in its sale of Columbia and Harmony records, and instead of the usual drop in business during the summer months the demand for records is steadily increasing. North Dakota crop prospects for this Fall are very bright, and from all appearances business in that section of the country will show a fine increase this Fall.

Freed-Eisemann Making New Phonograph Sound Box

Radio Manufacturer Creates Industrial Products Division to Make Products Other Than Radio—Washing Machine a New Product

The Freed-Eisemann Radio Corp., manufacturer of radio receivers, has begun large-scale production of a new phonograph sound box, which is reported to be meeting with a good reception throughout the trade. It is announced that the company has created an Industrial Products Division, and that production activities will continue the year round in its new factory on Juniper street and Liberty avenue, Brooklyn. The Freed-Eisemann Radio Corp. has also taken over the business of the Turbash Corp., manufacturer of washing machines, and announces that the Industrial Products Division will market an electric clothes washer with a new device.

Commenting on this new move, Alex Eisemann, treasurer and director of merchandising, stated that the facilities of the new factory make it possible for the Freed-Eisemann Corp. to extend its activities to lines outside of radio, even though the production of radio receivers in 1926 will be greatly in excess of the 1925 production. Mr. Eisemann stated that the Freed-Eisemann policy provides for year-round manufacturing activities.

The new phonograph sound box, it is announced, is particularly designed to give the new electrical record disc the utmost in musical expression, as well as to improve the tone qualities of old-type records, which are still being widely sold.

Charles T. Wilkins, for two years in charge of the music department of the Allen-Three Co., Tulsa, Okla., is now connected with the Adams Music Co., Fort Worth, Tex.

To the Licensed Okeh Dealer

go all our records; the latest touches and flourishes of jazz—unexcelled European orchestras—songs in all foreign languages—and the greatest race records made.

Our service is your asset—Become one of our licensed Okeh Dealers and we'll prove it.

General Phonograph Corporation

New York Distributing Division

15-17 West 18th Street

New York City
THE pioneer travels no easy road. Going it alone, breaking trail for the less courageous to follow, he fairly earns whatever his reward may be . . . For three years MOHAWK pioneered one-dial radio, blazing a trail into which other feet are turning, for it ends in leadership and profit. Now we claim the reward of the pioneer. And we'll get it in the 1926-1927 season. With a three-year start in knowledge, hard won through countless experiments, MOHAWK has first claim to the profits sure to result from public acceptance of one-dial control as radio's greatest recent achievement. We have designed a better set, established a better price . . . MOHAWK for 1926-1927 is a 6-tube set of amazing compactness and technical excellence (see description at left); it is a shielded set at considerably less than the cost of most other high quality shielded 6-tube sets. And full control of our cabinet facilities enables startling values in original and exclusive cabinet and console designs . . . Complete public announcement of MOHAWK Radio for 1926-1927 will be made shortly—but don't wait for it—write today for advance information.

Mohawk Corporation of Illinois
Established 1920
Independently Organized in 1924
2220 Diversey, at Logan Boulevard, Chicago
Maria Kurendo, Russian Soprano, Columbia Artist

World-famous Coloratura Soprano to Record Exclusively for Columbia Catalog—Artist Has Won Wide Following From Concert Tour

Mme. Maria Kurendo, famous Russian coloratura soprano, recently contracted to record exclusively for the Columbia Phonograph Co., New York. Mme. Kurendo recently made a

to be held in the exposition auditorium here during the period of August 21 to 28. This
exposition, which is being held under the auspices of the Pacific Radio Trade Association, is attracting considerable attention due to the
fact that it is the first radio show of the season and because of its endorsement by the
Radio Manufacturers Association.

Despite the fact that the exposition is still more than a month off, all of the main area has been sold and the side halls are rapidly filling up. It is predicted that the show will be the
most complete and successful ever seen west of Chicago.

North American Radio Corp. Exhibits King Line

Pre-season Exhibition and Demonstration to Metropolitan Dealers Proves Interesting Event—King Officials Present

The North American Radio Corp., wholesaler of radio, New York City, gave a pre-season exhibition and demonstration to metropolitan dealers of the new King radio receivers for the season of 1926-1927. David F. Goldman and his
staff, of the North American Radio Corp., estab. lished headquarters at the Pennsylvania Hotel (from June 21 to June 26, inclusive), where they greeted their many guests and explained
the advantages of the new King line. Officials and representatives of the King Mfg. Co., of Buffalo, N. Y., were also present.

Radiola in Balloon Races

A portable Radiola receiver accompanied William Van Orman, pilot of the Goodyear IV in the recent International Balloon Races at Antwerp, Belgium. After his successful flight Mr. Van Orman sent a radiogram to David Sar
noff, vice-president and general manager of the Radio Corp. of America, at New York, ex
pressing his delight and appreciation of the performance of the Radiola portable.

Radio Firm Chartered

Radio Sundries, New York, have been incor
porated at Albany, with a capital stock of
$20,000. The incorporators are O. Lipinski, F. C. Miller and A. Schleyer.

Amplion Corp. of America Announces New Discounts

Increasing Sales of Amplion Speakers and Units and Fact of Manufacturing in This Country Allows of Higher Discounts

A new scale of discounts, effective immedi
ately, has been announced by the Amplion Corp. of America, manufacturer of Amplion loud

speakers and units. The company states that a trade discount of 40 per cent, with a propor
tionately greater discount for wholesalers, has been made possible by the continuously increasing sales of the Amplion products and by the fact that they are now manufacturing in the United States under the Graham patents. In making
this announcement, S. B. Trainer, president of the Amplion Corp., stated that this is the first
move in the development of a comprehensive sales plan now in process of formation, com
plete details of which will be announced in the near future.

Symphonic Counter Display

That Interests the Trade

The Symphonic Sales Corp., New York, manufac

urer of Symphonic reproducers, is now furnishing its dealers through Symphonic dis

seminating a counter display which is both
effective and ingenious. Attractively illo

trated in orange and blue, and with an easel
mounting, the new counter display furnishes room for six actual reproducers, so that the
customer may see exactly what the reproducers look like instead of depending upon illustrations. Through an ingenious die-cutting process the reproducers can be locked into the display, thereby guarding them from loss or accidental injury from casual handling. The displays are shipped flat and can be assembled and mounted on the counter, ready to receive the reproducers by merely pushing in two die-cut pieces. This attractive display is being furnished to Symphonic reproducer dealers without cost.

Special Atwater Kent Outfit

for Latest Arctic Expedition

Much interest is manifested by the 17,000

members of the American Radio Relay League in the latest Arctic expedition of the American Museum of Natural History of New York which
left last month, and which will go within 500 miles of the North Pole. To assist in the sci
entific work of this expedition, A. Atwater Kent, president of the Atwater Kent Mfg. Co., Phila
delphia, Pa., has financed the construction of a special short-wave broadcasting outfit, with
which the expedition expects to keep in touch with stations in the United States and Canada throughout the entire trip. This is another contribution on the part of Mr. Kent to the advancement of radio.
Atwater Kent
Radio

It's the Radio people want
—and it stays sold

These are FACTS. Check them with your own observation.

1 Three out of four people who ask for Radio by name ask for Atwater Kent.

2 More people who expect to buy Radio this year have their minds fixed on Atwater Kent than on any other make.

3 Atwater Kent is the Radio every other make is compared with.

4 Atwater Kent is the easiest Radio to sell. People like best what they know best.

5 Atwater Kent Radio stays sold. Care in manufacture (every set is tested 159 times) assures uniformity in the product and insures your customer and you against disappointment.

6 The dealer who handles Atwater Kent Radio is the dealer who is getting ahead in today's competitive market.

7 Atwater Kent ONE DIAL operation, reducing Radio to its simplest terms, has instantly created a great NEW market.

8 Atwater Kent is the Radio most dealers want to sell.

Its profits never melt away in service costs. It makes money for you—it is fairly priced—it sells easily and it STAYS sold.

Gentlemen, the day of bargains and orphans is waning. Atwater Kent Radio is permanent. It is nationally advertised and backed by a manufacturer who is in the radio business to STAY.

ATWATER KENT MANUFACTURING CO.
A. Atwater Kent, President
4725 WILDERSON AVENUE PHILADELPHIA, PENNSYLVANIA

Every Sunday Evening
The Atwater Kent Radio Artists bring you their summer program at 8:15 Eastern Daylight Time, 7:15 Central Time, through:

west: New York 670, St. Paul wsw; Detroit 860; Chicago 660; Philadelphia 660

wes: Buffalo 660; St. Louis 660; Dayton 660

Prices slightly higher from the Rockies west and in Canada
Continued Good Business in Cincinnati Creates Optimism Throughout the Trade

CINCINNATI, O., July 9.—Dealers in talking machines and records report that in the past month the demand has been better than fair. Sales were considerably larger than in the same period of the previous year. One thing that is keeping up the warm-weather sales is the increased popularity of the portable. This has become quite a fad for use at Summer camps and on automobile tours, as well as for use on screened-in porches at home. Another thing that is sustaining sales is the fact that the new instruments have opened up a large sales field for the manufacturers.

Bert Lawrence has been operating for five years a popular store on upper Vine street, near Thirteenth, known as Bert's Record Exchange. "The business has paid very well, it has grown each year and it is still growing," stated Mr. Lawrence. "In this section of the city the cheaper records are the most popular, but we have considerable demand for those that sell at a higher price. So far this Summer the demand for records has been much better than it was at this time last year. Undoubtedly the increased popularity of portable talking machines is helping to increase our sales of records."

Recording Music of Hopi Indians
E. C. Mecklenberg, of the Starr Piano Co., has gone to the Far West to make records of the dance music and war songs of the Hopi Indians. This work is being done under the auspices of the Smithsonian Institution, for historical purposes, not as a commercial enterprise. Mr. Mecklenberg has written to the Starr Co. here that he now is in Grand Canyon and the Indians are doing their part with great enthusiasm. At the retail store of the Starr Co. it was reported that the demand for talking machines and records is better than fair.

Ohio T. M. Co. Busy
According to C. H. North, of the Ohio Talking Machine Co., the new Electrola, although it is an extremely expensive instrument, is selling as fast as they can get machines for delivery, for which reason they cannot accumulate any surplus stock.

Brisk Columbia Demand Continues
Miss Missie Helberg, manager of the Cincinnati branch of the Columbia Phonograph Co., is very enthusiastic about the new models which have just been received from headquarters. As soon as the new line is complete, consisting of six models, the instruments will be released to dealers and the public. "Business is holding up well, being much better than it was at this time last year," said Miss Helberg, "and the demand for records is especially good."

"We feel that the new Columbia machines are superior to any that have been released up to this time, and we expect them to remain in the lead," predicted Miss Helberg. "The three-spring motor is a great advancement, and the tone is splendid and perfectly round. The cabinets are of wonderfully attractive design, too, and fit in with other articles furnishings." Columbia salesmen, it was stated, find business in their territory much better than it was last Summer and look for a big Fall trade.

Brunswick Sales Meeting

The local branch of the Brunswick Co. held its Summer sales meeting here the third week of June, during which plans were made for future activities. "The meeting was a most enthusiastic one," stated J. E. Henderson, branch manager, "and all of our men felt that a big season was ahead of them. Business is very good at present. Orders for our new models are coming in at a gratifying volume and we are having a large number of repeat orders for the Panama troop."

Ely Steinberg Optimistic
"We have been more than pleased with our Electrola sales," said Ely Steinberg, of the Chubb-Steinberg Music Shop. "Business is now very good and the indications are that there will be better than a fair demand through the remainder of the Summer."

Abbaus Displays Build Sales
The public finds it very interesting to follow the display window of the Brunswick Shop, of which Louis H. Abbaus is proprietor. A recent display was an attractive and comfortable camp, and in its own language it told the passer-by that no camp is complete without a Brunswick and a supply of records, and perhaps a radio outfit.

Enjoying Fair Summer Business
"Our talking machine business continues to be good, and it does not seem that there will be much drop in the remainder of the Summer, if there is any at all," said George P. Gross, head of the big uptown company that bears his name. "There is a good demand for records, too, and portables are selling better than ever before."

Plants for Cleveland Radio Show Are Maturing Rapidly

Second Annual Radio Exposition to Be Held September 20 to 26—Main Floor to House Manufacturers' Exhibits—Dealers to Meet

CLEVELAND, O., July 8.—This city's second annual radio exposition, which will be held at the public auditorium during the period of September 20 to 26, gives all indications of being more than a local affair, as the co-operation being given by manufacturers makes it assume the proportions of a national event. Two floors of the auditorium will be used and Manager E. B. Bodenhof has already sent out the prospectus and floor plans. As far as possible the main floor will be reserved for direct factory representation, with jobbers and dealers occupying the lower floor. Arrangements have been made for the convening of radio jobbers and dealers of the State of Ohio and adjacent States so that factory representatives can get in touch with them. Papers relating to different phases of the radio industry and trade will be read by leaders in the industry and trade and this feature of the radio men's convention promises to be of outstanding interest to those present and well worth while.

A. T. Haugh, general manager of the King Mfg. Co., Buffalo, who is president of the Radio Manufacturers' Association, has accepted the honorary chairmanship of the manufacturers' committee of the Cleveland show. L. C. Baldwin, radio sales manager of the Willard Storage Battery Co., of Cleveland, who is secretary of the R. M. A., is the show's general manager.


Phonographs and Radio Cabinets

These illustrations show several of the many late models of our line, which have been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard...
Like the Discovery of the North Pole Comes the Revolutionizing of the New Phonograph With the Magic Voice

This new invention has made possible the crowning achievement of SOUND REPRODUCTION and is only accomplished in the new SAXOPHONIC INSTRUMENT.

This Supreme Master-piece will astonish and mystify you in hearing the full ringing tone of great orchestras and famous artists rendering their astonishing performance.

Equipped with the Best Silent Motor and the Marvelous Sounding Saxophonic Equipments.

COMBINED WITH ARTISTIC CABINET WORK AND EXCLUSIVE DESIGN.

Fashioned in American Walnut and Mahogany Blended.

Write for our Booklet and special discount and act quickly. Be the first in line in offering these new instruments to the Trade, who are ready to receive them.

Player-Tone Talking Machine Company
Office and Sales Rooms: 632 Grant Street, Pittsburgh, Pa.
—for the good of the industry—

"FRAUD" is reproduced in response to telegraphic request from dealers all over the country

MILLIONS have been spent to perfect and save
the world's most valued coin and since
the world was made there has been no
such time nor place where the value of
a coin has been so largely increased from
its use.

It may be used for any purpose that may
be necessary and it is made to last a
lifetime. It is not only used for
commercial purposes but also for
personal use.

The AUDAK COMPANY, Inc., 565 Fifth Avenue, New York.
A Sheepskin Cover Does Not Make a Sheep of a Wolf!

Nor does the reproducer that hides under the reputation of scientific achievements by duplicating outward appearances create a product of genuine merit - - - - -

The ULTRA-phonic reproducer attains its amazing reproducing quality, because it is the crowning achievement of an internationally known Acoustic Engineer whose products are based on genuine research and accomplishment.

The ULTRA-phonic Diaphragm is made of the scientifically proportioned Aluminum Alloy—the thickness of a human hair

PANY, Inc., 565 Fifth Ave., New York
Presentation of New Columbia Viva-tonal Phonographs Creates Unusual Interest

Exhibit Held Under the Personal Supervision of W. C. Fuhri, Vice-president and General Sales Manager of the Columbia Phonograph Co., was a Feature of the Music Trades Convention

One of the outstanding features of the recent Music Trades Convention at the Hotel Commodore in New York was the first presentation of the new Columbia Viva-tonal phonographs. This exhibit, which was held under the supervision of W. C. Fuhri, vice-president and general sales manager of the company, was crowded day and night throughout the course of the exhibition and dealers were keenly enthusiastic in their praises of the new product. Mr. Fuhri expects to make a formal announcement regarding the company’s new phonographic line in the very near future, and in the meantime the World is privileged to show these instruments to its readers for the first time.

Model 810, listing at $300, is an exceptionally handsome instrument, forty-seven inches high, thirty-three inches wide, twenty-seven and seven-eighths inches deep, finished in brown mahogany with a handsome decorative art finish. In front of the tone amplifying section are two vertical doors arranged on rollers to slide out of sight on each side. The equipment includes the new Viva-tonal tone arm, new Viva-tonal No. 15 reproducer and three-spring type-W motor. There are four twelve-inch brown cloth albums. All the important exposed parts except the crank handle and escutcheon are nickel-plated and even the hinges and screws, which become visible when the top is raised, are so treated.

Model 800, listing at $275, is the same as Model 810, except that the cabinet is two-tone walnut instead of brown mahogany.

Model 710, listing at $175, is thirty-six and one-half inches high, thirty-two and three-quarters inches wide, and twenty-two inches deep. The cabinet is of brown mahogany, tastefully decorated with an art finish and attractive flower design above the sliding drop door. There are hinged doors in front of the album compartments which contain four twelve-inch cloth albums. Model 710 has the new Viva-tonal tone arm and the new No. 15 reproducer. All the important exposed parts except the gun-metal crank handle and escutcheon are nickel-plated.

Model 610, listing at $160, is the same as Model 710, except that the cabinet is of two-tone walnut instead of brown mahogany and is without a decorative art finish.

Model 610, listing at $115, is thirty-six and one-half inches high, twenty-one and three-quarter inches wide and twenty and seven-eighths inches deep. It has a sliding drop door and the equipment includes the Viva-tonal tone arm, Viva-tonal No. 15 reproducer, and a three-spring type-W motor. All the important exposed parts are nickel-plated, except the crank handle and escutcheon, which are gun-metal. There are two twelve-inch cloth albums.

Model 600, listing at $90, is the same as Model 610, except that the cabinet is of two-tone brown mahogany without the decorative art finish, and albums are not included as standard equipment. There is record space, however, to accommodate two twelve-inch albums.

Dealers in many of the large cities have had an opportunity to see these new instruments, for during the past few months Mr. Fuhri has visited a number of the leading trade centers where the Viva-tonal phonographs were exhibited to interested dealers by invitation. The enthusiasm of the dealers as to the sales possibilities of these phonographs has far exceeded all expectations of the Columbia executives, and judging from the comments of the trade this new line has won instantaneous favor.
Unexpected Demand for Radio Merchandise Features the Buffalo Retail Trade

Preparations for Early Fall Trade Occupying Both Radio Jobbers and Dealers—Vincent Lopez and Brunswick Recording Orchestra in Local Appearance—Portable Demand Increases

BUFFALO, N. Y., July 7—Dealers and jobbers are turning their attention to the Fall trade, and looking forward with great anticipation to the public’s acceptance of the various new models manufacturers are marketing.

The Federal Radio Mfg. Co.’s new seven-tube “C” model is meeting an eager Summer demand and the manufacturer and the local distributor, Buffalo Talking Machine Co., are greatly pleased with its acceptance by the public. This model, a departure from any previous Federal set, is expected to be a favorite this Fall.

F. D. Clare, manager of the Iroquois Sales Corp., said dealers are showing unusual interest in radio for this time of year. They are looking forward to the new Crosley sets, although there has been a healthy demand in all Crosley outfits this Summer. Present indications are, according to Mr. Clare, that the coming Fall season will be the greatest radio season the trade has ever known.

Talking machines are holding their share of interest, however; the new mechanical Brunswick and other lines keeping local jobbers unusually busy for this season of the year.

Perhaps the most effective and unique program of exploitation for any mechanical musical instrument was that conducted by local Victor agents at Shea’s Buffalo Theater, featuring the $1,000 Borgia and the Marion Talley film and record. Victor dealers and jobbers here conducted during the week of the demonstration a cooperative advertising campaign, featuring Miss Talley and her records.

Appearance during the month of June, at the Hippodrome, of Vincent Lopez and His Brunswick Recording Orchestra, likewise materially helped the sale of Brunswick records in general and boosted the sale of the Casa Lopez records to a volume even greater than the local distributing office’s fondest expectations.

The two Lopez releases, “Could I” and “Homeybranch,” sold in a volume unequalled heretofore, insofar as the work of any one artist is concerned, according to George M. Jensen, manager of the Brunswick distributing offices here. Mr. Jensen said record sales during the month of June were practically double the May volume.

Deliveries on Borgia II, and also the Borgia I, are still rather slow, although the jobbers are catching up on orders in fairly good shape. “The demand for the two Borgia models is greater than the supply,” M. O. Grinnell, sales manager, Buffalo Talking Machine Co., said.

Ben E. Neal, of Neal, Clark & Neal, told of calling three Borgia F’s to one customer. These were to be placed in the town and country homes of this customer, and in the home of one of his sons.

F. D. Clare, manager of the Iroquois Sales Corp., said that general business for the past six months shows an increase of 10 per cent over the same period a year ago. Foreign and race Okeh records are in good demand. Radio sales are showing improvement and the Carryola portable phonograph is showing increasing popularity. Mr. Clare said, however, that American records are not in as great demand as they were last month.

Jobbers for the Federal Radio Mfg. Corp. will hold their convention in the Hotel Statler here, August 2 and 3.

The Victoria Dealers’ Association held a reception for Marion Talley in the Georgian Room of the Hotel Statler on the afternoon of her appearance at the Elmwood Music Hall.

O. L. Neal, manager of the Buffalo Talking Machine Co., is spending his vacation at the Neal homestead in Nichols, N. Y.

F. D. Clare, manager of the Iroquois Sales Corp., spent several days recently at the plant of the Crosley Radio Corp. in Cincinnati.

Atwater Kent Co. Suggests Dealer Financing Plan

Four-page Pamphlet Explains Plan for Financing Installment Sales—Window Display Folder Also Distributed to Trade

PHILADELPHIA, Pa., July 6—Among recent literature emanating from the headquarters of the Atwater Kent Co. is a four-page announcement of a plan for dealers financing installment sales of Atwater Kent radio sets. The plan is interestingly presented in full detail with various suggestions made by the Atwater Kent Co.

There was also mailed during the past week a twelve-page folder upon window displays. Photographs of the various windows of Philadelphia Atwater Kent dealers are shown. These windows were trimmed upon the occasion of the Atwater Kent convention week, an account of which appears elsewhere in this issue. In the literature sent out twenty-one windows are illustrated, with instructive comment on each.

H. & W. Shop Opened

The H. & W. Phonograph Service Shop, Independence, Mo., was opened in the Carl Building recently. Repair work on talking machines and radio sets is done. A department to care for radio installations will be added soon.

The Haven Music Co., William S. Rafford, manager, has been opened at Winterhaven, Fla.

Service

The greatest problem facing the radio dealer today is the proper servicing of his customers’ sets. When you sell a set you want a satisfied user who will enthusiastically recommend you and your service to his friends. Set owners appreciate service.

Guess work is eliminated from radio servicing with a Jewell No. 117 portable test set. In the hands of a reliable service man sources of trouble are quickly detected, satisfied customers are created, service overhead costs are cut down and you build for a substantial and successful business.

The set in two separable sections has a top part containing a high resistance, four scale voltmeter (0-7-140-280 volts), a three scale ammeter (0-7 amperes, 0-14-70 milliamperes) and a universal type tube socket and filament control rheostat interconnected with the instruments forming a high grade tube tester. A drawer in the upper section directly beneath the instrument panel provides room for small tools, wire, spare tubes, etc.

The lower section of the set is a compartment 6 x 11 x 8 inches deep, ample in size to accommodate a set of standard A, B and C batteries.
THE SYMPHONY
TWO HUNDRED SEVENTY FIVE DOLLARS
THE SYMPHONY
TWO HUNDRED SEVENTY FIVE DOLLARS

The New Reproducing Sonora
CLEAR AS A BELL
Columbia Dealer Display for June Based on Ships

Current Vogue of Ships for Decorative Purposes Utilized in Striking Dealer Window Display Featuring the Latest Records

During the past six months or so a new note in home decoration has come into vogue and it is steadily growing in popularity. This is the use of ships for decorative purposes. The June dealer window display of the Columbia Co. was in harmony with this current vogue, as the accompanying illustration shows. This display, lithographed in six striking colors, was most attractive. A full-sailed rover of the Spanish Main, riding high on the wash of a mountainside wave and standing clear-cut against a background of gathering storm clouds, forms the arresting picture in the large center panel. The six small window or counter cards, equally effective in design and color, stir the imagination with their picturesque depiction of other ships that epitomize the romance and lure of the sea. They are: The "Santa Maria," the "Half-Moon," a Roman galley, a Viking ship, a Chinese junk and a full-rigged American schooner.

The window streamer is also an attention-getter, with its scene of a modern ocean queen pushing her prow through a beautiful blue-green sea. The selections featured in this display are all of the latest variety of hits.

Super-Panatrope Plays Big Part in "No Foolin"'

Instrument Made Especially for Ziegfeld by Brunswick Co. and Radio Corp. Is 100 Times More Powerful Than Regular Panatrope

As the first act of "No Foolin," the latest Ziegfeld musical production, which has made such a pronounced hit on Broadway, draws to a close and the principals and chorus assemble for the finale, a chorus of voices floods the theatre with music, although those on the stage are silent. The voices are those of the cast of the production, but they are reproduced at each performance through the medium of a Brunswick Light-Ray record played on a super-Panatrope made especially for the Ziegfeld show by the Brunswick Co. and the Radio Corp. of America.

The super-Panatrope is a giant replica of the Panatrope made by the Brunswick Co. for home use. Before it was completed, however, several problems had to be met and overcome. The first of these was the necessity of increased volume, necessary because of the sound absorption of scenery, upholstery, carpets and even the audience, together with the high noise level which exists during a theatrical performance. Furthermore, the rendition had to be on a par with the orchestra to take its proper place in the presentation. To effect this the super-Panatrope was made 100 times more powerful than the ordinary Panatrope, resulting in tone volume in excess of any possible demand. The equipment employed for theatrical purposes makes use of a 250-watt tube for the high-power amplifier.

The requirement of reliability was met by providing the equipment in duplicate throughout. Duplicate records, set at the same point with relation to the pick-up, revolve in absolute step so that both pick-ups are at the same musical note at the same time.

At the pressing of a button by the orchestra leader the magnetic pick-up is thrown into operation, flooding the theatre with the desired music in any volume. So accurate is the control that with the downward stroke of his baton the operator simply presses the button and the pick-up so that with the next upward stroke the super-Panatrope follows him in perfect time.

Florenz Ziegfeld, who conceived the idea of using the Panatrope for theatrical purposes, recently stated: "It is my belief that this marvelous device has untold possibilities as an accessory to the other scientific aids in the hands of the modern producer. It affords me the greatest pleasure to introduce this new device to the theatrical fraternity as well as to the public at large."

General Electric Company
Marketing New Charger

Tungar Trickle Charger for Radio "A" Storage Battery Now Being Marketed by World-Famous Manufacturing Organization

BRIDGEPORT, Conn., July 5—The General Electric Co., of this city and Schenectady, N. Y., has placed on the market a new accessory for radio "A" storage battery, applying the trickle charge principle, which has been used successfully for many years in connection with railway signal batteries. In a statement issued by the General Electric Co. in reference to the Tungar trickle charger it states:

"This charger supplies just enough current into a radio battery to replace the energy taken by the radio set. The power consumed is less than that taken by a 25-watt Mazda lamp, and amounts to only a few cents for a full day's operation. This charger will keep a battery charged sufficiently to provide power for a six or eight-tube set, operating on the average of not over four hours a day, while smaller sets may be operated for a longer period. The Tungar trickle charger can be used twenty-four hours a day as it does not disturb reception except on very sensitive sets. However, if the owner wishes to disconnect the charger during reception, it is only necessary to pull out the plug which connects the device with the house lighting circuit."

"Most storage battery manufacturers now offer small low-capacity batteries particularly designed for trickle charging. These usually do not exceed a capacity of sixty ampere-hours. Their design permits operation over long periods of time without the addition of water and provides exceptionally long life. The battery and charger together are small enough to fit into the "A" battery compartment of many of the larger self-contained radio sets. The convenience of such an arrangement is combined with the advantage of a fully charged battery at all times."

"The Tungar trickle charger has four taps, which provide three different low rates and a one-half-ampere boosting rate, making it possible to obtain the exact rate required for any particular set."

KRASCO PHONOGRAPH MOTOR COMPANY
ELKHART, INDANA

Spring Lubricant

— entirely eliminates spring breakage due to faulty lubrication
— prevents jumping and sticking,
— maintains its constancy under widely varying temperatures.

Realizing the vital importance of steady uniform power from a phonograph motor, Krasco has made an exhaustive study of spring lubrication.

Our search has been rewarded with several amazing discoveries. The universal experience of phonograph owners has been that after a year or two of service, motor springs stick and jump. This condition is at first barely noticeable, but soon causes sounds which are so audible as to interfere with the music.

The phonograph expert is well familiar with this condition. After a time the ordinary lubricant becomes gummy, causing the spring to stick. As the pressure upon it increases it releases suddenly with a disagreeable sound.

Aside from the musical interference, this places great strain upon the spring. In time it weakens and breaks.

Krasco spring lubricant completely corrects this condition.

It is a Krasco product which is offered to the trade with an iron-clad guarantee.

Krasco spring lubricant is supplied in convenient sized containers. It is very reasonably priced. A necessity for every phonograph dealer and repair man.
$85.00 And Up!

Every man and woman in the United States with $85.00 or more to invest is a “red hot” prospect for a Victor Orthophonic Talking Machine.

How many such are there in this country? Millions, you answer. Well, that’s exactly your field of endeavor, Mr. Victor Dealer. It’s worth going after.

Think it over.

C. BRUNO & SON, Inc.
351-353 Fourth Avenue  New York
“Victor Distributors to the Dealer Only”
Echoes of Eucharistic Congress in Brunswick Record of 30,000 Voices

Chorus of 30,000 School Children Makes Recording of Parts of the Mass of the Angels for the Congress Also Heard on Brunswick

One of the most impressive ceremonies of the XXVIII International Eucharistic Congress recently held in Chicago, and which attracted over a million people from all over the world, was the singing of the Mass of the Angels by 62,000 Catholic school children on that memorable Monday morning before a vast audience that was estimated at approximately 500,000.

Realizing the importance of this event long before it really occurred, the Brunswick-Balken-Collender Co. made arrangements to endeavor to record a portion of this enormous choir when 30,000 of them rehearsed at the Cubs Ball Park some two weeks before the big event. Fully aware that it was a daring attempt, the Brunswick Co. made careful preparations and with complete confidence in the newly perfected Light Ray method of recording set up the recording instrument in the playing field of the park.

Everything ready, there was a moment of hushed silence as Professor Otto Sengerberge, the lone director, raised his baton. At its first movement the 30,000 voices in absolute unity rang through the park in the mighty crescendo of the Gregorian “Kyrie,” which became a living thing in the sincerity of these little ones. The entire number was finished without difficulty, and the “Gloria,” “ Sanctus” and “ Benedictus” followed closely.

Brunswick record No. 3225 is the answer to this faith in the new recording process. Played on the Panatrope or the new improved Brunswick phonograph it becomes more than a record—it is a heavenly prayer.

A human touch to the record, which is attracting much attention and is responsible for a certain amount of interest, is that in the momentary pauses one can hear most distinctly the noise of the wind, of a train passing by, and several other things which in no way interfere with the singing itself.

The Brunswick Co. is justly proud of this recording achievement, particularly as it is the first time that anywhere near this vast number of voices has been successfully recorded. An enormous quantity of these records were sold during the time of the Congress and since then it has taken its place as one of the best sellers in the entire catalog.

Several other records that met with great success during the time of the Congress are those of the St. Mary of the Lake Seminary Choir under the direction of Mr. Singerberge, which is the official choir of the Congress. It is under the direction of “Jesu Dulcis Memoria,” “Oremus Pro Pontifice Nostro Pio” and “O Salutaris.” A better trained group of male voices has never been heard.

The Eucharistic Congress was a huge success insofar as the Brunswick Co. is concerned, for it has three records of which it can be proud and which have great historical values.

New Atwater Kent Line Featured at Luncheon

Dealers of Philadelphia Territory Guests of Atwater Kent Co. at Luncheon—Interesting Address Marked Event—Cups for Displays

PHILADELPHIA, PA., July 3.—About two hundred and fifty Atwater Kent dealers of the Philadelphia territory were guests of the Atwater Kent Mfg. Co., at a luncheon given at the Penn Athletic Club on Tuesday, June 15. The occasion was the launching of the new Atwater Kent line of radio sets and speakers for the coming season which were displayed in appropriate settings on the stage.

Following the serving of the luncheon, C. W. Geiser, manager of Sales District No. 4, of the Atwater Kent Mfg. Co., and who was chairman, opened what proved to be a spirited business meeting. He described in an interesting manner the various sets and speakers to the dealers present, and outlined the special sales appeal of each model.

B. R. Stauffer, treasurer and general manager of the Pooley Co., Inc., introduced J. S. Dagney, of the Pooley organization, who presented the new Pooley cabinets and interestingly spoke on Pooley construction, illustrating his talk with a Pooley cabinet which had been sawed directly through the middle.

The dealer is naturally interested in the advertising co-operation and backing extended by the manufacturer, and therefore the interesting talk given by D. M. Bauer, manager of the Atwater Kent Mfg. Co., was listened to attentively.

The Silver Cups for the most attractively dressed windows during the recent annual convention of the Atwater Kent distributors in the city, which was reported last month in The Talking Machine World, were presented. P. A. Ware, of the Atwater Kent sales staff, made the presentation speech and in the course of remarks reviewed the Atwater Kent dealer situation as reflected in a recent survey over which he had personal supervision. This review was interesting in that it showed a 50 per cent increase in exclusive Atwater Kent dealers and a corresponding increase in dealers carrying Atwater Kent radio and only one other line.

During the course of the meeting the plans of the newly organized Pennsylvania Music Merchants Association were outlined by David Jacobs, of the Kline Warehouses of this city.

The executive and sales staffs of the Louis Buehn Co. and the M. P. Radio Co., local Atwater Kent distributors, were present and cooperated in greeting the Philadelphia dealers. The luncheon arrangements were in the capable hands of T. Wayne MacDowell, convention manager of the Atwater Kent Mfg. Co.

Carnomatic Plays Fourteen Records Without Stopping

Invention of W. T. Carnes Makes Possible Two-hour Program of Music Without the Trouble of Changing Records

KANSAS CITY, Mo., July 6.—A new instrument, the Carnomatic, an electrically controlled phonograph, was recently announced by William T. Carnes, the inventor. This instrument will play a two-hour program of fourteen double-faced records without stopping, and without any attention being given it by the listeners. The records which are to be played are selected and placed in a felt-covered rack, built on the same principle as a caterpillar wheel. During the playing of one piece of music and its repeat, it is in place on the rack, but as soon as a new record is needed the entire series is moved along until the record next in order is picked up by the mechanical arm.

A short lapse of time between the playing of each record takes place so as to avoid the running together of the pieces and to allow the same lapse between the records as is usually taken when the change is made by hand. Either ten or twelve-inch records can be played.

The furniture fixtures and stock of the Evans Music Co., Sixth and Mesa street, San Pedro, Cal., have been acquired by the Rudolph Wurlitzer Co., which will continue at the same location. M. G. McKinney has been appointed manager.

Money in UDELL Radio Cabinets

You can make friends and money by stock- ing and selling this line now! Also UDELL Player Roll Cabinets and Console Talking Machines. Our complete lines are on permanent display at BOTH the American Furniture Market (space 1021), Chicago, and the Furniture Exchange (space 314), 206 Lexington Ave., New York. It will pay you well to see them there!

Write for Catalog No. 141

The UDELL WORKS, Inc.
28th St. at Barnes Ave., INDIANAPOLIS, IND.
The REXOPHONE Brass Tone Arm
Equipped with the REXOPHONE Reproducer

Standard Length 10". Furnished in nickel or gold finish. Samples ready for delivery about August 1st. Price $15.00. Send in your order now. Quantity prices on application.

The Rexophone Tone Arm is the development of many months of hard work, with the single ideal—Perfection regardless of any other consideration. In this remarkable tone arm we have incorporated every improvement and refinement that will help to increase the tonal quality and volume. There isn't an ounce of theory in the whole tone arm. No Surmise. Nothing Experimental. It is built on knowledge. Made of the finest instrument brass by skilled artisans. It is the last word in respect to high grade appearance, as well as perfect volume and tone quality.
Interesting Article On the Added Attraction of Radio Reception Out of Doors, on Vacation and Camping Trips Should Aid Dealers

The charm and desirability of the portable radio receiver was the basis of an interesting article which appeared recently in the columns of the Brooklyn Daily Eagle under the caption "Portable Radio Only Practical Solution to Entertainment on the Road and Camp." The value of the portable because of its compactness and the fact that it is always available was described and then the writer tells of the delight of radio reception in the open, saying:

"How different that radio music sounds! Out in the open the radio entertainment takes on new charm. Without the confining walls of indoor walls, radio becomes more mellow, still more realistic, and more enjoyable. The background of parasitic noises is lost. There is nothing to suggest electrical reproduction; the music, in fact, becomes quite detached from the radio receiver and loud speaker.

"Then, too, there is the soothing effect of the setting. Even the most blasé radio listener will get a brand new 'kick' out of radio music in an outdoor setting, especially amid new scenery, out in the open spaces, beneath the summer sky. Yet radio music, while enjoying the outdoor repast, is but one of the many uses of portable radio. It takes no great stretch of the imagination to find ways and means of enjoying radio programs wherever automobile touring may lead.

"For one thing, the automobile party need never crave for a dance. Any evening, anywhere, at any time, there is bound to be at least one dance program available, and as likely as not there will be others throughout the evening. An improvement that can be held up is the fact that when a portable radio receiver is at hand, and no one need sacrifice himself so that others may enjoy themselves.

"In camp, the portable radio furnishes constant entertainment. Not only that, but the radio brings very much needed news regarding the outside world. Stock reports, news, business talks and other features of the serious side of broadcasting may often be of far greater value to the motorist, especially if he be the notorious tired business man, than dance and musical programs.

"The quiet evening in the little waterside cottage, with its 'Tourists Accommodated' sign outside, may be enlivened with the portable radio receiver. The canoe ride in the morning may be made far more enjoyable by the portable radio, which takes up little space in the room. The visit to the summer bungalow of friends may be turned into a surprise party if that extra piece of luggage on the running board proves to be a portable radio.

"There is a thought for the dealer in this article. It is in his sales letters he would paint word pictures describing what a portable radio receiver will add to the vacation and holiday trips he would find the interest in the product considerably increased. An appeal to those imagination in many cases would bring better results than a semi-technical description of tubes, loops, etc., with the price appeal stressed.

Paul Green on Trade Trip


Judging from the first orders received, the trip is auspicious and will probably help break another sales record for Everybody's Talking Machine Co., Inc.

Stromberg-Carlson Dealer Installs Radio in Hospital

Stone Electric Supply Co. Installs Receiver in Hospital and Wires Set So That 100 Headsets Can Be Attached to Instrument

Los Angeles, Calif., July 7—An avenue of sales which has been followed by but few radio dealers is that of interesting hospitals, orphanages, hotels and other similar institutions in radio receivers and demonstrating how one receiver can be used with a multitude of loud speaker and head set connections to bring the broadcast programs to all sections of the institution. This field should prove a productive one for dealers, for not only will the sale result in the purchase of a set, but many others.

Stromberg-Carlson Equipped Hospital

Speakers and head sets will be installed and, should the institution sell one of importance, the publicity accruing will help build the prestige of the dealer and the reputation of the set he handles.

The Stone Electric Supply Co., of this city, an authorized Stromberg-Carlson dealer, recently made such an installation in the California Lutheran Hospital. The work consisted of placing a Stromberg Carlson 601 six-tube receiver in the lobby of the hospital and the private rooms and wards were wired so that head sets or loud speakers could be plugged in. One hundred Stromberg-Carlson head sets have already been supplied and the wiring is so designed that an additional 160 head sets and five loud speakers may be added as the need arises. This installation is one of the finest and most modern in the country. The accompanying photograph shows the imposing structure of the California Lutheran Hospital.

Acolian Co. Installs Panatrope on Yacht

Also Supplies a Radiola 28 With Loud Speaker Equipment and Generator for New Vessel Being Built for Earle P. Charlton

A recent installation by the Acolian Co. is that of a Brunswick Panatrope, together with a Radiola 28 a loud speaker and generator, on the new 100 foot cabin cruiser now being completed at Nonesuch, Mass., for Earle P. Charlton, vice-president of the F. W. Woolworth Co., whose home is in Fall River. The vessel, which is handsomely finished and equipped, will be known as the "Edmania IV." A novel feature of the installation is the placing of the generator in the engine room with a dual control, so that it may be operated either from the radio receiver in the cabin, or from the engine room itself.

J. H. Sunier a Live Wire

John H. Sunier, of Iowa City, la., is a wide-awake Columbia dealer who apparently over-looks no opportunity to place Columbia products both to the public. He broadcasts quite frequently through the radio station in Iowa City and is an accomplished artist on both the autoharp and harmonica.
It Is Best

Whatever your customer desires in music this catalogue of latest records will best satisfy.

Latest hits, quality recording and feature artists; such merit in our August Release will bring you the confidence of your customers and increased profits — this is what every dealer wants.

Now is the time to become a Licensed Okeh Record Dealer. Then will come your opportunity for greater business and happiness in sales that show a bigger profit.

General Phonograph Corporation

Otto Heineman, President

25 West 45th Street

New York, N. Y.
All Factors of the Pittsburgh Trade Active in Promoting Summer Campaigns

Effect of Drive Manifest—Dealers Enjoying Excellent Business—C. R. Parsons Plans Trip to Pacific Coast—Dealer Staged Annual Outing—Other Trade Activities of the Month

PITTSBURGH, PA., July 7.—Plans for Summer activity have been started here on behalf of the Brunswick dealers by the Pittsburgh district offices of the Brunswick Co., C. W. Markham, district manager, in charge. The week of June 28 was one of the busiest ever known in the history of the local Brunswick organization. Every day and evening of the week was given over to some kind of business promotion plan that had for its object larger sales and better service to the Brunswick dealers of the Pittsburgh district. One of the active figures, probably the most active, was C. T. McKelvy, manager of sales promotion, from the general offices of the company at Chicago. Mr. McKelvy was equally at home in discussing the Brunswick line to salespersons or to actual dealers and demonstrated to his hearers just what was really essential in correctly making a sale of a Brunswick phonograph.

During the mornings Mr. McKelvy had small groups of salespersons from the various Brunswick shops, to whom he expounded the "Gospel of Real Salesmanship." The evenings were given over to meetings with groups of dealers at which Mr. McKelvy and Mr. Markham spoke and emphasized the vital points leading to greater business and better service.

Brunswick dealers from points in western Pennsylvania, West Virginia and eastern Ohio attended the meetings. The opening meeting was held in the William Penn Hotel on the night of June 28 and proved a highly profitable and enjoyable event.

Brunswick Line Displayed

Displayed in the showrooms of the local Brunswick headquarters were the Brunswick Panatrope, the styles P-4, P-9 and P-10, as well as three new mechanical phonograph models, the Seville, the Madrid and the Cortez.

Plans to Dissolve Business

Application for the dissolution of the corporation known as the Menzer Talking Machine Shop, for years one of the leading Victor dealers, with a finely equipped Victor shop at 1302 Fifth Avenue, Pittsburgh, has been made to the Common Pleas Court of Allegheny County. Mr. Menzer intends to retire after being engaged in the business for more than twenty years. He did a large and lucrative business and had a finely equipped shop.

C. R. Parsons to Go West

C. R. Parsons will leave on July 15 for San Francisco to attend the International Convention of Lions Clubs. He will be accompanied by Mrs. Parsons. He is manager of the talking machine department of the Rosenbaum Co., one of the largest and most complete in the city.

The Faller Co. of Donora, on July 6 observed the twenty-fifth anniversary of the founding of the business—furniture, household furnishings and talking machines. The business was started by M. E. Faller, who is president and general manager of the firm and continues to have an active interest in it.

Enjoying Brisk Sales

John Henk, manager of the Columbia Music Co., Columbia, Edison and Brunswick dealers, reports a very satisfactory demand for talking machines during the past month. He stated that sales of popular records were also brisk, while the demand for foreign records was quite satisfactory. The Columbia Music Co. has one of the largest assortments of foreign records outside of New York. Mr. Henk said that not only are foreign records sold by personal contact but that mail order business is quite extensive. Records are shipped to points as far away as 200 miles and more from Pittsburgh.

Early Closing in Effect

With the advent of July the summer closing hours for the months of July and August have gone into effect in the various talking machine shops of the Steel City. There is an earlier closing hour, 5 o'clock during the week and at 1 p.m. on Saturdays.

Holiday Annual Outing

The Schroeder Music Co., Columbia, Edison and Brunswick dealer, on June 26 held its annual outing at the country home of George Schroeder, the president, who was host to all of the sales force and office employees of the firm. An enjoyable day was spent and an elaborate dinner was served, followed by music and dancing. Motor cars conveyed the guests to and from the outing.

Satisfactory Columbia Sales

S. H. Nichols, the well-known manager of the Pittsburg offices of the Columbia Phonograph Co., reports a very satisfactory business for the summer of the Columbia line. He stated that the Columbia New Process records are meeting with popular favor and that there was a decided upward turn in the sales of these records. Considerable interest is being manifested by the local Columbia dealers in the announcement of the new Columbia phonograph, the Viva-Tonal Columbia.

News Gleanings

J. H. Short, of the Dawson Bros. Music Co., Wholesale phonograph dealer, is spending some time in Florida on a combined pleasure and business trip.

Waring's Pennsylvanians, another aggregation of record artists, appeared at Loew's Aline Theatre and delighted huge crowds with their playing.

Application for a decree of dissolution has been made by the DuBois Phonograph Co. of Pittsburgh. A hearing on the same will be held in the Court of Common Pleas of Pittsburgh on July 28.

A Remarkable New Emerson at a Trade-Winning Price

Emerson phonetic experts have achieved a great triumph in the new Emerson Euphonic. They have developed a new sound box, tone arm and sound chamber that increase the volume amazingly, yet with a sweetness and naturalness of tone that is unsurpassed.

Sound chamber is sealed, so that there can be no interference with the special arrangements that insure the greatly increased volume. The sound box was designed to meet the special requirements of the new system of electrical recording. These new records must be heard on the Emerson Euphonic to be fully appreciated.

And—the new Emerson Euphonic is popularly priced. You can offer your customers the very latest in phonographs at a price that will bring you profitable business. Mail the coupon now!

Four Models—The new Italian Consolato No. 233, pictured here, and three Console Models. Console style has space for radio set and batteries, if desired. Send coupon for folder giving full details.

The New EMERSON EUPHONIC “Living Music”

Wasmuth-Goodrich Co.
Manufacturers Phonograph and Radio Cabinets
Peru, Indiana

Wasmuth-Goodrich Co.
Manufacturers Phonograph and Radio Cabinets
Chicago
New York
Pittsburgh
San Francisco

Wasmuth-Goodrich Co.
Manufacturers Phonograph and Radio Cabinets

Wasmuth-Goodrich Co.
Manufacturers Phonograph and Radio Cabinets

Wasmuth-Goodrich Co.
Manufacturers Phonograph and Radio Cabinets

Wasmuth-Goodrich Co.
Manufacturers Phonograph and Radio Cabinets

Wasmuth-Goodrich Co.
Manufacturers Phonograph and Radio Cabinets

The New EMERSON EUPHONIC "Living Music"
Radio and Phonograph Not Competitive
But Complementary—Ideal for the Dealer

Herbert E. Metcalfe, of the Magnavox Co., Gives Reasons Why the Music Dealer Should Benefit From Selling Radio—Shows That Radio and Phonograph Are, or Should Be, Inseparable

There is no need for argument about the influence of radio on the music dealer. Though it may first have threatened to cripple the phonograph industry, recent adjustments have shown that the radio trade and phonograph business go hand in hand, the one complementary to the other, and both mutually beneficial. Many music dealers have come into the radio business and doubtless many of them still feel a little uncomfortable about the new line of business which seems to involve them in the complicated technicalities of radio.

No music dealer ever sold many player-phones or phonographs on the basis of the mechanism of the instrument. Customers did not inquire as to whether the player had rubber tubing for its air ducts or composition tubing. Nor was there very much discussion as to the inside of the phonograph. Both instruments were sold for their values as musical instruments, as ornaments of the home and assets to family life.

Self-Service Radio

The same is precisely true of radio, though the fact has been obscured by the initial phases through which the radio trade passed. Radio at first attracted the mechanical curiosity. The pleasures of set-building and distance-getting over-shadowed the importance of radio as an asset to the home. Naturally the first to be attractive was the mechanical gadget: the mechanical turn of mind. Their mothers, wives and sisters had nothing to say about it.

Within the past year the condition has obvious changed. But the mechanical side of radio is still so much discussed that many music dealers attract more importance to it than they need. They feel as though their salesmen should be “radio experts,” though they well know that, in any merchandising, the expert can never beat the salesman at his own game of selling. At the same time, music dealers often overlook their own assets, scarcely realizing the enormous advantages they possess in having a business already organized to make the most of radio as a home-advent.

The Radio Trade Comes in

Music dealers accustomed to handling phonograph trade have, to begin with, ideal stores equipped with listening booths. Radio is now almost a “fifty-fifty proposition” attracting customers of both sexes, and music dealers are already versed in the care of feminine trade. They know how to sell the idea, sell the goods, elude the sale and get the money—things the “radio expert” may know nothing about.

Music dealers also have an advantage in that they are accustomed to selling on terms. They know how to house-to-house canvassing, creating new prospects, following up sales, and giving service. They are accustomed to using advertising and dealers’ help, getting business by mail or telephone. And best of all their phonograph business has brought them in touch with innumerable customers who are only waiting to be sold radio sets of the right kind, as will be now shown as briefly as possible.

No Conflict Between Lines

First let us recall some of the peculiar advantages of the phonograph in pre-radio days. It was a fool-proof machine. It could be used for years and gave no trouble. It was a hand-some piece of furniture. And above all it supplied musical pleasures, for all occasions, day or night. It had no static and never failed during a party. These advantages it had, and still possesses. They are still asset, to which with the addition of bringing customers back to the store for more records.

Radio has taken nothing away from the phonograph, but has added much peculiar to itself. Added to music it brings religious services, radio drama, fun-nights, news, household hints, an adventurous contact with the world outside the home that bids fair to change our whole social structure since it has, for one thing, robbed the lonely farm of its terrors of isolation. Also it brings the customers back for tubes, batteries, and other necessary accessories.

Radio and Phonograph Allies

Obviously the radio and phonograph are Siamese twins that are, or ought to be, inseparable. It remained only to combine them into a single piece of machinery.

In the early days of radio this seemed hardly possible, owing to technical complications. Music dealers wisely hesitated to enter into so difficult a business. They were waiting until the radio-set, like the phonograph, was a fool-proof mechanism that could be trusted to perform under all conditions, and to go on performing for a period of years.

To meet this condition the Magnavox Co. devoted itself with peculiar industry. The single dial control by which a child can bring in stations at the single turn of a knob is one outcome of this activity.

The next step was to standardize the receiver so that it would fit into any of the standardized phonograph cabinets, and this also has been done.

An Outlet for Radios

In thousands of homes to-day there are phonograph cabinets fairly yawning to receive radio sets of appropriate design ready to swallow them, batteries and all. Though many people owning phonographs in small sized apartments are wondering just where they could put the radio if they had one.

Phonograph dealers of established reputation already have access to these homes, into which they have been selling records for years. They already have the customer’s confidence and goodwill, and nothing is to be done but to go after the business.

Equipped to Cash In

And so for this they are already equipped and have little to learn. They have the sales force, the merchandising methods, the credit system and the service. The sales talk emphasizing the value of the phonograph in the home will also sell the radio set for the phonograph. The very little benefit that could be added by employing a radio expert is almost negligible compared to the advantages already possessed.

And one of these advantages is the service department is in the service-department not on the sales-force.

There are large numbers of good sets which can be depended upon to deliver the proper results on the market to-day and these can be sold by any good salesman after a short careful study of their operation. I have found, after carefully analyzing the sales methods of a number of retailers, that the business is going to those who are selling radio on its merits as a home-asset, on its simplicity of operation—not on the terminology of its “Insides.”

Dr. A. N. Goldsmith Sees
Successful Radio Summer

Chief Broadcast Engineer of Radio Corp. of America Points Out That Radio Has Become an All-Year-Round Necessity

This will be a successful radio summer, in the opinion of Dr. Alfred N. Goldsmith, chief broadcast engineer of the Radio Corp. of America. Pointing out that radio has become a necessary feature of everyday American life, and that the public must have its radio just as it must have its daily newspapers in Summer as well as in Winter, Dr. Goldsmith states that the excellence of broadcasting programs will continue to grow stronger from the beginning to the end of the year.

“There has been a vast increase in broadcasting power,” Dr. Goldsmith said, “and much has been accomplished. The public has responded in radio receiving sets, making for better selectivity, greater sensitivity and vastly improved tonal qualities.”

Makes the Polly Portable

SYRACUSE, N. Y., July 6—The Thorn Machine Products Co. here recently started production of the Polly portable talking machine, an instrument which sells at a very low price and which is made entirely of metal. The dimensions of the instrument are 10 x 2½ inches and weighs 3 lbs, with provision for carrying six inch records.
On June 8 and 9, the fourth Annual Convention of the Crosley Distributors was held in Cincinnati.

Powel Crosley, Jr., announced the most startling line of radio receiving sets in the history of the industry.

Every radio dealer is urged to get the story from his nearest Crosley distributor immediately.

Better-Costs Less
two new

CONSOLE

$85—Nickel Finish
$95—Gilt Finish

The Console
Cathedral Design Reproductions of Hand-tooled Leather Effect, Fine, Rich Tone; Extra Long Scientifically Constructed Tone Chamber (Patent Pending); New Model Goose-Neck Type, Throwback Tone-Arm and Improved Reproducer; Heinemann Double Spring Motor; 12" Turntable Ample Record Space

Sensible Prices!
In collaboration with the Dupont Laboratories the Berg factory has produced these Artone models in a modernized art scheme that sounds a new note in home decoration—combined with Joseph Berg's latest invention—a tone chamber of extraordinary merit for natural reproduction.

Concentration on two models only and twenty years manufacturing experience—makes possible this combination of tone and beauty—at sensible prices.
Artone Products!

CONSOLETTES

$65—Nickel Finish
$75—Gilt Finish

The Consolette


Are You Acquainted With Artone Portables?

A complete line of high-class portables—comprising six models—ranging in price from $15 to $30—is available through a jobber in your territory. Write us for his name.

Berg A T & S Co., Inc.
Long Island City
New York
Satisfactory Sales Activity Is Noted Throughout the Baltimore Trade Field

New Brunswick Products in Wide Favor—Radio Sales Show Large Gain Over Same Period a Year Ago—Leading Retailers Take on the Columbia Line—Trade Activities of the Month

Baltimore, Md., July 6—The Brunswick Panorama, the new Brunswick "Light Ray" records and the new improved mechanical phonograph are all selling very well here.

The Brunswick Panorama has won great favor, according to Charles F. Shaw, head of the local Brunswick branch. "The new instrument was featured with Frederic Fradkin, violinist, at the Century Theatre here recently," Mr. Shaw said. The Brager department store also displayed one in its lobby for a week and store heads claim that it drew a great deal of attention.

We have a new representative covering Baltimore, Maryland, and Eastern Shore, W. D. Lord, formerly with the Masek Radio Corp. of Richmond, Va.

We received an interesting bulletin from Spigel Bros. of New Port, Va., stating that they had sold a 2-2 Panorama to Captain Atchinson, to be used on the S. S. Wentworth, which sails from Liverpool to New York. Captain Atchinson purchased a Panorama for his home and was so pleased with its performance that he decided to have one placed on the boat.

The new improved mechanical phonograph is being oversold and it is difficult to keep them in stock. Business generally is much better this year than last, but especially so in records. Piano and organ solo records are active and our new "Light Ray" longer playing records have a tremendous demand.

Wm. F. Roberts, of E. F. Droop & Sons, Victor dealers here said: "This June has been better than the June of 1925 in every respect. The call for Orthophonic machines is very heavy and we are unable to get enough of them.

"There is no complaint to make about business, but our firm is a little downhearted over the death of one of our employees. Fred Henkell, 29 years old, who was in our record department for the past twelve years, died of heart trouble. He came to us when he was no more than a boy and grew right up with the firm. He was very competent and is missed by all who had connections with him."

During the month of June every foreign paper in Baltimore carried advertisements featuring late hits from overseas, and the Columbia Co. was the only firm which advertised foreign recordings here. The Italian list is particularly active.

Columbia record business for June has been exceedingly good. Dealers are purchasing all types of recordings and business shows an increase of 145 per cent over last year, which is a very astonishing increase. Machine sales, although good, are less than in June, 1925, due to almost complete lack of machine stock in the way of old style Columbias and the failure of new models to arrive for distribution this month.

"Radio sales for the month show an increase of 50 per cent over last June," says W. H. Swartz, of the Columbia Wholesalers, "which is extremely gratifying. Sales of Patheflex cabinets and equipment are growing. Greater and greater enthusiasm for the new type Columbia phonograph is being evidenced daily by dealers in both the large and small stores. Many of the dealers are placing orders for samples of the new types and there are some who are putting in initial orders without even asking for samples. Several of the dealers here went all the way to New York in order to inspect the display held recently at the Hotel Commodore, and at a general discussion between fellow dealers indicates that heavy machinery business lies just ahead. Columbia dealers in this territory are doing a tremendous volume of business on the Columbia Fine Arts series of Musical Master Works. These album recordings are now being sold not only by the large city dealers, but also by the small country dealers who are enjoying an increasing satisfactory sales volume on these products."

Columbia franchises have been secured by the following dealers: Halls Music Shop, Meadow Bridge, Va.; Dell-Patrick Furniture Co., Elberton, N. C.; Jackson Fleet Co., Transwell, Va.; Weaver Bros., Grassy Creek, N. C., and Attingham Jewelry Co., of Apalachin, Va.

The Bratterman-Fedder Co., of this city, distributor of Valley Forge main springs and talking machine repair materials, made by the J. A. Fischer Co., of Philadelphia, Pa., has extended its distributing organization to include music rolls. This company has recently sent out interesting literature on the Melo-art word rolls which it distributes.

"Tri-Flex Chamber" Name of Latest Oro-Tone Product

A Distinctly New Idea in the Tone Chamber Construction of Phonographs Worthy of the Consideration of the Trade

The Oro-Tone Co., Chicago, manufacturer of the Oro-Phone reproducer and other phonograph equipment, recently developed a new type tone chamber for phonographs which is known in the trade as the Tri-Flex chamber. The new product is a three-way construction with one movable part operated instantly by a small pointer or dial, making it possible to produce either a deep or brilliant tone. The Tri-Flex is considered a distinctly new idea in tone chamber construction, since its versatility will bring forth several different ranges of tone from deep bass to the notes of higher pitch, sometimes termed as brilliant. It is the intention of the Oro-Tone Co. to license a few manufacturers to build the tone chamber, which is to be used in connection with the Oro-Phone reproducer and Oro-Tone No. 16 automatic tone arm. The licenses will be granted under an agreement which also specifies that the Tri-Flex tone chamber may not be incorporated in phonographs listing under one hundred dollars.

The Oro-Tone Co. has invited the trade to visit its plant and hear demonstrations and comparisons of the new tone chamber. Leigh Hunt, treasurer and general manager, spent a few days during the latter part of last month in Toronto, Can., in the interest of the new tone chamber and also visited Cincinnati on June 30 and July 1. A number of manufacturers have already made arrangements to build the Tri-Flex chamber, and among them are several Canadian manufacturers, the negotiations being conducted through W. H. Banks & Sons, Ltd., Toronto, distributors of Oro-Tone products and manufacturers operating under Oro-Tone Canadian patents.

Executives of Reichmann Co. Having Busy Time on Road

Carl D. Boyd, director of sales promotion of the Reichmann Co., Chicago, manufacturer of Thorola receiving sets and loud speakers, left Chicago on Monday, June 26, for Buffalo, N. Y., where he attended a meeting of the directors of the Radio Manufacturers' Association on the following day. He spent several days in New York visiting the Reichmann headquarters and distributors and returned to the Chicago office on July 6.

Together with E. S. Riedel, sales manager, Mr. Boyd left for St. Louis on the evening of the 26th and on July 8 the two Reichmann executives arrived in Oklahoma City. The Southern representative of the Reichmann Co., Harry Merritt, had arranged a meeting and display of Reichmann products for distributors and dealers at the Lee-Huckins Hotel, in Oklahoma City, where the entire line of new receiving sets and speakers was shown during the course of the week and the sales program was outlined by the Reichmann executives to the visiting jobbers and dealers.

Samuel Steinfeld a Daddy

Samuel Steinfeld, of the Clarenmont Waste Mfg. Co., Clarenmont, N. H., manufacturer of cotton rocks, is receiving the congratulations of many friends in the trade. We are advised of Robert Joel Steinfeld, who became a member of the Steinfeld household on June 17.
Unipower—one solution to your summer sales problem

A big problem confronts radio owners in warm weather. Static spoils long distance reception and even hampers local results. Consequently, there isn't a large market for complete sets in the summer. But the fans who already own sets are not going to lay them away. They keep right on buying tubes, batteries, and other accessories throughout the summer.

The solution to the dealer's problem, then, is to interest them to better in some way their summer reception. Dealers everywhere have found that solution in Unipower.

More than merely the pioneer "A" power unit, Unipower is a basic improvement in radio. It improves tone quality. It furnishes unfailing power. It is the only unit employing the trickle charge principle that also provides for rapid charging. It gives fool-proof, automatic control of both set and power supply, regardless of the type of "B" power used.

All your customers who bought sets will be coming in for "A" dry cells, or for an "A" storage battery recharge. Sell them Unipower. Have it hooked up ready to demonstrate. Keep a lot of literature about it on your counters. Unipower sells easily—the important thing is to let your prospect see it in action. Your profit on each sale is large, too.

Unipower is supplied in two models for use with 110-125 volt A. C. Standard models are for 60 cycle. (Special models, 25-50 cycle, are available at slightly higher prices.) All are equipped with special Balkite rectifying element. The 4-volt model is for 199 tubes or equivalent and retails for $35; the 6-volt for 201-A tubes or equivalent, retails for $40. (West of the Rockies, prices are $37 and $43.)

THE GOULD STORAGE BATTERY CO., Inc.
250 Park Avenue, New York

A post card or letter will bring you a brand new booklet, "Radio's best off-season seller". In it are twelve constructive ideas to help you boost your summer sales.

Unipower

Off when it's on—On when it's off
New England Dealers and Jobbers Report Excellent June Talking Machine Business

Sales Volumes for Month Show Increase Over Same Period of Last Year—Columbia Record Sales Excellent—Additions to Brunswick Branch Sales Staff—Sonora Sales Please Dealers

Boston, Mass., July 8—Despite almost mid-Summer, business in the talking machine line has made a very good showing and it is a fact, a happy one, that June with almost every jobber and dealer was a much better month than the trade had experienced in some time. Just what July and August will produce is a question, but there is a pronounced feeling that with the advent of September, say Labor Day, which sort of formally brings the Summer season to a close, business will make marked headway. This month and that to follow will see many of the trade away on vacations so that nearly all places will be short-handed for a time.

Bright Columbia Outlook

Manager William S. Parks, of the New England department of the Columbia Co., who is daily improving since his serious operation several weeks ago when he was for some time a patient in a hospital, is greatly encouraged over the present Columbia business and he remarks that as soon as the new machines come along, for which dealers are eagerly clamoring, business will pick up most perceptibly. Especially well is the record business holding up and the month of June made a surprising gain over May and April. The visit of the Swedish crown prince and his wife in Boston ten days ago served as a great stimulus for Swedish music, with the result that there was a rush for these Columbia records, especially those of the Swedish Royal band, which are the New Process records.

Recent out-of-town visitors to the Columbia quarters were H. S. Brown, of Fitchburg, who has just moved into a new store; Louis Feldman, of Fall River; H. J. Magrini, of West Roxbury and Mr. Asselin, of New Bedford, and Charles Rice, of Bangor.

Brunswick Activities

H. Emerson Yorke, Chicago representative of the Brunswick Co., is again in town, making his headquarters at Harry Spencer’s place on Kingston street. Mr. Yorke is a busy boy when in town, coming in touch with the dealers and giving them expert instruction in handling the new Panatrophe. The local Brunswick headquarters found June a remarkably good month and it made a much better showing than June of a year ago. Demonstrations of the new instrument are constantly going on in a more or less pulse business.

Two new men have been added to the personnel of Harry Spencer’s Brunswick staff. Daniel J. Simon will do outside work, principally in the Maine territory, and Atherton A. Morse will devote his attention to the record end of the business.

Enjoy Good Sonora Sales

June made a much better showing for the Sonora in this territory than any month in some time and stood out in marked contrast to June of a year ago. Dealers hereabout are showing much interest in the new Symphony phonograph put out by the Sonora, and which Boston Manager Joe Burke is demonstrating for the benefit of dealers. Dealers are anxious to get hold of this machine, believing that there is a good sale ahead for it.

Joe Burke and his co-members in the local Sonora organization went over to New York the end of June for a conference with the Metropolitan Sonora officials. Later Joe Burke, accompanied by his mother, went over to Atlantic City for a few days.

Eastern T. M. Co. Busy

The June business at the Eastern Talking Machine Co.’s wholesale quarters, according to Manager Shoemaker, is making a most commendable showing and this genial executive is most optimistic over the business for the ensuing months.

Bill McKenna Opens New Store

A new talking machine shop has been opened in the Copley Corner section of Brookline to be operated by Bill McKenna, who is carrying the Brunswick exclusively. Incidentally, radio outfits and other electric goods are in stock.

McKenna had a store on Harvard avenue, but his business has grown so that he felt the necessity of opening a place nearer the heart of the business section.

News Gleanings

Lefavoy’s, one of the best-known music stores in New England and which has long enjoyed a special prestige in Salem, announces a removal to a new location at 186 Essex street, opposite Central street, where it has a three-story building.

A. M. Hume, head of the A. M. Hume Music Co., is planning an automobile trip into the White Mountains about the first of July. He will be accompanied by Mrs. Hume. E. A. Cresssey, of the C. C. Harvey Co., will spend his Summer's vacation at Belgrade Lakes, Mr. Winthrop A. Harvey, of the same company, recently got back from a cruise along the northern coast.

The Oliver Ditson Co., 179 Tremont street, which handles the Victor line, closed up shop all day Saturday, June 26, and gave its many employees an outing at one of the shore resorts. The affair was under the immediate auspices of the Get-Together Club, which promotes numerous social functions for the employes of this big house.

Blake Irving, manager of M. Steinhert & Sons’ Lowell store, lost no time after the disastrous fire of several weeks ago in finding a new location. Now the store is located at 17 Market street, where Mr. Irving has fitted up a most attractive place with admirable show window facilities.

E. G. Evans, of Bruno Staff, Visits Up-State Dealers

Edward G. Evans, popular member of the Victor sales staff of C. Bruno & Son, Inc., Victor wholesalers, New York City, left recently on a trip in the interest of Fall Victor business throughout New York State. Mr. Evans visited Albany, Utica and other big up-State cities. He reported that dealers were already estimating their Fall requirements in Victor merchandise and placing their orders so that they might be assured of sufficient Victor merchandise for their needs. The volume of orders being placed would indicate exceptional Fall business ahead.

Capitalizing Opportunities

Never before have Victor dealers faced a period of such rich promise. The public demand for the New Victor product has been amply evident and now the stocks are coming through in increasing quantities to meet that existent demand.

The dealers who are prepared are the dealers who will profit.

Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK
Spreading Broadway across the map!

NEW EDISON

Exclusive Recordings

B. A. ROLFE'S

Palais d'Or Orchestra

A SENSATION on Broadway, a sensation on the New Edison. Broadway steppers are stepping out to the lilting jazz of this Broadway music wizard. Where Broadway lights are brightest, where the crowd that knows, assembles, there—at the scintillating Palais d'Or—the music hungry gather to hear the famous trumpet virtuoso, B. A. Rolfe, and his ensemble of dance specialists.

No one has ever played the trumpet as Rolfe plays it—complete selections in a register an entire octave above “high C” with impeccable technique. These super-upper register solos by Rolfe make his arrangements distinctive and superbly beautiful.

These new releases will tickle the ears and sway the feet of a nation, as the originals have dominated Broadway, for B. A. Rolfe and his incomparable orchestra are exclusive Edison Artists. The living Rolfe on Broadway or the Re-Created Rolfe in your home—the musical results are the same.

Hear these Edison Records by Rolfe

51750 Reaching for the Moon—Fox Trot
What Good is "Good Morning"?—Fox Trot

51761 Blue Bonnet—You Make Me Feel Blue—Fox Trot
Give Me Today (And You Can Have Tomorrow)—Fox Trot

51772 Roses Remind Me of You—Fox Trot
(Published by Irving Berlin, Inc., New York City)
H. C. Forster of Utah Radio
Fame Is Visiting the Trade

Henry C. Forster, treasurer and general manager of Utah Radio Products Co., Chicago and Salt Lake City, manufacturer of Utah loud speakers and units, left Chicago the middle of last month for an extended trip throughout the West. He stopped at Omaha to visit Leonard C. Kohn, Utah representative in the Nebraska territory, and then went on to the Utah factory at Salt Lake City. After spending several days at the plant he departed for Los Angeles, where he called on C. W. Smith, California representative of the firm. He then returned to the Salt Lake City headquarters for the annual meeting, which took place on July 10. On his return trip he stopped at Denver and Kansas City, spending some time with C. M. McIntosh, Colorado representative, and William S. Reid, Utah ambassador at Kansas City, reaching the Chicago office on July 15.

Senate Passes Dill Bill

The Dill bill, for the regulation of radio communication, passed the Senate at Washington recently without a roll-call. It provides for an independent commission of five members, each to be chosen from a different zone. The measure, after passage by the Senate, was sent to the House of Representatives, which has adjourned; therefore it will not come up for consideration until the next session of Congress.

Recent appearances of Vincent Lopez and H. I. Bruno, Recording Orchestra in Akron and Toledo, O., stimulated record sales.

Panatrope Helps Stimulate
Movie Actors' Emotions

Music as an aid to motion picture actors and actresses in helping them register their emotions has long been accepted as a studio necessity. Small orchestras have in the past been used for this purpose, but with the coming of the Brunswick Panatrope motion picture studio officials recognized how eminently suited the instrument was for use in this work and with a vast library of music to choose from a much wider field was available. Several motion picture studios are now using Panatropes as part of the regular equipment and from the enthusiastic expressions of approval received by the Brunswick Co., it would not be surprising if the Panatrope becomes a part of every studio's equipment.

Unique Bus Equipped With
Zenith Radio, Talker, Piano

W. F. Frederick Co., of Pittsburgh, is the owner of this remarkably fitted bus.

The first completely equipped radio and music demonstration bus is claimed by the W. F. Frederick Piano Co., Pittsburgh, Pa. The bus covers a great deal of territory in a short space of time and is now on an extensive tour covering several States. It carries Zenith radio receiving apparatus, the firm distributors, talking machines and pianos. The radio sets are operated from the bus batteries and permanent antenna is installed on the top of the car, and with the Zenith receivers connected affords excellent long-distance reception. The inside bus measurements are seven and one-half feet wide and twenty-four feet long, providing ample room for the entertaining of prospects and demonstrations. This innovation in musical instrument demonstration has drawn crowds wherever it has stopped and in most communities its arrival is the signal for an overwhelming ovation.

The Martin Bchtold Music Co., Denver, Colo., is conducting a big closing-out sale prior to moving to new and larger quarters.

You Will Wonder

After you use Krascos Motors you will wonder why you have been content with motors of lesser capacity, with motors that are not quiet, with motors that are not smooth-running, with motors that have innumerable complicated parts continually getting out of order.

You will wonder at the steady, silent smoothness of Krascos Motors which makes possible such faultless and perfect reproduction.

You will wonder at the long playing when you use Krascos Motors (e. g. No. 33 plays at least 10 records with one winding—the equivalent of 35-40 minutes).

You will wonder at the durability of Krascos Motors—the dependable service they give under the most trying conditions.

You will wonder how so much value in motor mechanism can be obtained at such low cost.

There is a type of Krasco Motor to fit every playing requirement. Send for details and prices.

KRASCO PHONOGRAPH MOTOR COMPANY
ELKHART, INDIANA
Farrand Co. Announces
Three New Radio Products

Farrand "Deluxe" Power Speakers, "B" Eliminator and "B" Eliminator With Power Amplifier Included in Next Season's Line

The Farrand Mfg. Co., Thompson avenue at Court street, Long Island City, N. Y., pioneer manufacturer of the cone type speaker, which has won national success in the last two years, announces for the coming season several new products, including the Farrand power speaker. This is a "deluxe" type Farrand speaker capable of volume reproduction of such size as to actually compete with the orchestra in tonal power and fidelity. It particularly brings in the bass notes that are not ordinarily obtainable. This new deluxe size Farrand cone can be used with or without the power amplifier. It is a beautifully finished product of the world high standard Farrand design which, besides its musical value, makes it a welcome piece of furniture in the home. This enlarged speaker is particularly adapted for large rooms, restaurants, fraternal gatherings and dance floors. It comes either in pedestal or wall models. The latter can be hung in appropriate positions in the room.

Two other products are announced by the Farrand Co., a "B" Eliminator and Farrand "B" Eliminator with power amplifier. The Eliminator is a heavy duty battery eliminator which, the Farrand organization states, marks an advance in such products. It operates on sixty-cycle alternating current and is made for multiple tube sets. One of its main features is the fact that it is free from hum, even with the use of ear phones. There is nothing to wear out, requires no adjustments, acids or water, and uses one rectifying standard tube. It gives the highest voltage necessary for the operation of large sets.

The Farrand "B" Eliminator with power amplifier in combination uses two rectifying tubes and one amplifying tube. It delivers 400 volts of "B" power. Used in connection with the power cone speaker it is said to exactly reproduce the full volume of an orchestra completely free of distortion. This latter product is at a slightly higher price than the separate "B" eliminator. All of the above products are produced in the plant of the Farrand factory, which was recently enlarged by taking over another entire floor in its present building. They are the creations of C. L. Farrand, who developed the Farrand cone speaker and who is one of the outstanding radio engineers of the country.

The sales department of the Farrand Co. will market these new products through the Farrand jobbers, who have served the Farrand interests during the past season and who will continue to function in behalf of the company as distributors, with a few exceptions.

A very extensive sales drive and advertising campaign will shortly be inaugurated, creating a market for these new products, and with the Farrand sales department and the high-class dealers who have in the past handled the Farrand cone type speakers, the sales possibilities are indeed large.

Showers Radio Receiver
Introduced to the Trade

Showers Bros. Co., Bloomington, Ind., leading Furniture Manufacturer, Enters Radio Field With Six-tube, One-dial Receiving Set

Since radio has crossed the path of furniture manufacture, allied itself so closely, and with the modern receiver a practical, artistically designed piece of household furniture, the entrance of Showers Bros. Co., Bloomington, Ind., one of the world's largest furniture manufacturers, into the radio field is of interest to all factors of the trade.

Showers Bros. Co., for fifty-eight years a leading figure in the furniture industry, realizing the demand for a popularly priced radio unit that can take its place with the best furnishings of a home, is introducing to the trade the six-tube one-dial Showers receiver, with built-in suprasonic horn speaker equipped with the latest type Utah unit. The horn is a recent invention of Dr. A. L. Foley, head of the department of physics, Indiana University. The new product is known as the Showers Consola, the same chassis being furnished in two different console cabinets, one in mahogany and the other finished in high-lighted walnut. The front panel is of bronze, with bronze control knobs. The set has a one-dial control, with a split knob which gives ten degrees of compensation on the aerial for further selectivity.

The firm is headed by W. Edward Showers, president, and Charles A. Sears, vice-president and general superintendent. The sales department is under the supervision of D. F. Fessler and H. T. Roberts, managing directors, who maintain headquarters in the Tribune Tower, Chicago. Mr. Fessler is the original owner, president and general manager of the Bassick Mfg. Co., Chicago, manufacturer of the well-known Alpha line of automobile lubrication, and has many years' experience in the field of manufacturing and merchandising. Mr. Roberts has been engaged in the sales and merchandising field for the past eighteen years, and has brought to the firm and its appointed dealers a wealth of radio knowledge. The Showers organization has become one of the largest furniture manufacturers in the world, with factories in Bloomington and Bloomfield, Ind., and Burlington, Ia. The plants cover 130 acres, employ over 1,500 furniture craftsmen and use enormous quantities of raw material. By the firm's policy, which is direct to dealer, one retailer is appointed in every city, regardless of size, and it protects that dealer by giving him exclusive territorial rights. A number of prominent department and discount stores have already added the Showers line and the receivers themselves have been tested before the retail trade in practically every important trade center in the East and Middle West under varying atmospheric and local conditions.

Panatrope Provides Music for Children's May Dance

Omaha, Neb., July 6—The children from six of the public schools of this city conducted their annual May Pole dance to the accompaniment of two Brunswick Panatropes and the wonder of the Panatrope was brought to thousands of homes in Omaha when the many children who participated discussed the happy day which they had spent. The instruments were loaned by the Omaha Brunswick branch and the use of them on this occasion fitted in admirably with the Brunswick national advertising.
The Swanson King Portable has the appearance of a royally fine machine—and has the quality to back it up.

In window, on your counter, or in the hands of purchasers, the great eye value of The Swanson King Portable helps you sell it with least effort!

WRITE TO YOUR DISTRIBUTOR—EARLY!

A Big Season Is Breaking.

Consolidated Talking Machine Co.
227-229 West Washington Street
CHICAGO
Growing Popularity of Radio in South America

A. G. Linsig, Manager of Export Department of Zenith Radio Corp. Gives Interesting Outline of Conditions in South America

The progress of radio sales and radio broadcasting in South America is a matter of increasing importance to every factor in the industry and the two accompanying photographs, together with the incidents related, are of interest to all concerned with the future of radio on that continent.

A. G. Linsig, manager of the export department of the Zenith Radio Corp., Chicago, with offices at 1225 Broadway, New York, recently forwarded the accompanying photographs, the group picture showing Mr. Linsig broadcasting from the studio of station LOW, Buenos Aires. He is pictured standing before the microphone as he delivered his address. The other illustration shows a Super-Zenith receiving set displayed at a special art exposition in Rio de Janeiro, and Mr. Linsig is the gentleman at the extreme right.

South American broadcasting stations, according to Mr. Linsig, have adopted the policy of sending special courtesy programs to neighboring countries at certain given dates and these programs of national music and news are, in many cases, pitifully brief in favor of the country to which the program is being directed. The hours selected are in the early morning when the best results in reception are secured. Station LOW, of Buenos Aires, during the first weeks of its broadcasting directed programs of one hour each to Argentina, the home nation, station OAX and Perú, Canada and station QCM, and Chile, and the fourth week was dedicated to WJAZ, Zenith station located in the Strauss Building, Chicago. Mr. Linsig was recently appointed special representative in the United States and Canada of stations LOW, Buenos Aires, and MCA of Valparaiso. This type of broadcasting on our neighboring continent is certain to be productive of good results both in the promotion of friendly feeling between the various nations, and in the increase in the sales of receiving apparatus.

"It is an interesting fact to report that the Zenith Radio Corp. obtained first prize with the 'Phonora' also an official honorary mention by Dr. Bernaches, President of Brazil, at the first Brazilian Auto and Radio Show in Rio de Janeiro, August 1925," stated Mr. Linsig. "Other exhibitors at that show presented the products of RCA, Atwater Kent and Stromberg-Carison. The Zenith exhibit was arranged for by Messrs. Hermín, Silto & Co., of Rio and Sao Paulo, exclusive Zenith distributors for Brazil. Following this show there developed a considerable increase in interest in radio with the public and prompted a number of additional semi-public Zenith showings in the editorial quarters of the greatest Brazilian dailies, as 'O Commercio,' 'O Correio da Manha,' 'O Punto,' 'O Jornal do Commercio,' 'Son-Fon,' 'O Jornal da Noite,' and others. Messrs. Hermín, Silto & Co., reported sales following the Radio Show in such super-tropical cities as Manaus, Pernambuco, Sao Luís, Cearta with gratifying reports about results."

L. Zabriskie Now With the Silas E. Pearsall Co.

Sales Representative Well Known to Music Trade in the Metropolitan Territory Joins Staff of Prominent Distributor

Mrs. L. M. Green, president of the Silas E. Pearsall Co., New York, well-known distributor of radio and phonograph products, announced this week the appointment of L. Zabriskie as a member of the company's sales staff. Mr. Zabriskie was formerly identified with the Brunswick-Balke-Collender Co. and is well known in the metropolitan trade. The Pearsall sales staff is getting ready for an active season and is cooperating with the dealers to splendid advantage in developing their campaigns for the standard radio products distributed by this company.

W. L. Stensgaard Elected President of Association

Manager of Display Division of Stewart-Warner Speedometer Corp. Now Heads International Association of Display Men

W. L. Stensgaard, manager of the display division of the Stewart-Warner Speedometer Corp., manufacturer of recording apparatus, who recently elected president of the International Association of Display Men at their twenty-ninth annual convention held in Chicago, June 14 to 17, Mr. Stensgaard's election comes as no great surprise to those who know of his career, for he was first vice-president of the I.A.D.M. in 1925-26 and now holds offices in many State and local display associations, including the presidency of the Chicago Display Men's Club. "The Children's Hour," a recent Stewart-Warner window display window displayed by many dealers throughout the country, was awarded the second prize in the Musical Instrument Display class in a contest wherein more than two thousand photographs were entered. Mr. Stensgaard also won second prize in the Grand Sweepstakes class in which each contestant entered twelve displays of various types of merchandise.

Radio Sells Year 'Round—Proof in Big Shipment

Six Carloads of Stromberg-Carlson Radio Sets Received by Gross-Brennan, Inc., New York Distributor, to Meet Demand

While many of the larger radio manufacturers have been preaching year-round radio, actual evidence of this is apparent in the delivery of six carloads of one of the most popular radio receivers to Gross-Brennan, Inc., Stromberg-Carlson Broadcasting Corp., Chicago, who recently received six carloads of Stromberg-Carlson radio receiving sets from the Gross-Brennan, Inc., New York, distributor, to meet their demand.

A Big Stromberg-Carlson Shipment

Showing Carloads of Radio Sets Receiving Excellent Demand in New York, for they days came along and took to their automobiles, fishing rods and golf sticks, instead. However, nowadays the radio receiver is doing work the year round and is entertaining the home every month of the year. Improved broadcasting methods, higher quality programs, special events and better construction of receivers, have brought about the condition where radio reception is good always.

The Stromberg-Carlson Tel. Mfg. Co. claims that another reason why its products are in persistent demand throughout the year is the fact that prices are guaranteed not to be reduced. The public have learned that radio satisfaction beyond reception lines also in knowing that they cannot buy their receiver for half of what they paid for it yesterday. Furthermore, the time has arrived when radical improvements in radio are not possible, and we now see that the present-day automobile. Improvements nowadays are of a minor type and do not obsolete any of the well-developed and better-known make of receivers.

New Freed-Eisemann Line Will Be Announced Soon

The Freed-Eisemann Radio Corp. reports that its new line of radio products for 1926 will be made shortly. It is understood that the new Freed-Eisemann sets will vary considerably in price and meet all needs and pocketbooks.

"We have labored many months in our laboratory to determine the types of sets which we will offer with the new line," said Joseph D. R. Freed, president and chief engineer of the corporation. "We have sought not only technical improvements and developments, but have studied the problem of outward appearance in all its phases to the end that we might appeal not only to the average radio fan but to the woman who is looking for a receiver that will adorn her drawing room. I anticipate being able to make a statement regarding the new Freed-Eisemann sets within a very short time."

CONSTANTLY INCREASING SALES are testifying to the superior quality of our COTTON FLOCKS FOR PHONOGRAPH RECORDS SELECTED FOR THE HOUND OF QUALITY CLAREMONT WASTE MFG. CO., Claremont, N. H.
We announce our appointment as Exclusive Eastern Distributors of

PATHEX MOTION PICTURE Cameras and Projectors

The day of "STILL PICTURES" is limited. The demand now is for YOUR OWN MOVING PICTURES

PATHEX, INC., is a subsidiary of the world-famous PATHE EXCHANGE, INC., who for many years have been identified with the moving picture industry. Their years of experience enable them to manufacture a complete moving picture outfit at the price of a good camera.

We unhesitatingly recommend PATHEX to all our old friends and to the host of new ones we are making daily with this latest addition to our line of DEPENDABLE PRODUCTS.

TERRITORIES ARE NOW OPEN WRITE US FOR INFORMATION

Our representative will gladly call and demonstrate the complete line.
PHILADELPHIA, Pa., July 8—A summary of the first half of the year's records discloses the fact that the talking machine industry has been in a prosperous state throughout the entire six months. From the early months of the year down to the winding up of the semi-annual accounts in the inventory of the late June days the demand for talking machines has been gratifying, and as the July month develops orders have been increasing, so that a bright outlook is assured for the mid-Summer.

This early upturn in the industry of course is centered around the new talking machine devices and records that have been developed to accompany the new inventions and which have much to do with the revival of sales for the improved types of machines. Most of the incoming demand at this time is for the portable types of machines used for vacationing purposes or for the seashore or resort districts. Sales of these types of portable machines have been far in excess of last year and with the advent of many new makes on the market a wide range of selection is at the disposal of the dealers.

Ordering for Fall Demands

Wholesalers report heavy advance Fall orders. Dealers have, in the past, been suffered from lack of preparedness and are profiting by their experiences by early buying for the Fall business. The leading distributors are much gratified with this advance business and believe it is to be continued through the summer months, growing in volume as the Summer season closes. The distributors have been sending out letters and circulars to the dealers advising preparedness and placing their orders now so that the manufacturers may be able to meet all orders when the rush season is on. A generous response resulted and so the promotion of early buying and the stimulation of interest in the Fall supplies now is shown in the large number of advance orders coming into the Philadelphia distribution house.

Record Sales Continue Good

Records have been holding very well, especially among the popular renditions in dance and song numbers adapted for the lighter Summer pastimes. Inventory of stocks on hand shows the racks fairly well depleted and it is anticipated that as soon as the recording of stocks on hand is completed vigorous buying will set in in line with the policy of preparing for the renewal of the Fall business in these as well as the machines.

H. A. Weymann & Son Get Advance Orders

Manager Charles W. Bibb, of H. A. Weymann & Son, wholesale Victor department, has been advising the trade that traveling representatives are being greeted with a generous advance booking of orders for Fall deliveries of the various types of Orthophonic Victrolas, Elec- trolas and Victrola-Radiola combinations. There also has been a heavy demand for the portables. The Weymann Co. is advising the trade of the advantages of financing lease sales of Victrolas through the Bankers-Commercial Security Co., Inc., and furnishing the necessary funds to discount monthly purchases. It is particularly ben- eificial to the dealers in stimulation of sales vol- ume of Victrolas of the more expensive types, and results in correspondingly increased profits. Victor dealers visiting the store and ware- rooms of the Weymann Co. have expressed keen interest in the demonstration of the Electrola connected up with several Victor reproducing units located in different sections of the build- ing. A selection played may be relayed through one or up to ten Victor loud speakers, according to the Electrola and master control switch, and used advantageously as a novelty feature in movie theatres or at restaurants, schools, hotels or large residences, as a selection may be played on all the units at one time and then on one at a time in different sections, where the reproducing units are located. Another use which the Weymann Co. is advo- cating for the utilization of the loud speaker is the means of popularizing Victor records, as they are also utilized by the purpose of terminal master control switch enabling the dealer to connect and disconnect with any one or all re- producing units at will. The Weymann Co. is especially interested in aiding the dealers to provide for the exploitation of the Electrola and the Victor reproducing unit by this means and has sent special invitations to its patrons to visit the store and inspect the arrangements it has made in its own headquarters at 1108 Chestnut street.

Louis Buehn Visited Dealers

President Louis Buehn, accompanied by Vice- President Harry A. Ellis, of the Philadelphia Victor Distributors, Inc., toured the up-State section, calling on the various dealers, in the days leading up flood of June, with the most con- veyed results as to the future and with a very well maintained early Summer demand for talk- ing machines and records.

Electrola Replaces Orchestra

The Orthophonic Electrola was the substitute for an orchestra at the exhibition of original drawings featured by N. W. Ayer & Son, in one of the off-Galleries of the Advertising Con- avertising concern at headquarters here, 308 Chestnut street, in conjunction with the Asso- ciated Advertising Clubs of the World inter- national convention in mid-June. Throughout the entire week of the exhibit daily concerts were played on the Electrola. Not only was the Victor featured in the concerts but also in the excellent displays of notable art master- pieces by prominent masters of international fame, who throughout the past have contributed to original drawings and oils used in reproductions for the Ayer ads.

Management Changes at Lit Bros.

With the promotion of Bernard Munchweiler, former manager of the talking machine depart- ment of Lit Bros' department store to the man- agement of the radio section, his brother, Alex- ander Munchweiler, takes over the reins of the talking machine division. Bernard Munch- weiler will give his attention exclusively to the buying of radios, while Alexander will concent- rate on the purchasing of talking machines for the Lit store.

Miss M. Popper, who has been in charge of the foreign record department of the Lit Bros. store, is now connected with the Hopkins Piano Co., of Chester, Pa.

Brown's Radio Shop Buys Victor Agency

Fred A. Brown, of 203 West Allegheny ave- nue, this city, recently purchased the stock, fix- tures and Victor agency of the Greniger Victoria store at 6014 Haverford avenue, West Philadel- phia, and has moved the merchandise to the Allegheny avenue store. Brown's Radio Store now carries a complete line of talking machines and radio receivers, including the Atwater Kent line.

Ira Wright Convalescent

Philadelphia associates of Ira Wright, who conducts his own music shop at Seafield, Del., were pleased to learn of his recovery from a serious illness, resulting from an operation for appendicitis. While Mr. Wright still is not connected to the hospital at Seafield he is slowly recover- ing.

An Effective Record Window

As the president of the Philadelphia Rotary Club, J. Ralph Wilson, head of the chain of
Victor stores bearing his name, represented the local fraternity at the annual convention of the Rotary Clubs held in Denver, Col., in June. The Wilson store at 1710 Chestnut street featured a very attractive and outstanding window on the Volga Boatman record in conjunction with the appearance of that drama in the screen version at the Stanley Theatre in the closing week of June. It showed Russian rivermen in miniature and with photo reproductions from the moving picture, while selections were played on the Electrola. Miss Marian Mills, head of the record department, trimmed the window.

Sells "Talkers" to Seven Hotels

Seven hotels in the Delaware Water Gap were equipped with the Electrolas of the Victor line by the Christine Music Store, of Bangor, Pa., who made a drive among the hotels for the substitution of the Electrola for orchestras during the summer season. In two cases the Electrola supplants the orchestra, while in the other five hotels they will supplement the concerts of a jazz orchestra.

Werners Expands Department

The entire first and second floors of the store Werners, in Moncton, Pa., will be given over to the talking machine department. The stock on these floors of the department store have been removed to other quarters to make way for the expansion of the department.

Honest Quaker Exports Grow

Exportation of the Honest Quaker main springs and repair parts and the other talking machine products made by the Everybody's Talking Machine Co., 810 Arch street, has shown a remarkable increase under the direction of A. Regen, a recent graduate of the Wharton School of Finance of the University of Pennsylvania, who has been made manager of the exporting department. There has been an especially heavy demand for the Honest Quaker repair parts to Australian and New Zealand points and, combined with the international distribution to Europe and Latin America, the exporting has been the heaviest in the history of the business. P. E. Grabuski, president of the company, who just has returned from a 15,000-mile tour of the United States, reports the nation's demand for talking machines and parts as vastly increased over last year and with every indication of continued prosperity in the industry. He made the trip entirely by automobile, going directly across the continent to Portland and then working downward to other Pacific Coast points and then swinging through the interior States, the South and homeward. Other talking machines distributed through Everybody's and now enjoying a heavy demand are the portables in the Caswell, Gypsy, Pal and Regal. The Ultraphonic sound box, made by the Audak Co., of New York, too, has been

(Continued on page 90)

 Guarantie Portable
 RETAILS FOR $25.00

Founded in
COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH GREEN
AMERICAN GRAY

SPECIFICATIONS:
1. Textile Leather Case.
3. Plays Two 10" Records.
5. Gently Lift Reproducer.
8. Patented "Non-Spill" Needle Cup.
9. Size 14 1/2" x 11 1/2" x 7 1/2".
10. Weighs 15 lbs.

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. Tenth Street
PHILADELPHIA

Write for our latest Main Spring Chart

Still Going Strong

BIG VICTOR BUSINESS for the DEALER willing to WORK. Warm weather is no bar to making sales.

Your opportunity is presented in the sale of the mechanically recorded 10-inch and 12-inch black and blue label records.

Will you grasp it and Cash in?

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia

(Continued from page 88)
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 89)

THREE FOR ONE

1—A Radio Log that has space to distinctly record dial readings of thirteen different stations—
2—A Record Reader known as the "Valvoloid," for sale the world over.
3—An Advertising Medium that really benefits the dealer.
Stations hopped with either pen or pencil. Best grade of paper showing various for all records.
The dealers' advertising nearly printed on the top in desired colors. Here is an attractive useful invention to help materially to stimulate fall business.
THE PRG, a trade-name of the Seebold Valvoloid Record Cleaner. Write for sample and complete details at once, then order early direct or through your jobber.

PHILADELPHIA BADGE CO.
942 Market Street
Philadelphia, U. S. A.

OCCASIONAL OPPORTUNITY in the Victor business is greater today than ever before.

Victor dealers in our territory should make the most of this opportunity by availing themselves of our service likewise greater today than ever before.

Victor Wholesalers
H. A. WEYMANN & SON, INC.
The Latest Revelation in Phonograph Reproduction

WHY THE NEW SAXOPHONIC LEADS

1. A reproducer that will not blast.
2. Special diaphragm unaffected by atmospheric conditions.
3. Newest and finest suspension—devised by our engineers after years of research.
4. Improves with use due to wonderful suspension embodying automatic adjustment.
5. Eliminates practically all surface noise.
6. Readily attached to all types of machines and adjudged best by greatest critics in the music industry.

Write for Particulars

Mutual Phono Parts Mfg Corp.

610-614 Broadway, New York City, N.Y.
THE TALKING MACHINE WORLD

Clement J. Cusack Adds to His Important Duties

Traffic Manager of Everybody's Talking Machine Co., Inc., Enlarges Activities to Include Home Management of Company

PHILADELPHIA, PA., July 6—Clement J. Cusack, traffic manager of Everybody's Talking Machine Co., Inc., of this city, maker of Honest Quaker main springs, and a complete line of talking machine repair materials, has now added to his managerial capacities that of home management.

The wedding of Mr. Cusack to Miss Anna Marie Dittmar was consummated yesterday at nine o'clock in the morning at St. Edward's Catholic Church at Eighth and York streets, in this city. Following the ceremony the bride and groom left on an extended honeymoon.

Mr. Cusack is a much appreciated member of Everybody's organization. His duties in straightening out traffic tangles and in routing shipments so as to arrive at the dealers' warehouses with the least possible delay are important ones.

The whole organization joined in well wishes for the newest Benedict of the company.

Trade News From the Philadelphia Territory

(Continued from page 90)

direction new products in both the talking machine and radio fields.

Completes Trade Survey

Louis Buehn, president of the Philadelphia Victor Distributors, Inc., recently completed a personal survey of conditions through the central part of the State. Mr. Buehn was accompanied on this trip by Harry A. Ellis, sales manager of the company. A total of twenty-one towns and cities were visited, including Lancaster, Harrisburg and York. Mr. Buehn found conditions good in the territory and was impressed by the future outlook for Victor sales.

Synchronized Amplification

THE test of your ability to produce a high-class product will come this fall. If you have improved your talking machine to a point where it competes favorably with those of other progressive concerns you will obtain your share of the business resulting from the renewed interest in the talking machine.

Your success depends upon your utilization of the latest advances in the science of acoustics in your machine—others have done this and you too must do so to maintain your sales and prestige.

Utilizing the Miller system of SYNCHRONIZED AMPLIFICATION will assist you materially in doing this. The two horns, one for the upright and one for the chaise type of machine, designed to fit the majority of cabinets, will improve your product by increasing its volume, adding to the richness and color of output, and bringing out the lower frequencies with much more clearness and definition.

Miller Audio-Engineers, backed by years of experience in the radio industry, are ready to assist you in solving your individual problems. A letter from you will place them at your service.

The Miller Rubber Co.

of N. Y.

Akron, Ohio, U. S. A.

Trilling & Montague Now Distribute Grebe Line

Prominent Philadelphia Radio Wholesale Firm Adds A. H. Grebe Co. Receivers, to Complete Well-Known Lines Distributed by It

PHILADELPHIA, PA., July 3—Trilling & Montague, wholesale distributors of radio, this city, have announced that they are now distributing the Grebe line in their territory. The A. H. Grebe Co. is one of the best-known manufacturers in the radio field and one of the pioneers in the industry. The Grebe Co. manufactured radio receiving sets long prior to the great commercial era. Their many years of experience in the production of receivers has resulted in a product that has won high recognition in radio circles.

Trilling & Montague thoroughly cover the territory and have taken on the Grebe line with their usual enthusiasm. The sales staff is already in the field on the Grebe products and it is expected that Grebe sales in the Philadelphia territory will reach a new figure during the coming season. J. Lohel, sales and advertising manager, is planning an extensive campaign to cover this season.

Trilling & Montague have also been appointed distributors for the Tab battery, made by the Dry Storage Battery Corp., also of this city.

Aristocrat Speaker at Sesqui

The Aristocrat "double-duty" cone loud speaker, the combination reading lamp and loud speaker manufactured by the Aristocrat Studios, New York, is attracting considerable attention from visitors to the Sesqui-centennial Exposition in Philadelphia, states Edward L. Brown, head of the Aristocrat Studios. The Aristocrat cone speaker is on view in the $10,000 exposition building of the Fulper Pottery Co., maker of glazed pottery ware.
The Fitness of the Phonograph Distributor as a Wholesaler of Radio Lines

Columbia Wholesalers, Inc., Prominent Baltimore Distributing Organization, an Example of Progressive Type of Phonograph Distributors Now Handling Radio Products

BALTIMORE, Md., July 7—Manufacturers and their representatives have long discussed the question of the ideal outlet for radio sets and accessories. A striking proof of the desirability of the phonograph distributor as a radio outlet is to be found in the success which Columbia Wholesalers, Inc., 205 West Camden street, of this city, have reported since their entry into the radio field.

This firm was incorporated in March, 1923, taking over the Baltimore branch of the old Columbia Graphophone Co., on a jobbing franchise. Leroy L. Andrews, president, was formerly foreign representative for the Ford Motor Co., while Wm. H. Swartz, vice-president, was assistant manager of the old Baltimore branch. Two salesmen comprised the sales force in 1923 and only sixteen employees were carried on the pay roll.

The addition of radio in March, 1924, combined with the wonderful increase in Columbia phonograph and record business, expanded the volume of Columbia Wholesalers, Inc., until in March, 1926, an inside organization of thirty-eight employees and an outside sales force of ten men was necessary to cover the territory, comprising Pennsylvania, Maryland, Virginia, Delaware, District of Columbia and North Carolina. A tremendous addition of new accounts increased the radio business by 250 per cent in 1925 over 1924, while total sales increased 105 per cent.

Columbia Wholesalers, Inc., is divided into two departments, Mr. Andrews handling the radio business and organization, while Mr. Swartz handles the entire musical end of the business with its almost separate organization. This specialization has contributed largely to the success of both departments.

Mr. Andrews, in commenting on the achievements of Columbia Wholesalers, stated that the policy of selecting the most stable lines of radio sets, and everlasting sticking by them instead of jumping at every rosy proposition presented, has proved very beneficial. A very competent service and sales organization, which will greatly augmented in 1926, coupled with a spirit of "bending over backwards" to serve the dealer in every conceivable way has also proved a very potent factor in Columbia Wholesalers' success. Service will be specially stressed in 1925 and the shop will be equipped with every device, including motor generator outfit, test oscillator, etc., for the quick testing and repair of all sets and accessories. Mr. Andrews also considered that the handling of only the strongest lines of batteries, tubes, eliminators, etc., known to be the finest quality obtainable, has enormously increased the prestige of the sets they handle. Mr. Andrews predicts a large increase in radio business for the Southern States next year and is laying plans now to cover the territory much more intensively by the addition of more salesmen, a quick direct by mail follow-up system, greatly increased advertising and improved facilities for quick delivery of dealers' orders.

Mr. Swartz, speaking of the effect of a combination of radio with the phonograph business, stated that not only had Columbia Wholesalers' pre-eminent position in the local phonograph jobbing field helped the corporation become quickly established in the radio business but conversely the astonishing growth of radio sales had considerably benefited the phonograph end of the business. Within a short space of time, several thousand radio accounts were placed on the books, of which a certain number proved to be desirable outlets for Columbia products and were subsequently qualified as agents, while many other radio stores proved large purchasers of Harmony Records and Harmony, Pal and Regal portables on which big sales are now being enjoyed. Also a more widespread realization of Columbia's great activity in this territory may be possible by the number of radio dealers visiting the office, and finding the shipping department piled high with thousands of outgoing records or the pavement stacked three or four high with phonograph machines, not only in front of Columbia Wholesalers', but in front of some eight or ten adjacent warehouses whose owners so kindly accommodated Columbia during this period.

Actually the last eighteen months have witnessed by far the greatest business ever done by this active corporation. The great uprush of radio sales was fully equalled by phonograph and record sales and every month from September through April showed an average 100 per cent increase in sales of machines and records over the same months of the previous year. One month, November, showed an increase of nearly 250 per cent. Individual dealers bought machines in lots of as high as 150 machines at a time, the Schewel Furniture Co., Lynchburg, buying 157 Cabinet type models on one order. Columbia phonographs poured into Baltimore by the carload and often were shipped out the same day without even being taken into the warehouse. Record sales increased so fast that the packing and shipping forces had to work until late at night, four or five times a week to get orders out on time. Individual dealers often bought the New Process records in lots of 200 to 300 of a number at a time and shipments to dealers in Virginia or North Carolina often totaled 1,000, and sometimes over 2,000 records on one order. One dealer, the Addington Jeweley Co., located in Coeburn, Va., a town of only 185 families, bought at one time 500 of just one record, No. 15051-D. Applications for Columbia phonographs followed in a wave which cannot be qualified because of conflict with already established accounts. Best of all, according to Mr. Swartz, the outlook is for 1926 that in a twelvemonth sales may well surpass this year.

PHONOGRAPH CASES

RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.
SHOWERS

Decides to Enter the Radio Field

Who Is Showers?

Showers Brothers Company is the largest manufacturer of furniture in the world. Showers has been in business since 1868.

Showers' gross sales on furniture run over ten million dollars a year. Showers has built this enormous business on outstanding commercial values and a fair sales policy to its dealers. There are over nine million dollars of manufacturing assets behind Showers Brothers radio set.

Sales Policy

All Showers radio products will be sold direct from the factory to the dealer on an exclusive selling franchise, one dealer to a city. We know how to manufacture complete console radios and build a profitable business for our exclusive dealers.

We want to hear from the leading radio merchandisers who will be interested in reading our outline and seeing our complete line of models and prices for this season.

Write us today. Applications acted upon in order received.

SHOWERS BROTHERS COMPANY, RADIO DIVISION
1517 Tribune Tower

Chicago, Illinois

One of the four large Showers Brothers Factories—Established 1868.
BLOOD TONE ARM CO. ORIGINATORS OF Radio "SPEAKERTUBES"

Our list of satisfied customers proves the worth of Speakertubes made in the right proportion. We work with our customers, helping them to solve their tone chamber and amplifying problems.

Let us help you—the price is only BLOOD Equipment which in itself insures a live market for your output, because the DEALER knows his success in sales is assured with BLOOD TONE ARM CO. products.

A written inquiry to us places you on record for information regarding the very latest speaker developments.

BLOOD TONE ARM CO. Phonograph Equipment Radio Speakertubes and Loud Speaker Unit Bay City, Mich.
Two Big Conventions in Chicago Bring Increased Sales to Mid-West Retailers

Introduction of New Styles and Other Factors Keep Sales Up to a Satisfactory Level for the Summer Season—Radio in a Healthy State—Brisk Portable Sales—News of the Trade

CHICAGO, ILL., JULY 8.—The past four weeks have found the talking machine and radio trade of the Middle West in good condition from the angle of retail sales, for, with the exception of a few widely scattered days, the weather has been cool and the public has had no chance to enter actively into outdoor sports or recreation. Two conventions, one of them drawing one million visitors, and the other a delegation running into the thousands, brought added revenue to the Chicago retail trade during the latter part of June and early days of July, and enterprising talking machine dealers throughout the city took advantage of the opportunity to advertise and display their wares to best advantage. Record sales jumped during this period, and up to the present time are well in advance of those of 1925.

The month has been marked by the introduction of a number of new style talking machines by various manufacturers, housed in attractive cabinets and designed to sell at a higher price than in the past. The trade has viewed the arrival on the market of these products with approval, for they will aid in bringing about a more healthy trade condition, and give the dealer and manufacturer a larger margin upon which to operate and conduct his business in a profitable manner. With the improved machines, records and sound boxes which the dealer now has to offer the public, the entire trade is looking forward to the Fall season as one in which sales will soar higher than for many years past.

The radio industry in the Middle West presents a healthier picture than ever before in its short but hectic history. The mortality of manufacturers has been lower in this section than in the East, but the number of retailers has been cut to a great extent. The music dealer is recognized as the fastest growing factor in radio retail distribution, and he will be found to occupy a prominent place when the total sales figures are computed at the end of the year. He stretches the season for radio apparatus farther than any other type of retailers and, above all, it seems apparent that the average music dealer will handle no more than four different lines of sets. This deduction has been reached through recent surveys, in which it was found that most retailers plan to stock three different lines, giving the consumer a complete range in price without confusing him with a multitude of products to the extent of losing the sale altogether.

Notwithstanding the tardiness of Summer, dealers report encouraging sales of portable phonographs to people departing for Northern lake resorts, and manufacturers and jobbers have enjoyed an increase of business from dealers located near popular watering places.

Harry Alter Co.'s Seventh Anniversary

June marked the seventh anniversary of the progressive jobbing house of The Harry Alter Co., Chicago, well-known not only in the Middle West trade, but throughout the United States. Starting in a very modest way in 1919, shortly after the close of the World War, The Harry Alter Co. has risen to a position of prominence in the electrical and radio fields.

This firm was one of the earliest distributing

Harry Alter at Work
houses to enter the radio field, and Harry Alter, president of the company, was one of the first to visualize the tremendous sales possibilities of radio. In 1921 Lines of radio products were added, and since that time the firm has made rapid strides in dealer distribution and in the type of products distributed. Special stress has been laid on music store distribution during the last two years and the results have been very gratifying to the Alter Co.'s executives. The 1926 radio catalog issued by The Harry Alter Co. has been uniformly accepted as one of the most comprehensive books ever issued by any jobber.

Associated with Harry Alter are two of his brothers, Arthur S. Alter, treasurer, and Irving C. Alter, secretary, who direct their attention to the sales and merchandising phases of the business. The field organization was recently enlarged by the addition of four sales representatives and the firm is making preparations for its biggest radio season by inaugurating a vigorous campaign on receivers, accessories and parts.

The special seventh anniversary number of The Pockerbook, a monthly publication, issued during June, was of especial interest to dealers handling radio. The Harry Alter Co. distributes Freed-Eisemann radio receivers, Burgess batteries, Cunningham tubes, Bakelite power units, Benjamin electric products and well-known electrical lines.

Announce New Diamond T Sets

Diamond T Radio Manufacturers, South Bend, Ind., recently announced their new line of radio receivers for this season, to be marketed through a direct-to-the-dealer policy. The Diamond T set is produced in four models, the Super Special, a five-tube receiver and three other six-tube models. This company claims

KIMBALL PHONOGRAPH

Summer is a good time to get information about new styles and a most interesting Sales Plan

Write at once for Wholesale Prices and Terms

W. W. KIMBALL CO.

Kimball Hall, 306 S. Wabash Avenue
Chicago, Illinois

Manufacturers of Phonographs, Pianos, Player Pianos, Reproducing Pianos, Pipe Organs, Distributors of Columbia Records

KIMBALL PHONOGRAPH PLAY ALL RECORDS
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 95)

the distinction of being the first firm to build speakers in all models last season, and this year the company is featuring twin speakers in one model.

C. L. Smith, president, is also chief engineer of Tilman Radio Corp., of Largo, Ind. A. J. Tilman, vice-president, is also president of Tilman Radio Corp. B. H. Gerheidle, secretary and treasurer, is president and director in other old and well-financed institutions in South Bend.

Tay Sales Co. in New Offices

The Tay Sales Co., Chicago, well-known phonograph and radio jobbers, recently removed both its office and warehouse to new and more commodious quarters at 211 North Wells street.

C. S. Tay

Occupying the entire fourth floor of the building and covering several thousand square feet of space, the Tay executives feel that the new quarters will provide ample space for the extensive expansion of the jobbing business. The general offices are in the front of the building facing on Wacker Drive, a new boulevard which borders the Chicago River and connects Wash-ington and Michigan boulevards, the two main traffic arteries leading to the Loop or business district. The lower level of Wacker Drive pro-

vides special facilities for the handling of mer-
chandise in volume and with the greatest possi-
ble dispatch. The new Tay offices are also ad-

jacent to several railroad terminals, an added feature both for freight and passenger service.

An unusually attractive display room has been arranged for the display of Sonora phono-

graphs and receiving sets, Crosley radio pro-

ducts, Majestic "B" eliminator and the other

lines which the firm distributes. Located with

the Tay Sales Co. in the mid-Western district

office of the Sonora Phonograph Co. in charge

of Ray Reilly, district manager, C. S. Tay, pre-

sent of the firm, who, when interviewed in the

new offices by The World representative, was greatly pleased with the congratulations and well wishes extended the Tay Sales Co. by its many friends in the trade. The firm is now in its fourth year as a radio jobber and in its second year as a distributor of Sonora products.

During the dealer meeting on July 1, the So-

nora dealers in the Chicago territory made their

headquarters at the new Tay Sales offices.

C. S. Tay, president, and G. W. Marquis,

vice-president of the Tay Sales Co., attended the

convention of distributors held in Cincinnati on

June 9 and 10 by the Crosley Radio Co. Both Mr. Tay and Mr. Marquis were enthusiastic re-

garding the new Crosley radio products shown.

New Mohawk One Dial Console Set

The Mohawk Corp. of Illinois, maker of the

Mohawk one-dial radio receiving set, is building a

console model, and has made all preparations to
take care of any trouble that might come up in

the shipping or in the home, should defect arise,

according to G. Frankel, president of the firm,

who says:

"It has been a very difficult job in the past to

ship a complete unit assembled in the console,
because it is easily broken in transit and the

average person does not know how to take a re-

ceiving set out of the cabinet. However, the

new Mohawk drawer, which measures 12 inches

by 10 inches, can be put under a person's arm

and carried to the desired place or shipped

separately. If one has trouble with his con-

sole, all he does is pull out the drawer and

ship same back to jobber or wherever he wishes

to have it repaired. On sets shipped last year,

Mohawk returns were less than 3 per cent and

this was directly attributable.

"The Mohawk drawer is one of the outstanding

features. This drawer is very beautiful in

design and is sold as a separate unit, listing at

$57.50. Other Mohawk models range in price

from $65.00 to $300.00. This is a one-dial, six-

tube shielded set.

"A short time ago a very important patent

was granted the Mohawk Corp. of Illinois. This

consisted of shielding plates between the con-

denser and ground plates to compensate for the differ-

ences between capacities of the banks. Inter-


ding arrangements were completed a few weeks ago by the Phonograph Manufacturers' National Association for the distribution to the retail music trade throughout the entire country of an embossed sign, finished in three attractive colors, for use in the dealer's display window or on his counters or showcases. The sign, which is 11 inches high and 6-1/2 inches wide, shows the slogan of the association, "When and What You Want" against a background of three talking machine records and a console photograph.

The sign was conceived and distributed with the idea of promoting the sale of any particular manufacturer's product, but has been devised by the association to help the dealer draw the attention of the consumer to talking machines, and it stands as a contribution of the association in furthering the interests of the industry itself. It is the initial move of the organization in this direction and more dealer help of this nature will be forwarded to the retail music trade from time to time.

Direct mail literature will be forwarded to dealers, describing the sign and giving them the privilege of addressing the secretary of the association to forward one, and the dealer will also be advised that he can secure mats of the slogan in fifteen inches long and five inches wide, direct by phonograph literature and letterheads. Any dealer who does not receive such a notice may secure one of the signs by addressing

Phonograph Manufacturers National Association

HENRY A. OTIS, SECRETARY

500 DIVERSEY PARKWAY

CHICAGO, ILLINOIS

TELEPHONE LAKEVIEW 7680

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE $1.00

The ALTO

Manufactured by

ALTO MFG. CO.

1647-81 Wolfman St.

CHICAGO, ILL.

Mohawk One Dial Console Radio capacity coupling is also eliminated by this plate.

This is one of the latest and most valuable patents granted in radio by the United States Patent Office.

Visitors to Gulbransen Plant

F. E. Harwood, who owns and operates a

music store bearing his name in Biloxi, Miss.,

recently motored to Chicago with his family.

The party, consisting of Mr. and Mrs. Nor-

wood and their two children, Lavern and Ron-

dl, drove to the city by way of Memphis and St.

Louis, taking the opportunity to enjoy fishing in the Ozark mountains.

While in Chicago the party spent a day at the plant of the Gulbransen Co., manufacturer of Gulbransen registering pianos. It was Mr. Nor-

wood's first trip to the plant, and he stated that he was particularly interested in the efficiency of every manufacturing operation. He had ex-

pected that the plant was so large, but he stated that he did not anticipate finding the degree of efficiency through the entire plant that he found here. The Norwoods returned home by way of Cincinnati, Louisville, Nashville, Birmingham, Montgomery and Mobile.

Carl H. Cleverence A. and Paul A. Haight, of the Pioneer Music House, of Burlington, Em-

poria, and Chanute, Kan., and Paul Myo-

ghan and Clement Hoffmans, spent the week of June 20 in Chicago to attend the Electro-Phase, and while in the city spent a half day at the plant of the Gulbransen Co., manufacturer of Gulbransen registering pianos. The men ex-

pressed their deep interest in what they saw and were astonished at the magnitude of the Gulbransen operations. They commented par-

ticularly on the thorough inspection system which they saw in operation at the factory.

Tilman Corp. in New Factory

The Tilman Radio Corp., of Wabash, Ind.,

manufacturer of Tilman receiving sets, is now moving into its new factory at Lagro, Ind. Lagro is on the banks of the Wabash River, and is also located on the Gene Stratton Porter highway, six miles east of Wabash, the original

(Continued on page 98)
SELL!

The Best
Popular Vocals

SELL!

The Best
Popular Dances

This can only be done by becoming
Our Licensed Okeh Dealer

We all know them! Because they
are the greatest Race Artists

Butterbeans and Susie

Clarence Williams

Louis Armstrong

Lonnie Johnson

Sara Martin

Richard M. Jones and His Three Jazz Wizards

If you sell this Okeh group of records you will be doing the biggest Race Record business in your neighborhood!

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

BRANCHES: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 96)

The recording apparatus was stationed in the pitcher's box, with the singers forming a very large half-circle about it.

The popular radio announcer of the Buras "B" Eliminator

The American Electric Co., manufacturer of radio loud speakers, in this city, is offering to the trade at present the Buras "B" eliminator. The product is manufactured along

what is now an accepted design of eliminator construction, with the heartening rectangular tube.

One feature which is particularly stressed by the manufacturer is the delivering of full voltage without a perceptible drop in amperage capacity. The Buras "B" eliminator is easily installed, the necessary taps having been made for the various voltages for radio and audio amplification, as well as for the higher voltage necessary for power tubes. It connects with the lighting current, is of attractive appearance and compact.

The eliminator measures seven by seven by five inches and has a list price of $42.50. It is said to handle all the ranges of volume necessary, from that of the soft detector tube to that required by the new power tubes and has been tested satisfactorily with one to eight-tube sets.

R. H. Woodford Home From Woods

R. H. Woodford, sales manager of the radio division, Stewart-Warner Speedometer Corp., Chicago, returned to the headquarters of his firm July 1, after having spent two weeks in Chester, W. Va., enjoying the fishing and cool climate of the northern woods.

A Thallmeyer a Visitor to Chicago

A. Thallmeyer, head of the foreign language record department of the Columbia Phonograph Co., New York, spent a few days around the middle of June at the Chicago Columbia branch office.

F. D. Williams Returns From New York

Fred D. Williams, sales manager of Grigsby-Grunow-Hinds Co., Chicago, manufacturer of Majestic "B" eliminators and loud speakers, left Chicago about the middle of June for an extended trip south, during which he visited manufacturers with Fred C. Oliver, district sales manager of the firm, with offices in New York City, and returned to Chicago early in July. Mr. Williams spent the Fourth of July holiday at his home in Wayne, Pa.

Macaulay & Nevers a Busy Concern

G. W. Macaulay, of Macaulay & Nevers, 157 West Madison Street, Chicago, reports that his firm is enjoying a very gratifying demand for Symphonie reproducers, together with the usual selling of his phonograph and radio lines. Macaulay & Nevers handle Victor talking machines and records, Swan portable phonographs, Telmaco portable radios, the products of RCA and the Crosley Radio Corp.

Big Record Demand During Eucharistic Week

The talking machine department of The Davis Co., Chicago, department store, in which the record and phonograph departments are on the first floor of the Walash avenue Annex, on Chicago music row, enjoys a very good sale of records during the Eucharistic Congress. This department took care of a large number of out-of-town visitors during the four days of the Congress, who purchased records to take back with them as souvenirs of the greatest gathering of its kind ever held in this city.

The records sold by this department included records on the Okeh, Victor and Columbia labels.

Targ & Dinner Enjoy Big Summer Trade

A brick business on typical Summer musical instruments has been enjoyed by the Targ & Dinner Music Co., Chicago, wholesalers and manufacturers' representatives of Chicago, during the past few weeks. According to Max Targ, a member of the firm, ukuleles and portable phonographs have been the biggest sellers, with a demand on the importers for the entire summer. The "Chicke" portable, equipped with the Saxaphonic reproducer, is the model which seems to be mostly in demand, and the small phonographs are being exceedingly popular in the lake resort regions of Minnesota, Wisconsin, Michigan and northern Iowa.

Automobile Supply Co. Has Neutrouound Sets

The Automobile Supply Co., the second largest automotive wholesale house in Chicago, was recently named exclusive distributor of Neutrouound radio receiving sets in the Chicago territory. A vigorous selling campaign by Williams has been launched under the direction of T. M. Brooks, president of the distributing company.

Brunswick Dividend Declared

The directors of the Brunswick-Balke-Col-

leader Co., authorized a dividend of 11/2 cent payable July 1, on the outstanding preferred stock of the company, as of record June 20, 1926.

How the Haverford Co. Builds Sales

The Haverford Co., 222 West Madison street, Chicago, which recently remodeled and extended its retail music store, has started an active campaign to inform its old customers as to the lines it now handles, how the firm plans to do business, as well as to make new friends and customers. The new floor plan consists of the following: F. T. Scott, distributor of Russel-Hansen band instruments, handles Bissell-Weistert Chickering pianos, Victor talking machines and records, RCA and Atwater Kent radio receiving sets.

The methods of securing new customers are worthy of mention. Every Wednesday, between 12:00 and 1:00, a concert is given in the store. Blanton on which the announcement of the noonday concert artists appears are distributed to the office buildings in the vicinity of the store, thus reaching a large number of potential customers. Several of the concerts have been given by girl bands, among which were Ella and Her Band, and Harry Wainman and His Debutantes. Another Wednesday attraction includes Sam & Henry, popular radio stars of station WGN, location of the Tilman factory. The new building furnishes exceptional facilities for manufacture with 31,000 square feet of floor space on one floor and it is expected that production will reach 250 six-tube sets per day this season.

Electrical interference in Wabash made testing of receiving apparatus so difficult that the new location was selected there are any factories or other means of interference in Lagro. A. J. Tilman, president, will remain in active charge of sales and the "direct to dealer" policy in territories where no jobber handles the Tilman line will be continued. The new plant faces the Pennsylvania railroad tracks and the name of the firm, printed in huge letters across the front of the building, will gain it unmeasured publicity.

D. S. Randsell in New Post

David S. Randsell, formerly connected with the Philadelphia branch office of the Columbia Phonograph Co., was recently transferred to the Chicago office of the firm, where he is now in charge of record merchandising. Mr. Rand- sall was associated with A. J. Heath, when the latter headed the Philadelphia office, and the two are again associated in Chicago, where Mr. Heath is manager. Mr. Randsell's connection with the Columbia Phonograph Co. dates back many years and he is originally associated in the firm in Chicago. He assumed his new duties on June 28, succeeding J. E. Spitzer, and will de-vote his experience toward increasing Columbia's record service to dealers in this territory.

Brunswick Tie-Up With Eucharistic Congress

During the Eucharistic Congress, which at-tracted approximately a million visitors to the city of Chicago, from June 20 to 24, the Brunswik-Balke-Collender Co. maintained a display at the International Institutional Exhibition in the Hotel Sherman. Here the various records which were made especially for the Congress were reproduced on a Panatone P-10. Brunswick dealers throughout the city used displays featuring the recordings and reported very large sales on "Jubilate Deo," "Oremus Pro Pontifice Nostro Fio," "Jesu Dulcis Memoria," and "O Salutaris," recorded by St. Mary of the Lake Seminary Choir, official choristers.

One of the records, "Kyrie" and "Sanctus Benedictus," from the "Mass of the Angels," which enjoyed a very large sale, was made at 3600, school children group in seven hands at the National League Baseball Park.
and one of the most recent novelty programs was presented by the Rucker Radio Radiophone, of the record department of the Haverford Co., who was for-
merly connected with Lyon & Healy for many years, has an unusually attractive record de-
partment with much money and talent. The Haverford Co. at the present time is building up a following for the Fall season, at which time it expects to do a large volume of business.

Paul Ash and His Orchestra Score Big

Paul Ash and His Orchestra, Columbia re-
cording stars, are proving themselves the great-
est moving picture attraction in America, ac-
cording to local reports. Mr. Ash and his Orch.
chestra have moved from McVickers Theatre, after a ten-
monts' run, to the new Balaban & Katz Orien-
tal Theatre. He had played over one thou-
sand performances at McVickers Theatre with an
all-star cast. Since the opening of the Oriental, Ash's success has been sensa-
tional and the opening week, including two
extra days, brought a weekly gross of $9,000,
which is reported as the highest in the city.

During the week of the Eucharistic Con-
gress in Chicago the estimated gross of the
Oriental Theatre was $5,500, in comparison with $4,150 for the Chicago Theatre, the larg-
est house in the city. The Chicago Theatre seats 4,400
people, while the Oriental seating capacity is
3,200 at one performance.

The Columbia records made by Paul Ash and
His Orchestra are proving tremendous sellers in
Chicago and throughout the entire country. He is
considered one of the world's greatest singers, accomplished and
and there are thousands of Windy City fans who never miss a week without seeing his act.

He recently signed a contract with the Balaban & Katz Co., controllers of the Oriental Circuit, which involved over a million dollars, and it is said that he is the highest-paid man in the show business to-day engaged in moving-picture house work.

H. L. Bodamer

With Reichmann Co.

H. L. Bodamer, formerly of the sales depart-
ment of the Zinke Co., Chicago, joined the sta-
ff of the Reichmann Co., maker of phonograph
sets and loud speakers, recently. Mr. Boda-
mer devotes his time and attention to the sales
promotion program of the company and will
work in conjunction with E. S. Riedel, sales
manager, and C. D. Boyd, director of sales
promotion.

Sensational Seller in Paramount Records

Rudolph Frantzman, president of the
Paramount Music Shops, is now president of the
Paramount Record Distributing Co., 330 South
state street, Chicago, distributing Paramount records in Illinois and Indiana. Service is the motto of the new distributing establishment and it
sees same-day delivery in the Chicago field.

The new sensational hit of Blind Lemon Jeffer-
som, "Long Lonesome Blues," sung to his own
instrument, "Colonial," produced a great hit, and
it is said that it has been necessary for the new company to work overtime filling orders for the latest
recording by this popular artist.

Panatrope Great Success at University

Mack Evans, music director of the University of
Chicago, used a Brunswick Panatrope in a special course of Music Appreciation and the
instruction was a success, according to him.
Mr. Evans has appreciated the capabilities of the instruments in a letter to the Brunswick
office as follows:

"I want to express to you my appreciation of the super-
ior qualities of the Brunswick Panatrope which I
employed in a course of practical instruction in
Music here recently. I was impressed especially by the absence of distortion, the infinite fidelity of the reproduction and of the expression of the effective range, particularly in the lower notes of the male voice. When

the machine was going up-stairs drifted into the rooms
from down the hallway and from below stairs to see,
even of them told me, "who? what singing? I feel
that your new conquest in the field of tone is going
to convince us that we have heretofore only scratched
the surface of the educational possibilities of the reproduc-
ing machine. Very truly yours.

The Ortholian Radio Reproducer

Richard T. Davis, Inc., Chicago, manufacturer
of loop aerials, loud speakers, and portable
radio receivers, is now introducing to the trade
its latest product, the "Ortholian" radio repro-
ducer. The "Ortholian" is produced in three
models, one with a power supply, retailing at
$225, another at $85 and the third listing at
$60. The entire speaker line is equipped with
seven-foot tone chambers, which reproduce both the deep bass and the high treble notes with
fidelity and volume. The reproducer are housed
in large attractive cabinets so arranged that
the battery equipment for the set may be placed inside.

John G. Spering, sales manager of the firm,
is at present appointing distributors throughout the country and demonstrating the
products to the trade. Among the distrib-
utors who have recently been added to the Rich-

Galbransen Colonial Model Registering Piano

The Galbransen Co., Chicago, manufacturer of
Galbransen registering pianos, recently intro-
ned the Colonial model registering piano.
Dedicated to the first time at the Music Industries
Convention in New York City, where it was
favorably received by many Galbransen dealers.
The Colonial, which is nationally advertised
and nationally priced at $95, stands four feet five
inches in height and is finished in mahogany
or walnut, either satin or polished. While
heavier in appearance than the Galbransen models it provides an appearance of
symmetry and neatness of design. The Colonial model has genuine ivory keys, full iron plate, copper bass strings, first quality hammers, responsive action, nuta-
ral hardwood back, and the Melody Indicator and a simple instruction roll included without
extra charge.

Price Window Located West of Mississippi

The residence of the May window located by
the Stewart-Warner Speedometer Corp.,
Chicago, manufacturer of radio apparatus, were
recently compiled and three price performers are
located with them. The Weld County Music Co., Greely, Col., won first
prize; the Robertson Furniture Co., Lincoln,
Neb., won the second price; and the StewartaddGap

Creston, Ia., took the third prize. The dealers
awarded honorable mention were K. C. Doak,
Burlington, Ia.; Heinich-Olson Co., Minneapolis,
Ind.; and Chas. F. Iauer Co., Salina, Kan.

The photographs submitted showed originality
of idea and careful workmanship, and in many
cases it was apparent that the dealers spent con-
siderable time and expense in preparing their
displays. The Stewart-Warner Speedometer
Corp. conducts a monthly window display con-
test, awards monthly prizes and a grand prize.
The winner of the latter will receive a Model
300 Stewart-Warner receiving set equipped with
tube tubes.

New Bremer Tully Representatives

The Bremer Tully Mfg. Co., Chicago, makers of
Bremer Tully receiving sets, transformers, condensers and other radio products, recently
appointed two additional firms to further dis-
tribution. The McClelland Fieldhouse Co., Los
Angeles, Calif., has been appointed sales repre-
sentative for the State of California, effective
July 1. A complete stock of parts, "B" power
units and Counterphase models will be carried at both Los Angeles and San Francisco,
where another of the McClelland Fieldhouse
offices is located.

The prominent wholesale electrical and hard-
ware house of McLennan & McPety, Vancover,
was also recently appointed exclusive dis-
tributor for the Bremer Tully products in the
province of British Columbia.

Columbia Studio Records

Ruth Eting, popular Columbia record star,
who has been vacationing at David City, Neb.,
returned to Chicago, on July 1, to record sev-
eral selections on Columbia discs. She will also
continue in her position as headliner on the
Balaban & Katz moving picture circuit in Chi-

Creston.

Jack Kapp Scantling for Talent

Jack Kapp, in charge of the race record de-
partment of the Brunswick-Balke-Collender Co.,
spent the third week of June in St. Louis loc-
tating talent in the Mound City. He made his home at the Biltmore Hotel in St. Louis branch
with J. H. Bennett, manager.

Mohawk Corp. Distributing Radio Charts

The Mohawk Corp. of Illinois is now dis-
tributing among its dealers several thousand
radio charts which contain a list of one thou-

sand radio stations.

(Continued on page 100)
The Balkite year lasts twelve months

Get your share of Balkite summer business

Balkite has disproved the theory that summer radio business does not exist. It does exist for the radio dealer who goes after it methodically.

Every owner who has bought a radio set during the season is a Balkite prospect during the summer, because Balkite Radio Power Units simplify and improve radio reception.

The live radio dealer does not wait for summer business to come in. He makes a list of his radio set purchasers during the season and follows them up consistently, making demonstrations of Balkite Radio Power Units and other live accessories in the owner's home. It is surprising how much profitable summer business can be produced in this way. For Balkite is a year-round business.

Jobbers and dealers who operated on this plan last summer, who concentrated on live lines and followed up receiver sales, made money. Follow their experience this summer. A full page Balkite advertisement is now appearing each week in one of four of the most influential of all national magazines—The Saturday Evening Post, Collier's, The Literary Digest and Liberty. This Balkite summer advertising is producing business now.

Get your share of it.

**FANSTEEL**
Radio Power Units

Manufactured by FANSTEEL PRODUCTS COMPANY, Inc., North Chicago, Ill.

Oro-Tone announces the Tri-flex Tone Chamber

—a new idea in amplifying construction

Now available to a few manufacturers

After a long period of development this company now announces the perfection of the Tri-Flex Tone Chamber—a distinctly new idea in tone chamber construction possessing a marvelous capacity for volume and fidelity of every tone from the deep bass to the high, brilliant notes.

This new Tri-Flex Chamber cannot be described—it must be heard. A unique, three-way construction, which, in addition to supplying the deep rich heavy tones, also permits the amplification of the higher notes—all at the listeners' wish, simply by setting a dial.

A few manufacturers of the higher grade phonographs will be licensed to manufacture the Tri-Flex Tone Chamber for use in connection with Oro-Tone tone arms and reproducers.

This combination makes possible a tone quality unsurpassed in the industry.

You are invited to visit our factory and hear the new Tri-Flex in a comparison demonstration.

THE ORO-TONE CO.

1010 George St. Chicago, Illinois

Canadian Manufacturers refer to W. H. Banfield & Sons, Ltd., Toronto, Canada
Mid-West Dealers Gather in Chicago for Sonora Meeting Held by Tay Sales Co.

Drake Hotel Headquarters for One Hundred and Twenty-five Dealers at the Annual Convention Staged by Progressive Chicago Sonora Distributor—Addresses Feature Interesting Event

The annual Sonora dealer meeting was held by the Tay Sales Co., Chicago, distributor for the Sonora Phonograph Co., New York City, in this territory on July 1 at the Drake Hotel. The gathering, which was attended by F. W. Schnerring, advertising manager; Joseph Wolff, vice-president, and L. O. Coulter, assistant sales manager, of the Sonora Phonograph Co., attended the meeting for a short time before leaving for New York City. On a daix

over 125 dealers, opened with a luncheon in the grill room and was followed by the business session. At the speakers' table, placed on a raised platform at one end of the room, were C. S. Tay, president of the Tay Sales Co.; S. O. Martin, president, Frank Goodman, general sales manager; John Herzog, vice-president; C. J. Henry, radio engineer, and Ray Reilly, district manager, all of the Sonora organization; Fred E. Yahr, president, Yahr-Lange, Inc., Milwaukee, Sonora distributor; and George W. Marquis, vice-president of the Tay Sales Co. directly behind the speakers' table, with soft lights thrown upon it, stood the new Symphony model Sonora phonograph, shown to the mid-West dealers for the first time and which furnished music during the meal.

The meeting was formally opened by Mr. Tay, acting as chairman and host, who thanked the dealers for their attendance and interest in learning of the new products and the sales and advertising program which will aid in their sale. He pointed out that dealer success is the basis of distributor and manufacturer success, stated that his firm, keeping this fact in mind, had appointed dealers in such a way as to give them "elbow room," and that such a policy of exclusive territorial privileges would be strictly adhered to in the future. He recognized the interesting fact that Sonora radio products, according to a survey made by a leading Chicago daily newspaper in January, 1926, had gained fourth place in distribution in this city. This fact was accomplished in only three months last Fall and stands as a tribute to the policy and aggressiveness of the Tay Sales Co.

S. O. Martin followed with a short address in which he expressed gratification at the large increase in the number of Sonora dealers in this territory, and stated that the entire roster of dealers had increased 30 per cent in one year. He dwelt upon the history of the Sonora Co. from its beginning some years ago, through its phonograph history, its entrance into the radio field, and its success in that branch of the music industry.

Lauding the Tay Sales Co. and thanking the dealers for their confidence in the Sonora organization and its products, Frank Goodman expressed the hope that such a feeling will continue to exist among the retailers. Ray Reilly in his address pointed out that his position in this territory is to aid the dealer in his sales work and promised the retailers that his firm would be in a position to supply them with merchandise during the busy season in the same manner as during the last two months of 1925, when no shortage occurred, regardless of the boom in business and subsequent rush of orders. John Herzog followed Mr. Reilly and explained the various details of cabinet manufacture entailed in the production of Sonora products. C. J. Henry, engineer, discussed the construction of the Sonora receiving set, the character of its circuit and necessary equipment.

Back of the platform was displayed the full line of Sonora phonograph and radio products, including the Symphony, Lyric, Concert and Prelude model phonographs, Model D De Luxe console, Model D Standard console and Model D receiver, a table model, Model C Highboy and Model C receiver, also a table model, and the Sonora line of loud speakers, including the Standard, De Luxe and Console.

After the addresses the meeting was thrown open for an informal discussion which was entered into by the dealers, executives of the Tay Sales Co., and Sonora Phonograph Co. The officials of the Tay Sales Co. were pleased with the success of the gathering and the number of dealers present and the meeting stands as proof of the progress which the firm has made.
You can make business during the summer months with

The

Toman Reproducer

(Patent applied for)

Metal diaphragm. Practically indestructible. Warranted for two years.

Wonderful, deep, rich, mellow and powerful tone.

Surpassed by none.

Will sell itself on quality and volume of tone. We challenge comparison.

Changes an old style talking machine to the new type—deep, rich, mellow and powerful tone.

A marvelous invention.

Send for sample NOW!

On approval (5 days) to any responsible dealer.

Style V—to fit old style Victor.
Style O—to fit Orthophonic Victor.
Style C—to fit Columbia.
Style P—to fit Heineman, Vitanola and Blood tone arms.

Retail Prices
Nickel Plated $7.50
Gold Plated $10.00

Write for dealers' and jobbers' discounts
We claim that this is absolutely the best reproducer made, and will appreciate having YOUR OPINION, after trying it.

Retail Prices
Style 10 Nickel Plated Gold Plated
Tone Arm Set Complete $12 $15

Manufactured by
E. TOMAN & CO.
2621 West 21st Place
Chicago, Ill.

Sales Distributor
WONDERTONE PHONOGRAPH CO.
216 No. Michigan Ave., Chicago, Ill.
Cable Address—"Wondertone Chicago."
Cable Codes—Western Union—A.B.C. (5th Edition).
Real Summer Weather Brings a Marked Increase in Portable Sales in Detroit

Fourth of July Holiday Stimulates Sales of Small Instruments and Records—General Prosperity Has Favorable Influence on Trade—Dupraw Music House in New Home—Other News

Detroit, Mich., July 6—The week prior to July 4 had at least one redeeming feature and that was stimulating the sale of portables for those who planned to go away to some resort place, cottage or boat trip. This year it seemed particularly so, probably because of the fact that the Fourth fell on Sunday, giving everybody two to three days' vacation. The writer happened to be in a retail store on Saturday morning and portables were selling almost as fast as umbrellas on a rainy day. Aside from portables, record business was quite the last week in June and this we can also attribute to the holiday coming on Sunday and so many people going away.

We are not quite versed on general business conditions in other cities, but we do know that as far as Detroit is concerned prosperity was never more evident—more people were never employed and there is activity in all lines of trade. A statement made this week by an official of one of the public utility companies was to the effect that Detroit now had a population of 1,350,000, exclusive of Highland Park and Huntington—two of these suburbs counted in Detroit's population would easily run over one and a half millions. Work has started on a new office building that will be the highest in the world—over eighty stories—with the largest amount of floor space. This is only of indirect interest to World readers, but we mention it because it indicates how Detroit is growing—and it is only natural that the Livewire talking machine dealers should grow with the city.

The Dupraw Music House has moved from its location on Broadway to East Grand River avenue, occupying one-half of the space formerly used by the Brunswick Shop. Roy Dupraw, proprietor, is concentrating more than ever on combination phonograph and radio instruments. Talking machine dealers in large numbers will come to Detroit in August for the first annual convention of the music merchants of Michigan. All sessions will be held at the Book-Cadillac Hotel, and there will be a varied entertainment.

Alva Hunn, Grand River avenue jeweler, near Fourteenth street, Detroit, has taken a lease on the adjoining store to the West, and is putting in a complete line of Starr phonographs and records, as well as Starr pianos. Mr. Hunn has been in business in this particular section for many years, and has the confidence of the people living there.

All Victor dealers in Detroit are enjoying excellent business on the new Victor Orthophonic instruments, and it looks like a big Summer for them.

Wholesalers all report that business for the first six months is ahead of last year and they can't see anything but a grand finish even though sales may slump during July and August. Among the wholesalers are: Grinnell Bros., Victor talking machines; The Brunswick Co., on East Jefferson; The Columbia Graphophone Co., 439 East Fort, Jackson, Michigan; Magavox, Inc., Sonora products, 439 East Fort; S. E. Linn Co., Adler-Royal line; Consolidated Talking Machine Co., 2953 Gratiot avenue, featuring Oak records; The Phonograph Co. of Detroit, 1500 Woodward avenue, handling Edison phonographs; Starr Piano Co., 1300 Broadway, handling Starr phonographs and records; and a number of others.

R. B. Alling, manager of The Edison Shop, which also handles the Brunswick line, has added a well-known electric refrigerator—one of the largest nationally advertised. Reports quite a few sales in the past few weeks.

In various stores handling the Columbia line we notice that dealers are making good use of the cigar label line of Columbia records. With the personal appearance this week of Ted Lewis in a new show, Columbia dealers are reaping the benefit through the sale of his records.

Satisfactory Sales Continue to Feature Business in the Twin Cities Territory

Phonograph Business Better in Last Three Months Than at Any Time in Past Three Years, Declares Leading Distributor—Sustained Interest in New Models—News of the Month

St. Paul and Minneapolis, Minn., July 7—The thermometer is sky-rocketing here in Minneosta, which is good for the corn, and so far has done nothing to slow up the sales tempo of Twin City talking machine people. While there is a difference in the degree of enthusiasm expressed all of the dealers are on the sunny side of the ledger.

Quite the most significant report is that of "Doc" O'Neill, manager of the phonograph division of Brunswick Co., who declared: "The phonograph business has revived more in the last ninety days than at any time during three years. The Panatone has been largely responsible along with the prospect of new mechanical models. The biggest thing, however, in better than everything new—has been the change in the public viewpoint. No longer do the buyers consider the phonograph as belonging to a past era and as a mere quirk convenience for dancing—to be silenced when the radio starts. They have seemingly come to the conclusion that the phonograph is the permanent book of music. If the merchant handling phonographs sense this changed public attitude and cast aside their apologetic state of mind and go after the business like real shock troops, there will be a tremendous Fall season. It will beat any year of the past four years and will do it with more sales and bigger units of sale. Phonographs will sell when we tell them they are chiefly remembered by epitaphs on our tombstones."

Of much interest is the announcement from the George C. Bickel Co., Victor distributor, that Charles C. Hicks takes his duties as sales manager on July first. He succeeds Charles K. Bennett, who recently resigned to enter the retail field in Des Moines, la. Mr. Hicks was formerly manager of the Phonograph Co. and for the past two years has been factory representative of St. Louis. Ray Grundall, in charge of the record department of the Columbia branch, is on his honeymoon. He was married June sixteenth to Miss Laura Shank, of Minneapolis.

E. R. Dyer, president of the Metropolitan Co., says that the June business is showing an increase over last year, which, he believes, is an indication of the growing appreciation of the public for high-grade and reliable merchandise—a desire for quality and permanence rather than price.

W. T. Brinkerhoff, of the Chicago company, spent a few days as guest of R. O. Foster at his home at Lake Minnetonka. Floyd Masters, of the Knabe Piano Co., is in the Twin Cities at present.

Business at Columbia headquarters, where tremendous activity prevails following the demonstration of the new Columbia Viva-tonal phonographs, is good. These new products were introduced to the local trade—practically every music house in the Twin Cities being represented—at the Radison Hotel, Minneapolis, Minn., by W. C. Fuhr, vice-president and general sales manager of the Columbia Co., and A. J. Heath, Chicago branch manager.

The new Columbia is no less a treat to the eye than to the ear: the cabinet-work is beautiful. There are two finishes—a two-tone brown machine, and a three-tone mahogany, decorated in subdued polychrome colors. Both the old and new types of records were equally full and clear on the new instruments. A great many special orders were placed by the dealers.

Fred B. Stevens, factory representative of the Magnavox Corp., was recently in the Twin Cities demonstrating the new Victor. W. F. Warren, of Spragge-Warren Co., was in Duluth and reports a very fair business in Symphonic reproducers and Artone portables, which are the company distributors.

Adaptable to Any Set

Illustrated are two types of Jones MULTI-PLUGS ready for use on any radio set. The W.B. type brings to radio something brand new—the radio wall plug—which means the radio fan can connect his set through a wall plug and have the unsightly batteries either in the basement, closet or an adjoining room.

Write today for full information regarding the Jones MULTI-PLUG proposition

Jones MULTI-PLUG
THE STANDARD CONNECTOR

HOWARD B. JONES

616 S. Canal St.
Chicago, Ill.

PHONOGRAPHS
RADIOPHONES
REPRODUCERS
MUSIC BOXES
MACHINE TOOLS
ELECTRICAL TOOLS

August 10, 1926

THE TALKING MACHINE WORLD

104
The deliveries, the quality, the service, that come out of a new two-million-dollar plant with 37 years' electrical experience behind it.

2. The kind of franchise you would write yourself—maintaining prices, protecting territories, allowing good profits—a franchise proved right with 3000 dealers, and lived up to in the past.

3. The exclusive handling of a radio receiver that has spread into every state in the Union in three years; is now one of the six leaders; was the first practical single dial control set; is still the only set accompanied by its own Air Telephone Directory.

4. Twenty-two full page advertisements in four months in the Saturday Evening Post, the Literary Digest, Liberty, bringing buyers to you.

5. A line from $89 to $250.00—five, six, and seven tube—the lowest prices on the market for sets of such tone quality, beauty, selectivity, and volume.

The Day-Fan business is now twelve times as big as it was five years ago. Day-Fan has just expanded into a new two-million-dollar plant, trebling its production facilities.

Day-Fan's success is based not only on turning out a remarkable radio receiver, but also on being one of the first radio manufacturers to stabilize the dealer's business with a franchise that meant more than words. These are not vague promises. They are things which are proved by our past experience.

We invite correspondence from all high class radio dealers, and are prepared to show you the reason why you should handle Day-Fan.

If you take on Day-Fan this coming season you will be taking the first step in the building of a solid, substantial and profitable business. Send the coupon.

Day-Fan
RADIO RECEIVERS

DAY-FAN ELECTRIC COMPANY
Formerly The Dayton Fan & Motor Company
DAYTON, OHIO
For More Than 37 Years Manufacturers of High Grade Electrical Apparatus

You may send me particulars regarding Franchise for □ Distributors □ Dealers.

NAME
ADDRESS
TOWN
STATE
Aggressive Activities of Toledo Trade Result in Continued Brisk Business

Summer Lethargy Not Evident—Strong Sales Promotion Campaigns Staged by Live Merchants Have Done Much to Stimulate Activity—How Dealers Are Putting Over Sales

TOLEDO, O., July 7—Most talking machine and radio dealers here in reviewing and comparing the first half of the current year with the corresponding period of last year report a gratifying increase in sales volume. Merchants discovered some time ago that aggressive work on the outside is a sure cure for trade stagnation. Retailers are optimistic and look for a steady run of trade for the remainder of the year. The so-called Summer slump is being turned into a warm weather run of trade through aggressive merchandising of portable records, radio accessories and ukuleles.

The Lion Store Music Rooms are carrying on what Manager Lawson S. Talbert terms a canvassing sales campaign. That is, outside salesmen are out to sell machines to get immediate business and not to see how many prospects they can card. He cited the results of the first work as an example of what is being accomplished. In three squares on National Avenue two Credenzas and two Granadas were sold. Fourth of July week was designated as portable week by the department. Victor, Brunswick, Carryola, Harmony and Cub small machines were exploited. The three latter brands are new items of merchandise here. To further acquaint prospects with the merits of the Orthophonic and the Panatrope demonstrations were made at the Sylvania Golf Club, the Toledo Advertising Club and the American Business Club recently.

The J. W. Greene Co. is closing a consistent volume on the better combinations, including the Panatrope, Florentia and Borgia, according to E. A. Kopi, manager. He also stated that Borgia-2 is becoming scarce. Sales in both the talking machine and radio divisions are more than 75 per cent ahead of last year.

In the campaign for prospects the Panatrope P-10 was demonstrated before crowds at Westbridge Park and Riverside Park on Sundays at 4 p.m. under Park Board permits. Sales have come from the demonstrations. Kenneth Freckle, in charge of the work, F. Shively is promoted from the service department to the sales staff.

At the Lagrange street store R. C. Elwell is meeting with success in closing phonograph sales among the Polish people. These people, it is said, will buy if the merchandise is brought to them, but hard to induce to go to a store downtown for machines.

The Korona Music House, Columbia and Victor dealer, issues a fortnightly circular to Polish prospects in which twenty-five titles from the Columbia foreign catalog are listed. The Polka, Waltz and Mazur are favored by the foreign born, while the new generation favors the mappy American selections, B. J. Janiszewski stated.

The United Music Store is centering a large share of its sales-producing efforts upon its window displays. The store is located in the atetrical district, hence the windows must perform a double task—that of showing merchandise to advantage and that of selling through the eye. Harry L. Waiserman, proprietor, stated that recently he conducted six test window displays for the purpose of finding out which attracted the greatest number of people and which drew the largest number into the store. It was found that colorful displays stopped the most people and that cards with price and a companion card with a sales message drew them into the shop. Photographs, records, radio and small goods were displayed in the windows, sometimes collectively, and again singly or units. Recently such seasonable goods as portables and ukuleles were made to run up large sales figures through the windows. Miss Virginia Davis is a new member of the record staff here.

The Cable Piano Co. is using a decidedly different stunt to draw people to the store. The Cromwell Electrolux is playing records by request in one of the large windows. A colored lad in spiffy attire and cane is stationed before it. With his walking stick as a pointer, he indicates from a card that any record shown in the window will be played. The crowd outside delights in naming the selections. In this manner a great number of people are becoming better acquainted with the store and many records are being sold.
That's why the dealer who insists on Flyer-equipped portables is free from complaints, returns and losses

YOU don't need to keep your fingers crossed when you sell a portable equipped with a Flyer Motor. That phonograph will stay sold and you'll have a satisfied customer who will continue to buy from you—because the Flyer Motor has already passed 77 inspections that guarantee satisfaction.

Every part of every Flyer Motor is as carefully made and as rigidly inspected as in the motors of the highest priced cabinet machines. The result is a perfect, smoothly-working assembly—noiseless, sturdy, durable—a motor that will give years of satisfactory service under any and every condition.

When you sell a Flyer-equipped portable you are backed by two guarantees—that of the phonograph maker and our own.

Play safe and insist on the Flyer. Three out of four portable phonographs sold are FLYER MOTOR-equipped.

The

GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for 25 Years.
Announce Borkman Speaker Units and Loud Speakers

The Zinke Co., of Chicago, Sales Department of the Borkman Radio Corp., of Salt Lake City, Utah, tells of the New Lines

The Zinke Co., Chicago, sales department of the Borkman Radio Corp., Salt Lake City, is announcing to the trade at the present time the line of Borkman speaker units and loud speakers. The Borkman Velvet unit is of the push-pull type with a double stylus bell, developing great range, reproducing the full round tone of the deeper registers and giving perfect articulation of the higher voice frequencies. The manufacturer states that the unit will not blast upon even the highest of power amplification. The Borkman unit is thoroughly protected by patents and is the basis of the entire line of speakers manufactured by this concern.

Among the speakers are Nos. 14 and 15, Velvet horn type, with an inductable Kerstenite horn 14½ inches in diameter with a scientific air column developing concert volume. No. 12 Velvet is a smaller horn type with a 12½-inch bell. Velvet table speaker No. 9 is a non-directional, decorative speaker, which is said to yield nearly as much volume as the horns, retaining at the same time a soft tone quality through its reflex air column. No. 18 Velvet has the appearance of a cone diaphragm speaker. It is non-destructible, not affected by climatic conditions and delivers a rich, deep bass from the cone with a volume equal to the horn type speaker.

The manufacturer has made considerable progress in the development of its cabinet and console models, known as the Orthovox line. Orthovox 27 has a concealed horn eight feet in length, which, coupled with the new Borkman Velvet unit, reproduces the music of an orchestra, single instrument, or voice with fidelity, and great range in volume. The two Orthovox models vary in the length of air columns only, according to their size, and their volume is such that power amplification of any standard set is held unnecessary. No. 21 Velvet Orthovox is a table model with a five-foot air column and No. 24 Orthovox is a complete console with an eight-foot air column.

The Zinke Co. sales program calls for exclusive distribution, national and co-operative advertising, circulars and other advertising helps.

Window Display Features Caswell Portable Line

DENVER, Col., July 6.—The Chas. E. Wells Music Co., of this city, well-known Brunswick and Caswell dealer, and one of the most successful music stores in this section of the country, featured recently a very attractive window. This display presented about twenty Caswell portables effectively arranged and well calculated to attract the attention of passersby. The window produced direct sales and Roy E. Thompson, who is manager of the phonograph and radio departments of this establishment, was highly pleased with the success of the display.

The Chas. E. Wells Music Co. employs a staff of competent salesmen who leave nothing undone to develop sales.

Jewell Portable Radio Testing Set Being Introduced

The Service Set May Be Used for Laboratory As Well as Field Work When Required

To fill an obviously existing need the Jewell Electrical Instrument Co., Chicago, Ill., maker of testing equipment for radio receivers, is introducing to the radio trade a portable service set consisting of an assembly of high-grade, re-
Increase in Employment and Fine Weather
Bring Improved Demand in Cleveland

Vacation Period Reflected in the Increased Demand for Portable Talking Machines and Other Small Instruments—Henry Dreher's Health Improving—Other News of the Trade

Cleveland, Ohio, July 6—Business has improved in the last thirty days. The weather was one cause, more employment another. Portable phonographs were in good demand, as many started on their vacations and took an instrument and a bunch of records along. Small good sales also picked up for this same reason. Combination instruments had a very fair call. The portable radio showed an increase in popularity over last year.

The Panatrope Entertains

The local branch of the Brunswick Co. placed a Panatrope and selection of sacred and classical records aboard the steamer Sweeney, that carried the Bishop of Cleveland and six hundred delegates to the Eucharistic Congress in Chicago. L. S. McLeod, branch manager, had only a sample record of "The Mass of the Angels," but sent it along, with the result that there has been quite a demand for the disc. The Panatrope made a great hit with both the clergy and laity. Vincent Lopez records have been in good demand and a number of Brunswick dealers of Akron and Canton turned out to hear him play at East Market Gardens, Akron, and Moonlight Gardens, Canton.

Harry Dreher's Health Improving

Henry Dreher, accompanied by Mrs. Dreher, spent several weeks at Atlantic City for the benefit of Mr. Dreher's health. He is improving right along and is able to get down to the office each day. Harry R. Valentine, vice-president of the company, had to undergo several operations of a minor nature, but which necessitated his staying in the hospital for a time. He is now back at the store again.

The company has been using an invention of Warren Cox, president of the Radio Apparatus Co., to reproduce music on the street. An R. C. A. speaker is hooked up to either the piano or phonograph with the device of Mr. Cox and gives splendid results.

Music Merchants Visit Detroit

A delegation of members of the Music Merchants Association of Ohio, accompanied by their wives, went to Detroit on Sunday, June 27, at the invitation of Fred Rayley, president of the Michigan Association, and other members. A very enjoyable and profitable day was spent. The Ohio members were met at the dock by their hosts and taken to the Book Cadillac Hotel, where they were entertained.

R. J. Mueller Returns From Convention

R. J. Mueller, branch manager of the Columbia Phonograph Co., returned to this city after attending the recent Convention of the Music Trades Associations at the Hotel Commodore, New York. Mr. Mueller was delighted with the interest shown by phonograph dealers from all over the country in the new Viva-Tonal Columbia, and was especially pleased with the number of dealers attending from his own territory.

Effective Window Displays

Victor dealers have had a number of very attractive window displays of the various models. The "Paul Revere" was featured by both Wurlitzers and Fueblers, and the thousand-dollar combination model by Dreher's. The Cleveland Talking Machine Co., Victor distributor, has been very busy shipping out the carload shipments it has been receiving. Howard Sargent predicts a very good season for radio and is very enthusiastic over the possibilities of the Atwater Kent and Fooley line. A big advertising campaign is planned and a strong letter has already been sent out to the trade announcing the company's appointment as a distributor.

Harmony Records Popular

Harmony records have been enjoying a good sale right along, R. J. Mueller, branch manager of the Columbia Co., reports. The Heaton Co., of Columbus, took on the line and it is doing well with it. The Euclid Music Co. put on a three days' drive and disposed of a large number. Miss R. Helberg and Carl Kramer, of the Cincinnati office, spent a couple of days at the Cleveland office. R. A. Mueller attended the national convention and visited Philadelphia and Pittsburgh on his way home. Both Columbia and Harmony portable machines have been in good demand and all prospects point to a good business for them throughout the season. The new Columbia window trim is being used by many dealers.

Bright Outlook for Freed-Eisemann

The Haas Electric Co., distributor of the Freed-Eisemann line of radio, is making preparations for a busy season. It reports dealer enthusiasm over the outlook for business, and the sales force has had a number of meetings in which they were made better acquainted with the many excellent qualities of the set.

Two New Victor Portables

The Victor Talking Machine Co. has announced the trade two new portable Victorolas, one known as Victrola No. 1-6, priced at $25, and the other Victrola No. 1-5, priced at $35. It is stated that shipments of the new models will be made to the trade in the near future.

The Walter S. Gray Co., San Francisco, Cal., recently added a line of ukuleles and banjo saxes and is considering adding other musical merchandise items.
Convention of King Radio Distributors in Buffalo Marked by Great Enthusiasm

Over 200 Present at Conclave Staged by King-Buffalo, Inc., for the Purpose of Announcing New King Line and Outlining the Sales Policy of the Company—Entertainment Enjoyed

The distributors of King-Buffalo, Inc., manufacturer of the King line of radio receivers, held an enthusiastic sales convention at Buffalo, June 10, 11 and 12. Over 200 people attended the convention, which was held for the purpose of announcing the new King line and explaining its features.

Arthur T. Haugh, vice-president of the company, who was recently elected chairman of the Radio Manufacturers' Association, presided at the sales meetings. Talks were given by B. G. Close, sales manager; Howard A. Gates, radio engineer; Burton Etigovich, merchandising counsel for the company; and W. E. Faxon, director of the Lewis H. Metz & Sons, Inc., advertising agency in Chicago. A talk by Professor L. C. Hecox, the University of Buffalo, on "Is Radio Petering Out Or Is It Just Beginning?" was one of the high spots of the convention.

Announcement was made of the new cone-type reproducer manufactured by the United Radio Corp. of Rochester under the name "Peerless," which is to be marketed exclusively by the King organization this season.

A crowded program of entertainment was arranged for the visitors in Buffalo, beginning Thursday afternoon with a bus trip to Niagara Falls, historic Fort Niagara, and other points of interest, followed by dinner at the Canadian side at Niagara Falls, and a bus ride around the Falls to view the illumination by night. Following this the visitors returned to the King plant to hear demonstrations of the new line, which was enthusiastically received by all.

Many of the visiting distributors brought their wives and the company arranged an interesting program of entertainment for the ladies, including not only the trip to Niagara Falls, but several luncheons and a trip through the Roycroft Shops, founded by Elbert Hubbard at East Aurora, N. Y.

On Friday evening the company gave a banquet to the guests at the Hotel Statler, after which an interested crowd went again to the King plant to hear the evening demonstrations.


The King line of receivers for 1926 comprises a complete line of instruments with a price range to suit every requirement. Model 71 is a six-tube, one-dial control, completely shielded neutrodyne, with three stages of radio frequency amplification. Model 73 is a seven-tube one-dial control, completely shielded, loop operated neutrodyne, with four stages of radio frequency amplification. This instrument is designed in both table and High-boy models. The latter containing a built-in loud speaker and at a table model is designed as Model 72. Model 64 is a six-tube, stabilized tuned radio frequency receiver, three-dial control type; Model 64-H is a six-tube, stabilized tuned radio frequency receiver, three-dial control, console type, with built-in loud speaker. Model 62 is a six-tube balanced, stabilized tuned radio frequency receiver, single-dial control, console type; Model 10-K is a straight panel neutrodyne table type; Model 25, a five-tube neutrodyne table type; Model 25-S, a neutrodyne table, with built-in loud speaker, 25-M, 30-M, a tuned radio frequency table, with built-in speaker.

The recording department of the Brunswick Co. recently recorded four selections by the Chanters from the Shrine of Wichita Falls, Tex. These singers, who have received national recognition because of their unusual voices and because of the character of the music they render, are prominent business men and are also prominent in Masonic activities. The selections recorded are "O Holy Father" and "Lord, Is It True" on one record, and "Ahsona" coupled with "Good Night, Beloved" on the other.

The proceeds from these records are to go to Masonic supported charitable institutions. When the first King-Chanters records was received in Wichita Falls there was spirited bidding for the possession and they were finally sold, where being autographed, to W. D. Cline for $100. The records are being advertised widely in Shrine circles and the Brunswick Co. is well pleased with the reception which they have been accorded.

Valley Forge Parts Jobber Reports Business Increase

Phonograph Repair & Accessory Co., St. Louis, Distributor, Has Had Substantial Increase Since Recent Absorption

St. Louis, Mo., July 6—The Phonograph Repair & Accessory Co., exclusive distributor of Valley Forge products manufactured by J. A. Fischer Co., Philadelphia, Pa., has increased its business substantially since it absorbed The Valley Accessory House. Also since taking on the Valley Forge line the business of this company has more than doubled, and an idea of the volume may be gained from the fact that this company has just placed an order for 25,000 main springs, as well as other talking machine repair materials, in anticipation of big Fall business.

Otto Grenzback, head of the company, entertained from Mr. Epstain, of the A. Fischer Co., at his home upon Mr. Epstain's recent trip through that section of the country. Mr. Grenzback is mapping out a trip covering the entire territory of his company, and expressed his enthusiasm over the prospects.

New Gulbransen Small Piano Gets Trade Approval

Instrument Was Feature of Exhibit at Convention—Nation-wide Contest for Name

CHICAGO, Ill., July 6.—The new Gulbransen small piano, made by the Gulbransen Co., for use in small apartments, studios, bungalows and similar places where space is limited, was enthusiastically commented upon by the trade at the recent convention at the Hotel Commodore, New York. This instrument occupied a prominent position in the Gulbransen display of the company. Added interest is being given the introduction of this instrument by the nation-wide contest now being conducted to get a suitable name for it.

The instrument, finished in mahogany and walnut, stands three feet eight and one-half inches high, is four feet eight and one-half inches wide and has a depth of twenty-three and one-half inches. It is so light in weight that it can be moved about easily.

Music Master Trustee

PITTSBURGH, Pa., July 10.—David S. Ludm has been appointed trustee for the bankrupt estate of the Music Master Corp., manufacturer of the Master Portrait line, to act as a going concern for an indefinite period. Mr. Ludm was formerly president of the Auto car Co.
"Distance without Distortion"

POWER!

Like the motor car that can break 80 miles an hour, you may never need the full power of this wonderful tube. With a suitable speaker it will fill an armory with undistorted sound, carrying a good voice to the far corners with startling clarity and realism.

This tremendous potential power permits ordinary operation with effortless ease. The beauty of the tonal quality is rapidly winning music lovers to the use of this super-power tube and its associated equipment.

P.A. 210 operates at from 90-425 plate voltage with from 4.5 to 35 volts negative "C" battery bias, so the sale of the super-power amplifying idea insures the sale of considerable additional apparatus.

To put super power behind your profits get ready to demonstrate this super-power Perryman Tube, P.A. 210.

Perryman Super Power Amplifier
P.A. 210 - - $9.00

Filament Voltage .......................... 6-7.5 Volts
Filament Current .......................... 1.1-1.25 Amp.
Plate Voltage .............................. 90-425 Volts
Plate Current ............................. 3.5-23 Milliamperes
Negative "C" Voltage ........................ 4.5-35 Volts

The new Perryman catalog illustrating and describing Perryman Radio Tubes is now on the press and will be ready for distribution very shortly. A copy is yours for the asking.
McPhilben-Keator Announce Lines for Coming Season

Well-known Metropolitan Distributing Firm Carries Nationally Advertised Radio and Phonograph Apparatus—Sonora Featured

McPhilben-Keator, Inc., with offices at 245 West Fifty-fifth street, New York City and 68 Thirty-fourth street, Brooklyn, N. Y., recently announced its lines and distribution activities for the coming season. This concern is one of the best known radio distributors in the metropolitan area and recently became an exclusive distributor in Brooklyn and Long Island for the Sonora radio and phonographs.

The company covers metropolitan New York, Long Island, northern New Jersey, Westchester and parts of Connecticut. Besides the officers of the company, which include Randall M. Keator, president; Maxwell Fisher, secretary, and Henry A. Delmol, treasurer, it has eight salesmen covering the field. All of these men are equipped with automobiles and are thus able to give attention and service to their clientele.

The line for the coming season, besides the Sonora radio and phonographs, includes Kolster receivers, Brandes apparatus, Priess products, Acme, Dictograph, Balkite, Elton and a few other selected and well-advertised products.

Ethel and Dorothea Ponce Start Vaudeville Tour

Ethel and Dorothea Ponce, Columbia recording artists, who have been featured by that company in full-page advertisements in the trade press and other mediums, started a tour of vaudeville theatres throughout the East the early part of this week, appearing at the Bradford Theatre, Newark, N. J. The Ponce Sisters, who are daughters of Phil Ponce, the well-known music publisher, have won a wide following through their radio and recording work. Their latest record for the Columbia catalog was "Hi-Diddle-Diddle" and "Happy Go Lucky Days," and it proved a big seller in all sections of the country. The harmonizing of the Ponce Sisters is out of the ordinary and their series of vaudeville appearances afford Columbia dealers in the cities and towns which they visit an excellent opportunity of effecting a tie-up to stimulate the sale of their records.

Kellogg Switchboard & Supply Co., Chicago, is introducing to the music trade at the present time its line of radio receiving apparatus. The feature of the new line is Model 507 receiver, a six-tube set which is furnished in either a table model or console, the latter being equipped with built-in speaker and battery compartment. Both the table model and console are furnished in walnut.

Technically speaking, the set is one which employs inductive tuning, a method endorsed by engineers as giving the greatest uniformity of signal strength on stations throughout the entire broadcast band. The tuning of the set has been arranged, as it is only necessary to set the wave group switch on any one of the desired groups and then bring in any of the stations in that group with the single tuning knob. By means of this system the selector scale covers only a small portion of the broadcast stations, thus making wide separation and easy tuning. The stations are brought in quietly and the volume may be regulated from a mere whisper up to tremendous power.

The Kellogg Switchboard & Supply Co. was founded in 1897 by a group of pioneer independent telephone men who began the manufacture of equipment for one of the largest exchange changes that had been built up to that time, St. Louis, Mo. In the twenty-nine years which have followed the firm has risen to a position of prominence in the independent telephone field and Kellogg equipment is now being used in practically every country on the globe. The present plant, with a floor space of more than thirteen acres and employing 1,500 to 2,000 people, is one of the most modern and up-to-date factories in the country. In the plant every facility is available for the manufacture of precision apparatus, there being extensive laboratories, a complete Bakelite molding plant, a splendidly equipped tool room, plating and enameling plants, condensers, insulating and winding, assembly and inspection departments. At Cassopolis, Mich., the firm also maintains a complete wood-working plant.

The Kellogg Switchboard & Supply Co. entered the radio field many years ago, producing head sets and gradually increasing its line until it now embraces a complete line of receiving apparatus, including sets, parts, loud speakers and "Hit," battery eliminators. The design and manufacture of precision radio parts present the same problems as the making of telephone equipment, and it is logical that such an organization with its background of experience should build a quality product. The Kellogg company executives believe that radio is no longer an experiment, but has now developed to the point where it should be considered a necessity in every home, a musical instrument, and a means of both entertainment and education. The policy of the firm will be that of telling through its distributors, except in such territories as are served by branch warehouses where distribution will be made direct to dealers. Retailers are being given exclusive franchises as herefore.

TEST IT.
OUR VICTOR
Record Service
has a reputation for efficiency.
Suppose you try it.

E. F. DROOP & SONS CO.
1250 G. STREET, WASHINGTON, D. C.
44-50 CLAY STREET, BALTIMORE, MD.

Caswell Distributor Ends Interesting Trade Visit

Denver, Col., July 6—Harry L. Weendon, head of the Harry L. Weendon Co., 1940 Blake street, distributor of Caswell portable phonographs, returned recently from a very interesting trip, which included a visit to Los Angeles, Ga., and points in the Carolinas as well as the Caswell factory in Milwaukee, and a few days' stay in Chicago. In Milwaukee Mr. Weendon was given a royal reception by L. B. Casgrande, vice-president of the Caswell Mfg. Co., who took him on a fishing trip where the fish actually pleaded to be caught. J. A. Wellensgard, who is also a vice-president of the Caswell Mfg. Co., was another member of this successful fishing expedition. In Chicago Mr. Weendon was entertained by Leigh Hunt, of the Oto-Tone Co., who invited the Caswell executives to spend a very pleasant evening at his home with a number of friends.

Film Star Uses Zenith Radio in Moving Picture

Reginald Denny, leading star of the Universal Pictures Corp., Universal City, Cal., recently paid a visit to the offices of the Zenith Radio Corp., Chicago. Mr. Denny used a Super-Zenith IX receiver in one of his late releases, "Skinners Dress Suit," and in "Take It From Me," a comedy film which will be released this Fall, Zenith receiving sets will again be used in the setting. Mr. Denny is shown in the accompanying photograph as he sat chatting with H. H. Roemer, director of sales promotion of the Zenith Radio Corp., in the firm's reception room, and, judging from his gesture, the phrase "Take It From Me" was being used by the star as the camera snapped. Or, perhaps, Mr. Roemer asked Mr. Denny his opinion regarding Zenith products and was receiving emphatic approval.

Cristofori to Gulbransen Is Interestingly Set Forth

The June issue of the Gulbransen Bulletin, published by the Gulbransen Co., Chicago, which was mailed to the trade a few weeks ago, contained an interesting twelve-page section devoted to a description and history of the invention of the piano by Cristofori, an Italian, who in 1726 built the first instrument embodying the basic principles of the present piano. At the present time, as far as research and records reveal, there are only two existing pianos known to have been made by Cristofori; one in the Metropolitan Museum of Art, New York City, and the other, dated 1726, is in the possession of Mons. Alexandre Kraus, Florence, Italy. One illustration shows the action invented by Cristofori and his original model, in comparison with the modern registering grand produced by the Gulbransen Co. The progress made in the piano industry during the past two hundred years is outlined step by step from the instrument invented by Cristofori to the latest product of A. G. Gulbransen. A record of a number of the Gulbransen patents, under which various parts of the mechanism are made and incorporated in the instrument, is also shown.

MICA DIAPHRAGMS
For Loud Speakers and Talking Machines

AMERICAN MICA
47 West Street
New York
The MARWOL ADVANCE 1926 MODELS

Marwol Six-Tube Receiver
This model is the same as the $70.00 model, but is not equipped with the built-in "B" battery eliminator. Circuit, method of terming, cabinet except for size, is identical.

List Price
$50.00

Marwol Six-Tube Set With Built-in "B" Eliminator
This New Marwol six-tube receiver employs resistance coupled amplification. Needs no "B" Batteries. It is equipped with a built-in "B" battery eliminator, free from hum and designed to give permanent plate current to all tubes. Installed in a genuine mahogany cabinet artistically designed. Two tuning dials and one potentiometer control.

List Price
$70.00

Two advanced models for the 1926 season are shown on this page. These models will be in production within a few weeks. Into each of them have been incorporated the latest electrical, engineering and construction principles, to insure sets of outstanding efficiency free from all possibility of trouble which would cause headaches on the part of the jobber or dealer and back of which all who associate themselves with the Marwol line may stand with the utmost confidence in the quality of the merchandise, the sincerity of purpose of the manufacturer and the thoroughness of service.

Marwol Radio Corp.
546 Broadway
New York City
HAPPENINGS IN THE DOMINION OF CANADA

Canadian Manufacture and Imports of Radio Apparatus More Than $9,000,000

Statistics for Year 1925 Show Substantial Growth in Industry—S. J. McCook Discusses Possible Phonograph Shortage—Brunswick Panamote Given Theatre Demonstration

Toronto, Ont., July 7—Production in Canada of radio apparatus, including sets, parts and batteries, reached a total value of $5,548,659 in 1925, according to a statement just issued by the Dominion Bureau of Statistics at Ottawa. Six plants in Canada were engaged solely in the manufacture of radio sets or parts, nine other concerns made sets and parts in conjunction with the manufacture of other electric apparatus and twelve of the manufacturers of batteries in Canada reported an output for radio purposes.

Statistics for 1925 show a substantial growth in the radio industry during the year and also reveal a tendency toward the production of complete sets rather than in the manufacture of separate parts. In 1925, the number of complete sets manufactured by these companies was 48,499, and the selling value, f.o.b. works, was given as $2,196,024. Production of vacuum tubes amounted in value to $1,299,084 and was double that of the previous year; output values of all other parts were lower than in 1924.

Imports of wireless apparatus and parts into Canada totaled $1,552,537 during the calendar year 1925. United States supplied $3,358,196 worth of these materials. As exports were practically negligible the apparent consumption of radio apparatus in Canada, obtained by adding the imports to production, reached a grand total of $9,104,196.

In referring to the possibilities of a shortage of phonographs during the Fall and Christmas seasons, S. J. Cook, sales manager of the McGa-anagan Phonograph Corp., Ltd., Stratford, said that one thing seems assured and that is, the live ones in the trade are going to take no chances on a shortage of instruments, and are ordering in larger quantities than for a number of years. He further stated that he believed the problem of the manufacturers will be production.

Orthophonic Victrolas in various models are still in heavy demand and dealers handling this line report enormous business. Victor records are as popular as the new model Victrolas and are also enjoying an unprecedented volume of sales.

The Fort William, Ont., branch of Hentz- man & Co., Ltd., recently staged a demonstra- tion at the Royal Theatre of the new Brunswick Panamote, playing with the theatre tempiece orchestra, and made the hit of the day. At the conclusion of the performance the manager of Heintzman's phonograph department, Mr. Whit- field, was presented with a beautiful bouquet of roses by the manager of the Royal, and was ex- tended an invitation to repeat this performance at a future date.

The Phonola Co. of Canada, Ltd., will shortly offer the Canadian trade a new console model phonograph, "Wondertone," said to employ a new principle of reproduction and amplification. These new Panamote dealers are in rapture as regards the selling possibilities of the new Seville model, and all those who have received their quota have already sent in repeat orders.

The Brunswick Co. of Canada, Ltd., will shortly release two new records made recently in Toronto by the Brunswick new Light Ray electrical process, embodying the first and only records of the famous Mendelssohn Choir, Toronto, comprising the complete choir of two hundred and fifty voices. It is anticipated that a wonderful reception will be accorded these new Brunswick recordings.

Stanley C. Thornton, the well-known radio dealer of Dundas, Ont., was a recent visitor at a luncheon meeting of the Buffalo Radio Trades Association.

Montreal Radio Dealers See Quality Market in the Fall

Expect Well-Known and Nationally Advertised Receivers to Sell Well—Brunswick Recording Orchestra in Local Appearance

Montréal, Can., July 6—Local dealers handling radio sets are all pretty well of one mind as regards selling for Fall and Winter, and the majority of those interviewed are of the opinion that there will exist among prospective buyers the desire to pay a good price for a set of a well-known and established make, any anywhere from $150 to $200, rather than purchase a cheaper set of unknown quality.

Layton Bros., Ltd., this city, are making big efforts in pushing the sale of Balkeite "B" elimi- nator and to date have been very successful, according to George Layton, manager of the radio department. They are advertising this product heavily in the newspapers.

The recent drive for funds of the Women's Hospital campaign was well supported by the music and phonograph trades, and substantial subscriptions were made to this worthy cause by Edgar M. Berliner, president, Victor Talking Machine Co., of Canada, Ltd.; Layton Bros., Ltd.; C. W. Lindsay, Ltd.; Harold Leonard and His Red Jacket Waldorf Astoria Orchestra, New York, were a feature at the Windsor Hotel recently for a week. Local Brunswick dealers took the opportunity of fea- turing this orchestra's various Brunswick re- cordings in their advertising and tying up with it in other ways.

H. B. McKenzie, vice-president of Amplotn Corp. of Canada, Ltd., was in attendance at the recent convention of the American Radio Manu- facturers' Association, held in Atlantic City. S. B. Trainer, head of the Amplotn Corp. in both Canada and the United States, is on the execu- tive board of the Radio Manufacturers' Associa- tion.

Among those from Canadian territory who at- tended the recent third annual convention of Atat- water Ken representatives in Philadelphia were: G. Harper, Kitchener; R. H. Bowman, Saskatoon; O. R. Crowell, Halifax; Mr. and Mrs. C. G. Keyes, Ottawa; Bill Bennett, J. A. Bennett and Leighton Elliott, Toronto; John M. Bishop and J. Ernest Millen, Montreal.

C. R. Fraser, one of Toronto's best-known radio men, and a former manager of Fada sales in Canada, has joined the radio sales organiza- tion of the Stewart-Warner Speedometer Corp., in Toronto.

For the benefit of the radio trade in the province of Ontario, the Amplotn Corp. of Canada, Ltd., Toronto, has been giving Satur- day morning concerts, broadcasting from station CHIC from 10.30 to 11.30 a.m. These high-class recitals have benefited the dealers.

At the recent annual meeting of the Montreal Publicity Association, Gilbert Layton, of Layton Bros., Ltd., was elected a director, effective for the year 1925.

C. H. Townsend Piano Co., Ltd., Montreal, N. B., branch, under the management of Gordon Ross, states that a big run on Brunswick rec- orders has been experience recently.

C. W. Lindsay, Ltd., reports that it cannot get enough stock ahead of the new Seville Bruns- wick model. It sold out the initial quota the day they were on the floor and had to wire for a rush shipment to be forwarded immedi- ately.

The International Music Store (Frank Ram- spurger) is very much elated over the new Brunswick Seville model and predicts big busi- ness in this new type from its establishment.

News of the Retail Trade

From the Winnipeg Field

WINNIPEG, Man., July 6—The death is an- nounced of Wm. S. Hemihill, sales manager of J. J. H. McLean, a valued employe of this firm for over ten years.

Parkar & Shaw, headquarters for Bruns- wick Panamotres and records, are of the opinion that the phonograph trade will see a big revival this Summer and Fall.

Owing to increased business and the need for more warehousing space, the Winnipeg branch of the Dominion Battery Co., Ltd., has been forced to move to larger and more up-to-date quarters at 128 James street.

Construction of a 5000-watt broadcasting sta- tion at the Manitoba Agricultural College is practically assured.

"Horses," a Leo Feist song hit, has been made the official song of the Winnipeg Stampede.

In Hands of Creditors

A creditors' committee has been appointed to take charge of the affairs of George S. Unis, Inc., of Brooklyn. This firm is not insolvent, but the affairs are in such a condition that it is unable to realize immediate cash to meet its liabilities.

The musical merchandise store of George A. Smith of Omaha, Neb., has been moved to the Lyric Building, Nineteenth and Farnam streets.
Saxophonic Phonograph on Display at Furniture Mart

I. Goldsmith, Head of Player-Tone Talking Machine Co., Attending Summer Exhibition at Chicago Furniture Mart—First Presentation

PITTSBURGH, Pa., July 6—I. Goldsmith, head of the Player-Tone Talking Machine Co. of this city, is at present in Chicago attending the Summer exhibition at the Chicago Furniture Mart, which opened on July 6. The company has on display at this exhibition the first presentation of its new Saxophonic line of phonographs which consists of twelve models, ranging in price from $75 to $200. The Saxophonic phonograph embodies a new tone arm and sound box equipment which has met with the enthusiastic approval of Player-Tone dealers and which is attracting considerable attention at the Furniture Mart.

The Player-Tone Talking Machine Co. has been identified with the phonograph industry for many years and in making his arrangements for the coming season Mr. Goldsmith determined to give his dealers a line which would afford every possible opportunity to develop sales in every price range. The Saxophonic line features two handsome console grands, three consoles, four consoles and three uprights, all equipped with the new Saxophonic tone chamber and sound box. The cabinet designs are both distinctive and attractive, and Mr. Goldsmith is now working out plans whereby Player-Tone dealers will be given maximum co-operation in merchandising the company's Saxophonic line during the coming season.

Sterling Equipment

Don't let Service Time deprive you of your profits in sets—

You can sell your customers equipment with which to do their own "home" servicing.

A review of last season's radio business, entitled "What Is Wrong With Radio?" written by an authority, brings out the leak in dealer profits as a case of too much unnecessary service to the buyers of sets and parts.

Isn't it logical that set-owners should be equipped with the proper "tools" to service the radio? Why put the burden on your own business? Why not sell them their own servicing needs and make a profit where you have been absorbing a loss?

Sterling Care Takers and Inspectors are made for the layman's use and for easy selling on the dealer's part. It's the most complete "home-servicing" line of the radio equipment you can select from.

Nationally advertised

Sterling Radio Equipment

THE STERLING MFG. COMPANY
Cleveland, Ohio

F. A. D. Andrea Announces New Eight-Tube Receiver

A new eight-tube set, embodying the latest improvements in design, construction and engineering, has been announced by F. A. D. Andrea, Inc., manufacturer of Fads radio. The new model, together with a six-tube set modeled along the lines of the eight, will supplement the present line of sets manufactured by Fads, which total thirteen different models. The eight and six-tube sets are of the totally shielded type, housed in table type cabinets of effective design, and the chassis of both sets are of structural steel.

W. J. Brown, assistant manager of the Atlanta, Ga., branch of the Columbia Phonograph Co., was a recent visitor to New York.

Eastern Headquarters of U. S. Music Co. Moved

New York Offices and Stockrooms Now Located at 25-33 West Eighteenth Street, Where Larger Space Is Available

The Eastern branch offices and stockrooms of the United States Music Co., for some time past located at 122 Fifth Avenue, New York, were moved on July 10 to 25-33 West Eighteenth Street, just around the corner from the old location. The company occupies the second floor and mezzanine in the new building, with much more space available for the handling of its steadily growing business in the East. J. M. Wale is general manager of the Eastern division of the company, with a large sales force under his direction.

Government Powerless to Regulate Radio Activities

WASHINGTON, D. C., July 8—The Department of Justice ruled to-day that the Government was powerless to enforce regulations governing radio broadcasting and other activities of the industry unless additional powers were voted by Congress. The Department of Commerce asked for a ruling on the subject when such authority was not obtained in the last session, all bills dealing with radio being lost in the jam of the losing days.
Two Phonographs Added to Berg A. T. & S. Co. Line

Console and Console Models, Fabrikoid Covered With Two-toned Leather Effects—Carries 70-inch Tone Chamber and Other Features

The Berg Auto Trunk & Specialty Co., Long Island City, N. Y., manufacturer of Artone portables, comprising a line of six models, produced these new “Art Model” phonographs. The company plans an extensive advertising campaign in introducing these new products and expects to establish a new line of phonographs in exterior decoration for musical instruments.

The new Berg console and console will be distributed through jobbers in centrally located key cities of the country, many of whom are already handling the Berg Artone portable phonograph and have found those products popular with the public.

**Record and Portable Phonograph Sales Are Big Factors With Kansas City Trade**

Demand in These Lines Keeps the Trade in Flourishing Condition—New Type Instruments Attract Interest to All Lines—Dealers Anticipate Splendid Fall Business

**Kansas City.** Mr. July 8—June has been a satisfactory month with the phonograph dealers in Kansas City, according to general reports here. While the sale on large machines has been a bit slow, activity in popular records and an unusual demand for small portable machines have served to keep the phonograph business flourishing, in spite of the above-normal temperature conditions in this locality. The new machines now on the market are acting as a stimulant to activity in all lines. The prospects for Fall, in the opinion of dealers here, are that the new type machines as well as the improved mechanical talking machines are going to meet with great favor with the public, and the phonograph is going to entrench itself as a household necessity to a greater extent than ever before.

**Good Brunswick Business**

T. H. Condon, district manager of the Brunswick-Balke-Collender Co. in this city, reports business ahead of last year, and the prospects for a steady demand for Brunswick machines throughout the Summer excellent. Portables have been a big item with them this season. Mr. Condon believes that much of the business in all lines with the Brunswick dealer has been created by the Panatrope demonstrations, which have been able to revive interest in mechanical machines and trade-in models as well as the more expensive Panatrope machines. The new Brunswick improved mechanical numbers, the Madrid, the Seville and the Cortez, are expected to be popular sellers this Fall. The deliveries already made are meeting with the record sales throughout the dealers in the territory. Mr. Condon will make a trip through Oklahoma and Kansas the first of July and the first of August.

The Brunswick Shop had the biggest Saturday so far this year on records, after a Friday evening advertisement in a local paper featuring Charley Straight and His Orchestra.

**Optimistic One-Year Outlook**

W. B. Ockenden, manager of the Columbia Phonograph Co. headquarters here, has just returned from a trip through northern Oklahoma, where he is convinced that there is a decided demand and reports that that country is going to have the best crop it has had in years. Every indication, according to Mr. Ockenden, is that his company will have an exceptionally fine business this Fall. Records in Kansas City, as well as throughout the territory, have been enjoying a good demand for this time of year, much ahead of other years, with the “Truly I Do” by Ford and Glenn, and Ross Gorman’s orchestra playing “Valencia,” two of the numbers which it is almost impossible to keep stocked on.

The popularity of the New Brunswick Columbia records, according to Ockenden states, by the fact that they are receiving countless inquiries from small-town dealers, asking to be allowed to carry the Columbia records.

O. D. Standke is finding business ahead of last year, especially in records, which have continued in steady demand in spite of warm weather. Mr. Standke says that within the last thirty days he has supplied one customer from Lindborg, Kansas, the Swedish settlement, which is famed for its Spring music festival with $61 worth of Columbia New Process records, all classical selections, and in addition sold him a Symphonie Reproducer.

J. W. Jenkins Sons Music Co. has been finding portables, ranging in price from $15 to $50, in active demand. Records have been moving well for this time of year.

**Edison Products Popular**

After a trip through Oklahoma, Kansas and Arkansas, C. L. Smith, manager of the Edison Distributing Co. of this city, has returned and expresses himself as optimistic and enthusiastic about Fall prospects. The special advertising campaign, put on recently to introduce the new reproducer, has created considerable interest in the attachment, and has resulted in demonstrations, and a volume of sales. Mr. Smith says that the new twelve-inch record, carrying selections from the ten best records of the month, which the Edison Co. recently introduced to its dealers, is meeting with enthusiastic response. The record is designed for the small dealer who does not find it profitable to keep a supply of all records issued, and it is intended as a library from which to select. The purpose is to eliminate the evil of overloading the small dealer. As a part of the plan the Kansas City branch is forwarding to the dealers practically a 24-hour service on orders received, the distributor carrying the stock instead of the small dealer. This plan has resulted in keeping the department store, until the end of the summer, full of records of all types.
Directors of Radio Mfrs. Assn. Make Important Recommendations at Meeting

Suggest Trade Show in Conjunction With Annual Meeting—Committees Appointed to Investigate Interference and to Work on Installation Plans—New Constitution Presented

The board of directors of the Radio Manufacturers Association at a meeting in Buffalo, June 29, considered several matters of great importance to the radio industry and justified expectations of fulfillment of the comprehensive program initiated at the Atlantic City convention of the Association in May of this year through adoption of the following, which it is believed, will greatly increase the advancement of radio interests.

A recommendation to the membership that the 1927 Annual Spring meeting of the Association be held at the new Stevens Hotel, Chicago, the week of June 8 and that in connection therewith a trade show be carried on in the spacious auditorium that will be available, it is thought, will be of great value to manufacturers in establishing distribution. This was referred to the Show Committee, H. H. Frost, chairman, for detailed presentation to the Association at the meeting to be held in connection with the Third Annual Radio World's Fair, New York City, September 13 to 18.

A Committee on Interference, T. K. Webster, chairman, was appointed to go thoroughly into the causes of interference other than that caused by radio, with a view to working with various agencies to eliminate such interference.

A Committee on Radio Receiving Installation, H. H. Frost, chairman, was created for the purpose of co-operating with organizations in the construction industry in wiring of houses for proper radio receiving installation.

In line with the suggestion of Secretary Hoover at the time of the convention at Atlantic City a Statistical Committee, J. B. Hawley, chairman, was formed with instructions to make a survey of the statistical needs of the industry and to present plans for a competent statistical service to the Association.

Authorization for publishing the R. M. A. News as the official medium of the Association, under the direction of B. W. Rauck, executive secretary, was voted.

The Fair Trade Practice Committee, C. C. Colby, chairman, was authorized to formulate a code of fair trade practices or principles of business conduct.

Important changes in the government of the Association were forecast in the proposed new constitution and by-laws presented by President Haugh.

The board of directors approved the national contest proposed by the Department of Agriculture to interest interest in radio among farmers and recommended that members of the Association cooperate.

The annual Radio Industries Banquet, regularly held at the time of the New York Show, was approved.

Extended activities in legislation affecting the industry were noted in the resolution adopted calling for close co-operation on the part of the Radio Manufacturers Association with the National Association of Broadcasters.

Committee reports indicated substantial progress in the work of the Association. H. H. Eby, chairman of the membership committee, reported applications from a number of well-known institutions, which will be referred to the membership for approval.


David Grimes Marketing New Device, the “Gradeon”

Device Links Phonograph and Radio and Makes Use of Power Plant and Amplifiers of Set to Increase Record Volume

David Grimes, Inc., well-known radio set manufacturer, Jersey City, N. J., in addition to its new line of radio models, is marketing a new musical instrument device known as the “Gradeon.” This product makes use of the power plant and the audio amplifiers of a radio set-in, “stepping-up” the volume of record renditions on any type of phonograph.

The “Gradeon” has a special sound-box which is attached to the phonograph tone arm. From this runs an electric cord to a pronged device which is inserted in the detector tube position of the radio instrument. Tubes, other than the audio, are not in use and can either be left in or extracted from the radio instrument. Between the new type sound box and the pronged plug for the detector position is a small dial which assists in regulating the volume of tone needed for particular rooms. This, together with the battery indicators on the radio set, makes possible almost any volume to suit the size of any room or auditorium. With the “Gradeon” any type of loud speaker becomes available for this talking machine record amplification.

The “Gradeon,” which is sold at a popular price, has already been announced through several full-page ads by John Wanamaker of New York, and Gimbel Bros., in Philadelphia. In New York territory the Blackman Talking Machine Co. and Silas E. Pearsall Co. have been appointed distributors for the “Gradeon.”

EVERY PHONOGRAPH OWNER IS A PROSPECT FOR THE Quali-Tone DeLuxe Reproducer

Shown with ALL BRASS Combination Tone Arm

Retail Price . . . . $7.50
Tone Arm Set Complete 12.00

Proven by exacting tests and many months of experiment, the Quali-Tone DeLuxe Reproducer will revive your customers' old phonographs with its rich and powerful tone. Its special metal alloy diaphragm reproduces the rumbling bass and highest treble notes with the fidelity and volume of the new type talking machines.

Attractive Discounts to Jobbers and Dealers

DURO METAL PRODUCTS CO.
2649-59 NO. KILDARE AVENUE
CHICAGO, ILLINOIS
WORLD’S CLASSIFIED ADVERTISING

Any member of the trade may forward this offer to any person intended for this advertisement. A rebated trade mark will be inserted free. Reprints will also be forwarded without charge where cost of space will be included in the ad. If bold-faced type is desired the cost of same will be $2.50 per line. Rates for other classes of advertising also.

UNUSUAL OPPORTUNITY

An opportunity for radio and accessories manufacturers to secure the services of a well-regarded distributor catering to radio and talking machine dealers for over 25 years. If you will mail us this information, we will provide the address of a well-regarded manufacturer of radios and phonographs.

FOR SALE


The A. C. Gilbert Co., New Haven Conn.

RECRODS WANTED

ASTLEY CLERK, 18 King Street, Kingstown, R.I., has a large variety of catalogs and trade prices from Gramophone manufacturers or dealers (not Victor), who can supply Chinese and Syrian records.

WANTED—Radio Tube Salesman. We want a high class salesman calling on musical jobbers to sell a really quality radio tube. Responsible organization. Excellent sales policies. Protected territories. Commission basis. Address "Box 1573" care The Talking Machine World, 383 Madison Avenue, New York City.

WANTED—Outside solicitor and salesman for pianos, phonographs and radio on salary and commission. A good opportunity to a determined worker of sales ability. Write, giving full particulars. Address "Box 548" care The Talking Machine World, 383 Madison Avenue, New York City.

POSITION WANTED—Salesman desires position with jobber or manufacturer to sell radio or accessories to the trade. Browse same care Victoria, Box address "Box 1577", care of The Talking Machine World, 383 Madison Avenue, New York City.

MILWAUKEE TRADE DEMAND

New Models of Instruments

Expect New Radio Lines to Stimulate the Late Summer and Fall Business—June Sales in All Lines Prove Unsatisfactory

MILWAUKEE, Wis., July 7.—Activity in talking machines continues at a satisfactory rate, which is encouraging for this time of the year, and present conditions in the Milwaukee trade indicate that the remainder of the year will be a busy one for local wholesalers and dealers.

The Interstate Sales Co., a subsidiary of the Badger Co., featuring the Fried-Eisenmann radio line, is looking forward with marked interest to the arrival of the new Fried-Eisenmann models, which should be in Milwaukee before the middle of July. The belief is expressed that the new models will act as a stimulant to late Summer and early Fall business, which might otherwise lack vitality.

The demand for Super-ball antennae has been very big, and production at the factory in Green Bay, Wis., is being increased to 6,000 a day," announced Fred E. Yahr, of Yahr-Lane, Inc., national and international distributor for the Super-ball products. The Super-ball antenna is being received with marked favor by both jobbers and retailers, according to Mr. Yahr, and this is due to the fact that they are constantly being made add greatly to its desirability as a business-getter. A new condenser has been added to the antenna, to which the lead-in wire has been attached, and other improvements are being made.

Because shipments are now being made to foreign countries the words "Made in U. S. A." are being added to the trade-mark of the antenna, Mr. Yahr said. Among the new jobbers established on this continent are L. J. Yang & Sons, Ine., Regina, Sask., Canada; and jobbers have been added to England, Japan, and other foreign countries. On a recent trip to La Crosse, Wis., Minneapolis, Minn., and other points in northern Wisconsin, Mr. Yahr called on several new dealers and jobbers in that territory. The trip combined business and pleasure, and was a day's fishing in northern Wisconsin which was both successful and enjoyable.

The Super Ball Antenna Co. of Green Bay is planning to put a new article on the market in the near future. This is the "Super-Ground Clamp" which will solve the difficulty of grounding a radio set for many radio owners. This clamp is so constructed that it may be attached to practically any size water pipe or other ground rod. Paint is next, brush on the lower side of the clamp insures direct contact with the metal through any coat of paint or varnish which might otherwise interfere.

Mr. Yahr attended the meeting of Western and Middle Western Sonora jobbers held in Chicago just prior to the Fourth of July. He expressed great interest in the new models on display, and will have his Fall campaign in the talking machine field on the information he has been able to secure at this gathering.

Activity resulting from promotion of the Panatrole remains the most important factor in the movement of the Brunswick line. Dealers have been doing much to stimulate interest in this instrument, with very favorable results. However, there is still a place for the newest of the Brunswick line, according to Milwaukee dealers, who are eagerly anticipating the arrival of these instruments. They express the belief that a very brisk business can be created by the introduction of the mechanical instruments.

Carl Lovejoy, Brunswick representative in this territory, spent the latter part of June on a trip through the State, calling on dealers.

A. V. Orth, of the Orth Music Co., which features the Carayola line at retail, reports a good opening for the season. He states that the Carayola Master has been especially active although the other novelty numbers at lower prices have also been moving.

General Distributing Berg and Masterphonic Lines

The Distributing Division of the General Phonograph Corp., New York, recently added the Berg line of Artone portable phonographs to the merchandise it distributes to the metropolitan trade. Harry Fox reports that the Artone line has proved popular with Ohio dealers. The Masterphonic line of phonographs made by the Wolf Mfg. Industries is also distributed by the General-distributing division.

Harry Fox, who a month ago took over the management of the Distributing Division of the General Phonograph Corp., New York, reports that the sale of Okeh and Odeon records and other products distributed during the month of June was far greater than the sales volume of any preceding June.

PLAZA ISSUES ATTRACTIVE PORTABLE ADV. MATERIAL

Window Display and Counter Posters Lithographed in Seven Colors Feature the Pal and Regal Portable Phonographs

The Plaza Music Co., 10 West Twentieth street, New York city, manufacturer of the Pal and Regal portable phonographs, and other products for the talking machine dealer, has in con- junction with a special sales drive on its Pal and Regal portables during the Summer months issued some particularly attractive advertising material designed to appeal to consumers.

These new Pal and Regal posters are in seven colors and are of such material that they can be used either for window strips, backgrounds for window dressings, in the interior of the store or in a conspicuous place upon the dealer's counter.

Records Bring Voices of Presidents to Radio Fans

Once again has the talking machine record proved indisputably its value as a means for preserving for posterity historical events in connection with individuals, for through the medium of records those listening to a special forth of July radio program from St. Louis, WGN, Chicago, were privileged to hear important speeches as made by Theodore Roosevelt, Warren G. Harding, Woodrow Wilson and William Howard Taft, while they were occupying the office of President of the United States.

Through the medium of the records Roosevelt was heard to deliver in his actual voice his address on "The Farmer and the Business Man," Wilson's "Address to the Farmers" was also reproduced before the microphone, as was Harding's speech at Hoboken on the return for burial of over 5,000 American soldiers and sailors killed in France in World War I. The last record was Taft's speech on "Labor and Capital."

As the records were played before the microphone they were given suitable settings of soft music interspersed occasionally with the plaudits of the audience. Judging by the messages received by the radio station, the program proved most interesting to listeners at receiving sets.

The Talking Machine World
How Small Goods Manufacturers Are Aiding Retail Merchants to Boost Sales

Talking Machine Dealers Who Operate Musical Merchandise Departments Will Find It Profitable to Make Use of the Sales Helps Prepared by Manufacturers' Experts

Reiteration is often necessary to drive a point home, and so let us repeat in these columns again that the merchant who is overlooking the possibilities of a banjo instrument and musical merchandise department is locking his cash drawer against a steady source of revenue. One of the best freemarket strategists always on the alert to prepare aids for its dealers to increase sales. This company, through its operation of a retail band and orchestra store in Cleveland, is in a particularly good position to understand the problems of the dealer, and hence the sales aids distributed by the H. N. White Co. are distinctly appropriate. This company recently inaugurated a street car advertising campaign in behalf of its own retail department and the results were so good that it is now urging other King dealers to try the same plan.

In the May issue of The World an article appeared giving instances of the manner in which the Leedy Mfg. Co., maker of drums and drummers' accessories, co-operated with its dealers in stimulating sales. Particular stress was given the Leedy series of sales letters to be used by dealers over a stated period. This series consisted of twelve letters couched in language which made them of real value. In a foreword to the letters the Leedy Co. explained that, after a long study of the sales problems of its dealers, it had come to the conclusion that direct mail was the best method of increasing sales, and so the advertising department prepared the series.

These are but a few of many examples of the helps which the makers of musical merchandise and band instruments are constantly offering to their retail organizations. They represent the results of a close study of the market and are prepared at great expense and should be taken advantage of by every retailer to achieve the greatest possible business.

Vega Co. Produces Banjo De Luxe for Brooke Johns

Gold-finished, Brilliant-studded Instrument, One of Finest Ever Made, Attracted Attention at Music Trades Convention Exhibit

Boston, Mass., July 7—The Vega Co., of this city, maker of band, orchestra, and Vega banjos, has produced a banjo de luxe, which is aptly termed the $1,000 banjo. This banjo was exhibited at the Vega display at the recent convention of the Music Industries Chamber of Commerce in New York and is a special model made at the plant of the Vega Co., in this city, for Brooke Johns, prominent banjoist. The banjo is made in accordance with a special order of Brooke Johns, who already owns several Vega-phones. In addition to the brilliancy of the gold-finish, the rim is studded with brilliants, which sparkle in the spotlight when Mr. Johns plays on the stage. Carl W. Nelson, president of the Vega Co., states that this instrument is the finest he has ever seen.

To Register Trade-mark

Washington, D. C., July 7.—M. Hohner, Inc., New York City, maker of Hohner harmonicas, has applied to the United States Patent Office in this city for the registration of “Up-to-Date” as a trade-mark for harmonicas. The firm states that this name has been used in this connection since 1897.

A band is being organized in Newburg, Mo., by William James, of the Martin Bros. Piano Co., Springfield, Mo.
Samuel Buegeleisen Returns From European Trip

Head of Musical Merchandise Jobbing Firm Sums Up Conditions—Sees Europe as Consumer for American Instruments

Samuel Buegeleisen, head of the musical merchandise jobbing house of Buegeleisen & Jacobson, who recently returned to this country after an eleven-week tour of Europe, reports that Europe may soon be looked upon as a consumer as well as a producer of musical instruments. Mr. Buegeleisen attributes this to the fact that the modern American jazz orchestras have made a tremendous success in their appearances in European countries, particularly France and England, and he feels that this popularity will result in the creation of customers for American-made instruments.

In summing up conditions as he found them, Mr. Buegeleisen says: "I found that prices in musical merchandise are fairly stiff in Europe. Industrial conditions are not of the brightest and lower prices would be in prospect were it not for the fact that high taxes and high labor figures enter materially in the manufacturing costs. In France, conditions are not stable due to the financial uncertainty; Austria is doing little export business and there are few tourists; Czecho-Slovakia, on the other hand, is busy and industrial conditions are fairly good. Business and industrial conditions in Italy were better; in fact, they were the best on the Continent. There is practically no unemployment there, the cities are clean, the people lively, and there is a general note of prosperity not found in other parts of Europe."

"In England and France you are immediately impressed by the tremendous hold that American jazz has taken upon these countries and the popularity of this music has made wonderful musical merchandise business. There is an increasing demand for American-made jazz instruments, particularly the ukulele and the banjo-ukulele.

"I was able to establish a number of important new connections and I consider myself well satisfied with a few purchases I made, particularly a big collection of old violins, cellos and bows, which I was able to acquire reasonably and which is now part of the B. & J. stock."

H. A. Wood, manager of the Newlin-Carr Music Co., Pine Bluff, Ark., has organized a band among youngsters between the ages of seven and seventeen. The organization is sponsored by the local advertising club.

Leedy Mfg. Co. Plans Big Addition to Present Plant

Four-story, Reinforced Concrete Building to Be Erected Adjoining Factory—Addition of Line of Banjos Makes More Space Necessary

Indianapolis, Ind., July 6—The Leedy Mfg. Co., manufacturer of Leedy drums and drummers' accessories, recently completed plans for an addition to the present building, which will carry out, will about double the floor space. The new addition will be four stories, built of reinforced concrete and will conform with the present buildings. It is estimated that the cost will be in the neighborhood of $150,000. One of the reasons for the addition is to provide space for the manufacture of the banjos, which were recently added to the company's line. These new products, nine models in all, were displayed at the Musical Industries Convention in New York last month, and won enthusiastic comment from the trade.

It has not been decided whether work on the addition will start immediately, or whether building operations will commence when the Fall rush is over. The reason for the indecision is that the work would temporarily curtail production and at the present time the demand is so heavy that even a short curtailment would interfere seriously with filling dealers' orders.

Euclid Music Co. Ties Up With Orchestra's Visit

Varied Window Displays and Co-operation With Local Activities in Band Instrument Circles Stimulates Sales During June

Cleveland, O., July 6—The Euclid Music Co. has been putting a special advertising and sales drive behind Buescher band instruments and reports successful results. During the past month this firm sold a complete outfit of instruments to the Euclid Beach Orchestra and had the instruments on display in the store's window for a week, with appropriate display cards. On "Saxophone Day," when a special contest for amateur players under the auspices of the Cleveland Press was held, the Euclid Music Co. donated a $150 saxophone as a prize.

This has resulted in more Pennsylvanians to fulfill an engagement at the Allen Theatre was another opportunity for this live firm and it displayed each Buescher instrument with a picture of the player.

A representative of the Leedy Mfg. Co., maker of drums and drummers' accessories, recently visited Neshaminy's, Canton, O., and displayed and demonstrated the company's complete line.
Employes of C. Bruno & Son, New York, Hold Annual Outing at Glenwood Landing

Hams and the Eggs Have Strenuous Baseball Game With W. J. Haussler and L. Bishop in the Box—Bruno’s Own Orchestra Shows Its Men Can Play as Well as Sell

Karatsony’s Inn, Glenwood Landing, Long Island, was the scene of the annual outing of the employes of C. Bruno & Son, Inc., New York, held recently. The weather was delightful, having apparently been made to specifications of the outing committee, and a festive time was had by all present. The trip to the outing grounds was made by busses, which left New York early in the morning, and the scene of the day’s festivities was reached before 10 in the morning. The baseball game between the so-called Hams and Eggs was the feature of the day and the Eggs came out on top of the Hams, which is as it should be. The final score was 7 to 1.

Ludwig & Ludwig Issue Attractive Banjo Catalog

Various Models of Ludwig Banjos Minutely Described and Handsomely Illustrated in Catalog Dealing With Banjo Line

CHICAGO, ILL., July 8.—Ludwig & Ludwig manufacturers of drums, drummers’ accessories and banjos, recently distributed to the trade an attractive catalog dealing exclusively with the Ludwig line of banjos. The complete line is attractively described and illustrated, many of the illustrations being done in natural color against a contrasting background. The special Art models take precedence in the catalog. These include the Oriental, in Chinese design; Luxor, an example of Egyptian art; Torradora, reminiscent of Spain, and the Cordian, French in color and design. Other models featured are the Ambassador, the Bellevue tenor banjo, Capitol tenor banjo, Commodore De Luxe, plucked model; Stratford, plucked banjo, and a series of Standard Art models. Outstanding features of the Ludwig line are explained in detail as are the materials which go toward the making of a real musical instrument of the Ludwig quality.

Throughout the catalog appear pictures of famous artists who use and endorse the Ludwig products.

Buys Bacon Models Exhibited at Convention

All of the B and D Silver Bell banjos and other instruments comprising the exhibit of the Bacon Banjo Co., Inc. of Groton, Conn., at the Commodore Hotel during the convention of the Music Industries Chamber of Commerce, were sold to the Mid- West distributor of the company, the Chicago Musical Instrument Co., upon the conclusion of the affair. The demand for Bacon banjos has been so strong in this territory that this distributor made an early bid for the fine collection included in this exhibit.

Daynes-Beebe Music Co. Conducts Banjo Contest

SALT LAKE CITY, UTAH, July 6.—An amateur banjo contest was held here recently under the combined auspices of the Daynes-Beebe Music Co. and the Pantages Theatre. The contest had an opportunity of displaying their skill before an audience and at the same time the winner was awarded a beautiful Bacon banjo, donated by the music house. “Montana,” the famous banjoist, conducted
IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 121)

H. A. Weymann & Son Built Big Business Through Featuring Only Quality Products

Prominent Philadelphia Music House, Founded in 1864, Has Advanced Steadily in Prestige—Business Remained in One Family Through Generations—Factors of Success

Among the visitors to the Sesqui-Centennial Exhibition now being held in Philadelphia are many who remember attending the Centennial exhibition in this same city in 1876. The great growth of the city in the span of a half cen-

Harry W. Weymann  A. C. Weymann  H. P. Weymann

tury is remarkable and the city is a very differ-

ent one from that which housed the previous ex-

hibit. It is interesting to note the number of commercial houses in the Quaker City that were well established fifty years ago and are still doing business but in a greater and larger way.

In the music field H. A. Weymann & Son, Inc., is an outstanding example. This old-established house began business in 1864 and was a well-established music house twelve years old during the last exhibition. Of course in the in-

tervening time a great business growth has been experienced. It is now established in its own building on the great shopping thoroughfare of Chestnut street. This building, five stories in height and running through to the next street, is occupied entirely by Weymann and houses the retail end of the business, which is a typical general music house and includes everything musical, and also the wholesale musical merchandise and Victor distributing business of the company. The factory in which Weymann Keystone State musical instruments and Weymann orchestra banjos are made is at another location.

The house of Weymann is an institution in the city of Philadelphia. In many instances two and sometimes three generations of one family have bought their musical requisites at the Weymann establishment. An idea may be gained from a recent experience in the retail musical merchandise department in which a woman when making a purchase explained that thirty-five years ago when she was a little girl

Herbert W. Weymann

and

Wholesalers of Musical Merchandise for a Generation

SOLE DISTRIBUTORS OF

DURRO STRING BOWS

and

STEWART

UMELLES GUITAR

Buegeleisen & Jacobson

579 Union Square, New York

“Silver Bell” Banjos

Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.

GROTON, CONN.

President Serenaded by

News Men With Hohners

WASHINGTON, D. C., July 8.—That the harmonica is national in its scope as a musical instrument was proved in the recent serenading of the chief executive of the nation by the corps of White House news correspondents. This impromptu serenade was played upon Hohners harmonicas by the newspaper men and was said to have been thoroughly enjoyed by President Coolidge and his White House staff.

“Vanities” Star Is a

Bacon Banjo Enthusiast

GROTON, CONN., July 6—“Miss Broadway,” prominent member of Earl Carroll’s “Vanities” and who appeared at the banquet of the Music Industries Chamber of Commerce during the recent convention in New York, has become a Bacon banjo enthusiast, “Miss Broadway” was photographed with one of the popular numbers of the Bacon line made by the Bacon Banjo Co., of this city, and it is planned to use this attractive photo in future publicity of this company.

Reports Big June Increase

MINNEAPOLIS. MINN., July 7—B. A. Rose, who has been prominent in music and musical mer-

chandise circles for the past thirty-eight years, operating a store in the Metropolitan Building, handling banjo, mandolins, guitars and ukuleles, Bacon banjos and other products, states that the pick-up in business during June has been beyond all expectation. Mr. Rose has been instrumen-
tial in the organization of many musical enterprises in the Twin Cities during the past twenty-five years.

Saxophone Shoppe Assigned

CLEVELAND, O., July 7.—The Saxophone Shoppe, Inc., which has been operating in the Superior Arcade, recently made an assignment for the benefit of creditors. Liabilities were placed at $4,000 and assets at $5,000. Jules Esher has been appointed assignee. The store is still be-
ing operated and it is hoped that a way out of the difficulties will be found.
The Power of the Popular Song to Lure People Into the Music Dealer's Store

Current Popular Success "Valencia" Concrete Demonstration of the Pulling Power of a Song That Strikes Public Fancy—The Effect of This on General Business of the Dealer

The power of a popular song to lure people into the music stores in off seasons was never better demonstrated than through the influence of the current popular success "Valencia." This number is having a tremendous sale in sheet music form and, of course, in both vocal and instrumental records.

The trade quickly grasped this melody as a magnet to draw people into the stores everywhere. Hundreds of dealers used the records hooked up to modern cone type speakers for outside demonstrations generally with a placard beneath the speaker stating that the records or the sheet music could be obtained inside.

"Valencia" had tremendous success on the Continent and in the British Isles before its presentation in this country. There is to be an other Spanish type number introduced in this country shortly called "Bolero." This number, too, has achieved a prominent place in the music stores of Europe. In fact, it is billed as the "second biggest European success."

Now both of these numbers, coming as they do during the height of the Summer season, supplemented by many American successes in song and dance form, should encourage those talking machine stores that do not handle popular sheet music to do so. It may be that the profits in this direction are not large. It cannot be disputed, however, that sheet music is an attraction. That it has advertising value and if it is the means of bringing into the stores of the country hundreds of customers during the Summer months there should accrue certain advantages.

Getting people into the store for even minor purchases is important. Once they are inside it is quite possible to sell them something else. Their names can also be placed upon mailing lists and it gives the opportunity to the dealer to find out whether they are prospects for other goods—if not right now, probably in the early Fall. Data can be obtained whether these sheet music purchasers are also talking machine owners. Whether or not they own radio. In fact, it is a means of enlarging clientele and this—in season or off season—is an important factor in any healthy business and is worth deep consideration.

J. B. Kalver Is Now With the House of Feist

To Cover a Wide Territory Working to Popularize Feist Songs in the Moving Picture Theatres—Well-Known in the Trade

J. B. Kalver, one of the best-known men in the music industry, who in recent years has been much interested in the exploitation of popular songs through motion picture musical presentations, has joined the firm of Leo Feist, Inc. Mr. Kalver has a wide acquaintance not only among the executives of phonoplay houses throughout the country but counts as his friends many organists and orchestra leaders. For the firm of Leo Feist, Inc. he will cover a wide territory and look after the popularization of Feist popular successes in motion picture houses.

The Edgar Music Co., formerly the Edgar Music Shoppe, Tulsa, Okla., has filed an amendment to its charter to increase its capitalization to $100,000.

“My Little Nest” Now Recorded by Kreisler

Fritz Kreisler, most eminent of all violinists, has recorded Franz Lehár's "My Little Nest" for the Victor Co. The record is known as "Frasquita Serenade" and it was released late in June. The title is explained by the fact that "My Little Nest" was originally from the Viennese operetta "Frasquita" and, since Kreisler plays it in strictly classical fashion, it was deemed advisable to use a less popular title.

Kreisler is not the only concert artist featuring "My Little Nest," as many singers and pianists have written to Sigmund Spaeth, author of the splendid English lyrics, and to the publishers, the E. B. Marks Music Co., expressing their appreciation of this melodious song.

Anna Case wrote she was so impressed with it that she immediately took it to the Edison Phonograph Co. to arrange with them for a record of it.

Cecil Arden, mezzo-soprano of the Metropolitan Opera Co., stated: "Dr. Spaeth surely has made a delightful, singable setting and I know are long enough will be singing and whistling the melody, which has been one of the most popular ones in Europe for a long time."

Davenport, coloratura soprano, expresses the opinion that she considers "My Little Nest" equally as beautiful as Lehár's entrancing "Merry Widow Waltz," while Daisy Jean, harpist and singer, also commends it most enthusiastically.

Besides fostering "My Little Nest" as a concert number, the Marks Co. is featuring it as a popular fox-trot with a sprightly but not over-jazzy orchestration by W. C. Ponce. In this connection, too, it is becoming very popular and already most of the record and roll companies have signified their intention of recording it shortly.

New Numbers Issued by Ross Gorman Co.

" Ain't We Carryin' On” and " It's Just a Stone Throw From Old Stone Mountain" Being Widely Exploited by This House

The orchestration of "Ain't We Carryin' On," one of the first two plug songs of the new Ross Gorman Music Co., has just been released and is being distributed to thousands of combinations all over the country. The tune is a comedy gang song by Billy Frisch, and Roy Berger. Many vaudeville and cabaret acts are already using the number and consequently it is assured of vocal as well as a dance floor plug. The orchestration for the second Ross Gorman number, "It's Just a Stone Throw From Old Stone Mountain," will be issued shortly. Both these tunes are being exploited by the Gorman firm and by the Edward B. Marks Music Co., sole selling agent for the new concern.

Makes Hit in Production

"My Cutsie's Due at Two to Two To-day," featured novelty in the catalog of Dike, Bloomer & Lang, music publishers of 1995 Broadway, New York City, has proved to be one of the outstanding hits of the new Shubert show, "The Merry World." Salt and Pepper, well-known Brunswick record makers, do the number, which incidentally is one of the only interpolated tunes in the revue, and the boys claim it is one of the greatest songs they have ever done.

The Secretary of the State of New York has granted a certificate of incorporation to the Kayen Music Corp.

"You can't go wrong with any Feist song," a slogan that has successfully stood the test of nearly three decades of activity in the music publishing field.

"You can't go wrong with any Feist song" is probably the only slogan ever created and used by a music publishing concern that has become known wherever music is known.

Among professionals, singers, orchestra leaders and bandmasters it means a brand of publications representing all kinds and grades accepted and appreciated by the various tastes of the general public. To the trade at large it means that when a Feist number is published it is issued because it has been tried and found worthy of a place upon the counters and shelves of the music dealers. They know it is a brisk seller.

The general public recognizes it as a trademark of such vocal and instrumental compositions as are entitled to a place upon their pianos. The same holds good for the owners and users of mechanical instruments which serve to reproduce music.

Conclusively, therefore, the slogan, "You can't go wrong with any Feist song," means exactly what it reaps.

Printers' Ink in a recent issue included the Feist slogan among fifty of the best-known slogans, and since Printers' Ink is the representative advertising and advertisers' trade paper, the inclusion of the Feist slogan among the fifty was indeed noteworthy.

It is not generally known but nevertheless it is a fact worth remembering that vision of P. V. Roat, the slogan forms a basis on which all Feist publications are issued. Putting it differently, a composition must stand the test of that slogan before it is finally issued to the profession, the trade and the public

Leo Feist, Inc., was founded by Leo Feist in the month of August, 1897, with a business policy and ample funds, together with a healthy ambition to make for itself a place in the foremost ranks of the industry. Beginning its career in an office at 1237 Broadway, corner of Thirty-First street, just large enough to hold two chairs, a desk, a piano and two rows of shelves above the piano, it started on its way, building a foundation slowly on a policy that could not then and cannot now fail to succeed — a square deal to the authors and composers, business methods of the highest type in its dealings with the dealers, together with a knowledge and liberal use of advertising space in the best trade papers and eventually in the best national publications. It was this formula, firmly imbedded not only in the mind of Mr. Feist, but in all who were then and who are now associated with the firm, that caused it to grow and grow and prosper. The first employee was Edgar F. Bitter, who was bookkeeper, porter, errand boy, etc. Mr. Bitter is now general manager and treasurer, and upon his shoulders rests the burden of carrying on, as Mr. Feist has for the past few years given but little of his time to the general business activities of the corporation.

From the beginning Mr. Feist was determined to surround himself with the best talent procurable in every department of the business. That he has succeeded is best answered by the position of the company in the industry and the esteem in which it is held by all. With Mr. Bitter at the helm of the executive end of the business, ably assisted by J. A. Deuster, with Phil. Kornheiser at the head of the professional department (and who will dare say that there is a better professional man in the industry than Phil), who, with Polly Mood and other able lieutenants, sergeants and corporals, guides the destinies of all the Feist branch offices situated in all the key points of the United States under the direction of able and efficient managers; with Lee Orem Smith, as general manager of the department of arrangement, ably assisted by Frank Barry and a corps of America's foremost arrangers; with Cliff Odson as the master hand in charge of the mechanical reproduction department; with Henry Heins, who for twenty-three years has been charge d'affaires of the transportation department; with Meyer Jacobs in charge of the counting room; with Major Arthur Hoffman at the head of the secretarial staff; with Lester Santy heading the special service department dedicated to the needs of the band and orchestra leaders; one can easily understand why Leo Feist, Inc., has found its place as one of the popular music houses in America. Every department, including the art department, which is responsible for the well-planned and attractive title pages and advertising matter, under the direction of F. V. Ranck, is equally well manned by the best talent procurable. The general publicity department is under the able direction of Miss Estelle Karn, whose experience in the theatrical world has made her a valuable adjunct to the general advertising department of the corporation.

And so one could go on ad infinitum throughout the various divisions and subdivisions of the business.

It is probably the only popular publishing house occupying its own building, containing 30,000 square feet of floor space exclusively used for music publishing, at 231-235 West Forty-second street, New York, and directly in the heart of the industry.

In the hits that have been issued by the House of Feist will be found hundreds of those that were the most prominent in the last thirty years, beginning with "Smokie Mokes," its first hit of 1898, up to and including "Horses," one of the Feist hits of 1926.

Roat Co. Has New Song

Charles E. Roat Music Co., of Battle Creek, Mich., recently issued a new song, "I Want a Pardon for Daddy." The words and music are by Charles E. Roat, head of the company, who is also the writer of "Till of My Dreams," its first FIVE RECORD BREAKERS

Sad Eyes
Who Wouldn't
Put Your Arms Where They Belong
Oh Boy! How It Was Raining
Pining for You

A Brand New Song

Sung and Recorded by

EDWARD F. BITTER, Bookkeeper
FRANK J. BARRETT, Arranger
PHIL. KORNHEISER, Head of Professional Department
LEE OREM SMITH, General Manager
CLIFF ODSON, Master Hand in Charge of Reproduction Department
HARRY HENYS, Head of Arrangement Department
LESTER SANTY, Head of Special Service Department
MRS. H. H. JOHNSON, Secretary to Mr. Feist

MARK THESE DOWN AS MARKS HITS!

My Little Nest
Franz Lehár's fastest hit
Reaching for the Moon
The accepted fastest hit of 1926
Would-ja?
Unique rhythm fastest
Ain't We Carrying On
The comedy "gang" sing hit
Old Stone Mountain
Another "Trail of the Lonesome Pine"

Edward B. Marks Music Co.
225 W. 46th St. New York City
Arthur A. Penn Renews Contract With Witmark

Publisher Announces Two New Songs by Well-known Composer Who Is the Author of Many Ballad Successes and Musical Works

Under the terms of a new contract recently executed, M. Witmark & Sons have accepted for publication two new songs by Arthur A. Penn, whose ballad successes and other musical works this firm has handled for many years. They are the first Penn publications issued by Witmark since his "Nobody Else," and "When the Sun Goes Down," the success of each of which has been steadily growing and eventually bids fair to measure up to the remarkable records set by such splendid songs by the same writer as "Smiling Through," "Sunrise and You," "The Lamplight Hour," "The Magic of Your Eyes," "Sing Along, Carlissima" and others.

The two new songs are both written in Mr. Penn's characteristic style, a style as inimitable as it is popular. "I Love You All the Time" is the title of the first novelty. The other number is a peculiarly ingratiating song, with a haunting refrain in waltz tempo, entitled "The Roses Weep at Dawn." As is usual, Mr. Penn is the author of the lyrics of both these songs as well as the composer of the music.

Robbins-Engel, Inc., Issues New Folios of Spirituals

Both Volumes Published to Meet Strong Demand for That Class of Music—Another Folio of Newly Developed Works in Preparation

Robbins-Engel, Inc., has released two important folios, both acknowledging the increasing demand for Negro spirituals. The first of these issues contains "Famous Negro Spirituals," and the response to this offering forced the issuance of a companion book, "Celebrated American Negro Spirituals." The transcriptions and arrangements are by Hugo Frey, composer-pianist.

Robbins-Engel, Inc., also has in preparation another folio called "My Spirituals." These are newly discovered works never before published, edited and arranged by Eva J. Jessye, director of the Dixie Jubilee Singers.

The above firm is also publisher of the Italian success "An Reverir But Not Good-bye."
Paul Specht Introduces the "Dance Speedometer"

Exclusive Columbia Artist Now Scoring in London, Introduces Ball Room Novelty Which Helps Both Orchestra and Dancers

Paul Specht and His Orchestra, exclusive Columbia recording orchestra, now playing in the Empress Rooms in the Royal Palace Hotel, London, have introduced a new ball room novelty which has been enthusiastically acclaimed. This device is called the "Dance Speedometer" and is electrically controlled by Mr. Specht as he conducts the orchestra. As shown in the accompanying illustration the "Dance Speedometer" has two dials: one indicating by a pointer and figures the number of beats, and the other a pendulum beating at exactly that rate. Recording the tempo in this manner, the instrument not only helps the orchestra to maintain perfect dance rhythm but also assists the dancers to do so. Paul Specht predicts that it will not be long before all ball rooms will adopt the "Dance Speedometer."

Paul Specht and Dance Speedometer

Saul Bornstein, general manager of Irving Berlin, Inc., will return from his European trip about the middle of August.

Leo Feist Gets New European Sensation

"Barcelona," Spanish One-step, Which Has Swept Europe, to Be Released Here Immediately—Planning Strong Campaign

Leo Feist, Inc., has secured the exclusive agency for North America of the present-day European hit, "Barcelona," a 68-one-step, published by Cecil Lennox, Ltd., London. This Spanish one-step was an overnight sensation in the European capitals and within three weeks of its publication all of the foreign record manufacturers had rushed out special releases, both vocal and instrumental. Feist imported a limited quantity of the foreign orchestrations, and these are now being used by the American record manufacturers in making their records. Everyone who has heard the song is enthusiastic about its possibilities and concedes it a "natural" hit, which is substantiated by its tremendous sale in London—where right now it is the leading seller.

The American edition is being rushed out, and a characteristic Feist campaign will be put behind it.

"Indian Dawn" a Hit

This Indian love song has found its place among the famous American Indian songs and is continually on the programs of the country's foremost artists. Programs recently received from the following well-known artists featured "Indian Dawn": Rosa Kais, Frances Alda, Princess Tzani, Anna Case, Barbara Maurel and Marjory Moods.

Many of the most prominent orchestras are making a specialty of it, including the famous Paul Whiteman, who not only presented it in his imitation style to the American public, but also scored with it on his recent trip to London.

It is interesting to hear that a massed chorus of about one thousand voices will present "Indian Dawn" at the Sesqui-Centennial Exposition, Philadelphia, under the direction of Dr. J. Marvin Hanna. This should prove another good boost for the song as the audience will number well into the thousands and represent almost every part of the globe.

Billy Jones and Ernest Hare, radio and record artists, known as the Happiness Boys, opened at the Strand Theatre, New York, early this week.

"At Peace With the World" Widely Featured

Latest Number by Irving Berlin Given Many Displays by Leading Dealers of the Country

The latest song of Irving Berlin, "At Peace With the World," continues not only to be a steady seller but one that the sales report shows an increasing tendency to further popularity. The publisher, Irving Berlin, Inc., looks upon this latest Berlin offering as one of the best, lyrically and musically, that this popular writer has ever written.

The trade, too, has shown unusual interest in "At Peace With the World" with the result that it is displayed frequently in dealers' windows throughout the country. Some of the photographs of these window displays have recently come to this department. Among these we select for reproduction a very attractive window of H. A. Weymann & Son, Inc., one of the leading distributing and retail houses of Philadelphia, Pa. Although the reproduction shown is small in size compared with the original, it can be readily seen that the title "At Peace With the World" dominated.

At Peace With the World will seemingly still be popular throughout the balance of the Summer and the Fall seasons, as its musical structure is such that, while giving it popularity, it does not cheaper its appeal.

Another new hot dance tune has been added to the Triangle Music Pub. Co. "Blues Series" and it is "Minor Golf." It was written by Harold Arluck and Dick George, who play with the Buffaloniens, a new dance orchestra now playing at the Monte Carlo, New York, under the direction of Jack McLaughlin. This tune is a feature number with the band and it broadcasts it through Station WEAF twice a week.
Important Developments Feature Month in the Gramophone Trade of England

J. E. Hough, Ltd., Changes Name to Edison Bell, Ltd.—Annual Report of Columbia Gramophone Co., Ltd., Shows Strong Position of That Company—Other Trade Activities

London, England, July 3.—A significant change of title was announced to the trade and public during the last month. Messrs. J. E. Hough, Ltd., send me the following announcement: “The manufacturers of Edison Bell products take this opportunity of informing the trade and public that from now onwards the title of the firm is changed from J. E. Hough, Ltd., to that of Edison Bell, Limited. Traders and all those concerned are kindly asked to make a note of this. It is to be remarked that the alteration in title in no way affects the management or personnel of the House of Edison Bell, so that its more than thirty years’ continuity remains unbroken. The company hopes to maintain as hitherto, and further, to consolidate the good relations it has so long enjoyed with trade and public.”

The conjoined names of the two pioneer inventors, Edison and Bell, have been associated with the products of this house since 1893. On the merging of the interests of the Edison Bell Consolidated Phonograph Co., Ltd., and Edisonia, Ltd., in which companies the late J. E. Hough filled the principal role, a new company was formed under the title of J. E. Hough, Ltd., in 1909. This concern purchased the name of Edison Bell, the goodwill, plants and assets. Without Tone-arm or Internal Amplifier

A gramophone which does not utilize the aid of tone-arm, horn or ordinary sound-box has recently made its appearance on the French and English markets. Stylized the “Phonos,” it is an Italian invention, and is in the form of a concave glass cylinder fitted into a round metal frame of very light construction. This frame attaches to a pillar fixed to the side of the turntable. From the middle of the glass cylinder, or radiator, protrudes the needle attachment, and the needle itself drops centrally upon the turntable. The “Phonos” is being sold by Messrs. Pettigrew and Merriman, of 122-4 Tooley street, London, and can be obtained also as an attachment for those already possessing instruments. In place of the ordinarily constructed instrument, with the “Phonos” all that is necessary is the motor and turntable. The company claims that it reproduces the bass with a deep and full resonant tone and that the higher frequencies are registered with perfect clarity. I have been able to give it a fairly comprehensive test and can speak as to its remarkable volume of tone. Attached to a small case with single spring motor and turntable, the “Phonos” gave remarkable results, more than equaling in quality and quantity the reproduction of many existing larger makes.

Columbia Co.'s Magnificent Report

The annual general meeting of the Columbia Graphophone Co., Ltd., revealed that Columbia sales and net profits during the past year were the largest in the twenty-six years of the company’s history.

The Peter Pan Senior

The enterprising Peter Pan Gramophone Co has greeted the portable season with a new model, which it styles the “Peter Pan Senior.” This new model is much like the older Peter Pan in appearance, except that it is a little larger, being two inches by eleven inches by five inches, and contains an internal and ingeniously constructed amplifier. It has also space for the carrying of six or eight records, and it is possible to wind up the spring without placing the instrument over the edge of the table as is usual in most portable instruments. With these improvements and the remarkable volume of tone that it emits, the new Peter Pan is one of the best of the cheaper portable instruments on the market, and the company should do exceedingly well with it.

Gramophone Manufacturers' Annual Meeting

At the annual general meeting of this Association held at the Federation Offices on Tuesday, June 22, E. C. Parkell (Colmore Depot, Birmingham) was unanimously elected president. He is the first of the provincial factors to be accorded this signal honor, which fittingly rewards his constant and active interest in the work of the Association since its foundation in 1918. Geo. Murdoch (The Murdoch Trading Co.), the retiring president, paid warm tributes to the unifying efforts of the officers and committee during his year of office, and emphasized the importance of maintaining this live organization. Geo. Wallis (J. Wallis & Son, Ltd.)

(Continued on page 128)

"The Super Grippa"

Following the success of the "Pixie Grippa" accorded a worldwide popularity for fine tone quality and craftsmanship, the "Super Grippa" is the last word in Portable Gramophones.

It is truly unbreakable, designed with every thought for extreme portability and very hard wear. It remains an artistic production fit for the costliest parlor, or the most exhausting trek. Compare its size, weight and specification. Size 11x10½x5. Weight 10½ lbs.

Specification

Solid dovetailed cabinet covered with fine waterproof black leatherette. All brass fitments. Solid metal patent Sound chamber and motor board in one piece. Highest grade tone and double amplifier. Thorens 39 worm gear or Garrard All British Motor. Metal bound cover and patent record container.

Again compare the size, weight and value.

Price £4. 4. 0.

Subject usual Trade and Shipping Terms.

Lists, quotations and territory open on application by mail. Bentley’s Code.

PEROPHONE LTD. Sole Patents and Manufacturers, 76-78 City Road, London, England
was appointed vice-president: W. B. Bearce (Bearce & Son), honorary treasurer; Messrs. Chantrey, Button & Co., honorary auditors; and C. E. Timms (Resson & Co., Ltd.), whom the retiring president referred to as the ideal secretary, will continue to act in that capacity.

The Council of the Association comprises: Messrs. D. J. Blakeley (Bowey & Co.); M. F. Cocks (J. Thibaudot, Longy & Co.); H. J. Cullum, M.B.E. (Perophone, Ltd., & Lockwoods); Geoffrey Hawkes (Hawkes & Son); C. W. Howell (Scala Record Co.); A. G. Hough (G. Houghton & Sons); H. M. Lemoine (Edison Bell, Ltd.); Geo. Meredith (Murdock Trading Co.); Frank Samuel (Barnett, Samuel & Sons, Ltd.); H. Morphy Smith (Johnson Talling & Co., Ltd.); Louis Sterling (Columbia Graphophone Co., Ltd.).

The list of members embraces practically the whole of the gramophone manufacturing and wholesale trade, the hand and orchestral instrument makers, and small goods manufacturers and wholesalers.

The New Duophone Pliable Record

There is considerable interest in gramophone trade circles here over the new Duophone Unbreakable record, which I understand will be ready for the market on September 1. The company is to be known as the Duophone Unbreakable Record Co., Ltd., and is issuing £100,000 in 200,000 cumulative participating preference shares of 5s. each, and £150,000 in 100,000 ordinary shares of ½s. each, a total of £250,000, of which £162,500 has been taken up. The new record is double-sided, flexible and unbreakable and will be profitably sold at one shilling. The new process was finally perfected some eight months ago and has already been produced in the Australian factory on a considerable scale.

Gramophone Dealers' Report

The report of the Graphophone Dealers' Association (1920) recently issued, contains an account of much useful work put in by the Association during six years of life. In the first place, the foundation, the committee of the Association has held three meetings, and during the last year reports the election of sixty-five new members. The report describes the Association's actions in the following matters: Double-sided records, surplus and unsaleable records, hire purchase, discounts to educational authorities, limitation of catalogues, fair trading, execution of urgent orders, records on approval, second-hand gramophones, definition of "full stock dealer," cut-outs, joint conferences with manufacturers' association, dividends given by co-operative stores, etc. A stop press notice in the report dealt with the action taken by the Association in reference to a circular letter sent by the Graphophone Co. to its dealers asking them to make a return of their stocks of machines three times per year. After negotiations with Mr. Lack, manager of the English branch of the company, the committee were able to reconcile apparently conflicting interests. Attention was also called at the last meeting of the dealers' committee to advertisements of one of the large London stores offering to supply gramophones on Hire-Purchase terms extending over one, two or three years, charging interest at the rate of 2½ per cent per annum. Mr. Lack, who was present at this meeting, promised to convey the wish of the committee to his company, viz., that steps should be taken to stabilize hire-purchase terms, and the recommendation that the Columbia Graphophone Co. and other makers should meet in joint conference with the Graphophone Co., to explore this subject and, if possible, adopt fixed prices for hire-purchase transactions.

Brief Paragraphs of Interest

I understand that Louis Sterling will sail for New York about the beginning of September. Mr. Sterling was to have read an interesting paper at the recently cancelled Convention of the Federation of British Music Industries on the future of the Music Industries. The publication of this paper is awaited with interest.

A trip to Germany has delayed it, but Mr. Sterling has promised me a copy for summarization in This Week shortly.

Owing to the huge success of the 1926 British Industries Fair, the Department of Overseas Trade is already planning the 1927 Fair, and I hear that the hall usually devoted to Musical Instruments has already been fully booked up for piano exhibits only, and that the Gramophone industry will be obliged to take a portion of the adjoining hall.

The Polyphonwerke, Leipzig, records a record business during the past year and also that its subsidiary concerns have done well, though profits have been less than in the preceding year owing to alterations involved in the introduction of the electrical recording process. A dividend of 8 per cent is to be paid.

Arrangements are understood on the point of completion for the acquisition of a factory here for the Brunswick Co. The organizing staff, with plans, have already arrived in England.

The latest position of Gramophone shares on the London market is as follows: Columbia Graphophone ordinary 10s—48s. Preference £1 shares at 21½; Gramophone Co. ordinary 6½d; Vocalion Graphophone Co. 8s.

Metropolitan Victor Ass'n Discusses Cheaper Record

An interesting discussion on the question as to whether or not the Victor Co. should market a fifty-cent record was the outstanding feature of the June meeting of the Metropolitan Victor Dealers' Association, held on Wednesday, June 30, at the Cafe Boulevard, New York. The discussion was led by J. Schick. Many of the members joined in the discussion and it was finally decided to ask the company to produce such a record.

It was also decided to form a "Collection Sworn In" for the benefit of members of the Association. This service would consist of a tracer and lawyer who would follow up and attempt to collect bad accounts, and, failing to accomplish this, sue to repossess the merchandise involved. Regarding the demand for building up membership, it was found advisable to find some one who will devote all his time to bringing non-member Victor dealers into the Association in return for a percentage of the initiation fee.

There will be no meetings of the Association during July and August, the next gathering to take place in September on a date not yet decided.

Cambridge University Men Protest Phonograph Ban

A despatch from London, Eng., says that Cambridge University students are trying to get the ban raised on the phonograph, which for many years has been forbidden within university bounds and on the neighboring river.

Howard, a student from Cambridge, and his friends, are not happy unless they can have a phonograph in a canoe or punt with them on bright sunny days when they drive along the River Cam. Cambridge students are no exception, and they resent the prohibition of tinned music.

Hoary-headed professors of Sanskrit and Hebrew represented the invasion of the phonograph nearly twenty years ago. They said it was against the classical spirit of Cambridge to have popular music ringing through the ivy-clad court and along the intimate little river about which the buildings are grouped. But the students insist that the records are no longer of the tin-penny character they were in years past, and that university men are denied part of their musical education through the present ban.

Beware of This Man

Shaker's Music Store, Santa Ana, Cal., reports a most costly experience with a young man who entered the store and asked to see a Model 305 Stewart-Warner radio receiver. In accordance with the young man's request, the set with all accessories, was sent to the prospect's home, to be left there for a day or two while he made his decision regarding the purchase. When the dealer visited the young man's home two days later he found his prospect was gone and the receiving set had disappeared for parts unknown. Investigation revealed that the young man had rented a furnished apartment for a week in addition to the Music Store he had defrauded three other radio dealers in Santa Ana by the same clever method of fraud. The number of the Model 305, which disappeared, was 16042.
ADVANCE RECORD BULLETINS FOR AUGUST—(Continued from page 131)

Regal Records

DANCE RECORDS

5701 I'm Just Wild About Animal Crackers—Fox-trot, with Orchestra.
Where Does She Live—Fox-trot, with Orchestra.
Waffles—Fox-trot, with Orchestra.
Yankee Doodle—Fox-trot, with Orchestra.
Play Me an Old Melody—Fox-trot, with Orchestra.
Hear Langdon—Fox-trot, with Orchestra.
June, the Moon and You—Fox-trot, with Orchestra.
Talking to the Moon—Fox-trot, with Orchestra.
Where'll You Get Those Eggs?—Fox-trot.
When the Red, Red, Robin Comes Bobble—Solo, with Orchestra.
There's a Blue Rider in My Heart—Waltz, with Orchestra.
Illinois Classic—Waltz, with Orchestra.
I'll Walk Around in Circles—Fox-trot, with Orchestra.

STAY AT HOME VARIETY

5709 Valentine Male Quartet, with Piano Accompaniment.
The Edmo Quartet.
Come! Home from School—March, with Piano Accompaniment.
Plump, the Pig—March, with Piano Accompaniment.
I've Got You—Horn, with Piano Accompaniment.
When You Go Away—Duet, with Piano Accompaniment.
Here, I Am—Fox-trot, with Orchestra.
Sleepy Head—Tener Solo, with Orchestra.
Have a Heart—Tener Solo, with Orchestra.
Kaufman, with Orchestra.
Dowland—Tener Solo, with Orchestra.
I Wish You Were Isolde of Me—Baritone Solo.
Slowly, with Orchestra.
When My Darling—Tener Solo, with Orchestra.

Domino Records

3762 When the Red, Red, Robin Comes Bobbin'—The Edmo Quartet.
June, the Moon and You—Fox-trot.
Talking to the Moon—Fox-trot.
I'm Just Wild About Animal Crackers—The Edmo Quartet.
Waffles—Fox-trot.
You Gotta Know How to Love—Tener Solo, with Orchestra.
There's a Blue Rider in My Heart—Piano Accompaniment.
I'll Walk Around in Circles—Fox-trot.

U. S. Music Co.

STAY AT HOME VARIETY

5707 I'm Lonely Without You—Fox-trot, with Piano Accompaniment.
That's All—Waltz, with Orchestra.
Hard-to-Get Gerrie—Fox-trot, with Orchestra.
I'm Going to Get Even—Waltz, with Orchestra.
Get Away—Waltz, with Piano Accompaniment.
Bonnie Blue (You Make Me Feel Blue)—Fox-trot, with Orchestra.

Prisoner's Sweetheart—Waltz.
Lost Love—Waltz.
Royalty—Waltz.
Brimming—Waltz.
Shout—Waltz.

SPECIAL LIST

Sweet Little Mama—Fox-trot.
Jack Pierce—Dance Song.

Fox-trot.

Just Like You—Waltz.

Fox-trot.

Baby—Waltz.

You're Always in My Heart—Fox-trot.

Fox-trot.

Fox-trot.

Fox-trot.

Fox-trot, with Orchestra.

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Los Angeles Trade Reports

Good Sales in All Lines

Many Clubs and Resorts Purchase Panatropes for the Entertainment of Gustavus & Columbia Dealers Eagerly Await New Instruments

LOS ANGELES, CAL., July 3—Irving Westphal, manager of the Wholesaler's Department, Southern California Music Co, reports that a number of Panatropes have been sold recently to clubs and resorts, including the Edgewater Beach Resort in Los Angeles, several others. The Monti Lowes Tavern, in addition to purchasing a six-hundred-dollar Panatrophe, bought a Radiola 28. Mr. Westphal declared that the opportunity for supplying such places with electrical reproducing instruments is almost limitless and he is very optimistic of the future.

Congratulations have been extended to three of the Los Angeles delegates to the National Convention, which was held last month in New York City. Edward H. Uhl, president of the Southern California Music Co, was elected president of the National Association of Music Merchants; John W. Boothe, manager of the music department of Barker Bros, was elected secretary; Ed. A. Geissler, vice-president and general manager of Columbia Music Co, was elected a director of the Association for a three-year period.

The new Columbia models are expected to arrive in the next few days and Columbia dealers are looking forward to same with the most eager anticipation. According to the statement of a number of dealers the sale of the New Frech Columbia records has increased recently by leaps and bounds.

The Fitzgerald Music Co announced that it had secured the Victor line the latter part of June, which it will feature with the Brunswick line.

Howard L. Brown, Los Angeles manager of the phonograph division of the Brunswick Co, left the latter part of last month for Chicago on his way to New York, whence he sails July 6 for an extended European trip. Mr. Brown, before leaving, had the satisfaction of noting that this year was showing month by month an increase over the corresponding months of last year. He will visit England, Belgium, France, Germany and Switzerland and expects to be back at his desk in the latter part of August.

J. W. Boothe, general manager of the music department of Barker Bros, announced that he has obtained the Brunswick agency for the phonograph department and is now in a position to offer customers a choice of the three makes, viz., Brunswick, Sonora, Victor. He reports business as very satisfactory.

Richmond Trade enjoys

Good Summer Business

Brunswick Co. Seeking Representation by Richmond Motor Co.—Dealer Concentrates on Atwater Kent and Crosley Lines

RICHMOND, VA., July 8—The Brunswick Co, which has been without representation here for the past few or more, except for a furniture store connection in south Richmond, has been in negotiation with the Richmond Motor Co., which operates a radio station at 904 East Broad Street, about the establishment of an agency in the city. Mr. Thomas, of the Brunswick agency, was here recently.

The Columbia Furniture Co, announces that it is now concentrating on the Atwater Kent and Crosley lines of radio, having dropped several other lines which it was carrying. In the phonograph line, it finds that the cheaper-priced new Orthophonic Victrolas are the best sellers. Portables and in bin display in the store.

Gene Austin, Victor artist, was at the Lyric Theatre for three days recently. The Corley Company tied up with the event by installing a Hysperion Electricle and Radiola in the lobby of the theatre. This was operated by J. H. Steinbrecher, Jr., manager of its retail record department, for three days prior to its appearance in the theatre. Sales of several new Orthophonics were registered as a direct result of the demonstration. An unusually large sale of Austin records resulted. The Corley establishment Saturday afternoon following his last performance, remaining for an hour. In this period he autographed all of his records that were sold while he was there. That evening, Garland E. Moss, of Lee Ferguson Piano Co, and several others identified with the music trade of Richmond, entertained him at a party at Gresham Court.

Miss Elsie Applegate, of the Corley's retail record department, was married recently to David Arwood, well known in Richmond music circles. Employees of the Corley Company presented her a case of silver for a bridal present.

Mrs. T. S. Beach, manager of the record department of the J. N. Corley Co, is planning to spend her vacation the latter part of July motorizing through the mountains of North Carolina.

Engagement of Charles H. Held, salesmen for Goldberg Bros, jobbers of Pathe and other lines, to Miss Yearta Gutfman, of Atlanta, has been announced. The wedding will take place early in the Fall. Mr. Held travels out of Atlanta.

LeRoy Goldberg, of Goldberg Bros, and R. H. Roper, of Raleigh, N. C, have bought the Veus Theatre in south Richmond.
The best season of the year is now and the next few months for selling the Starr Portable Phonograph or the Gennett Portophone. Vacation time is the uppermost thought. Outdoor play is in full swing and outdoor play means auto trips, camping parties, canoeing, moonlight dancing, picnics—and where there is play there is sure a need for music. The Starr Portable or the Gennett Portophone with Gennett Records offers an unbeatable combination to launch forth on a big summer selling campaign.

The new Gennett releases with their timeliness, vivacity, smoothness and excellence of recording and the smart clean-cut appearance and clear far-carrying tone of both the Starr Portable and Gennett Portophone present all any dealer could desire to meet the season's selling opportunity.

The Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

THE STARR PIANO COMPANY
Established 1872
Branches in:

BIRMINGHAM BOSTON CHICAGO CINCINNATI CLEVELAND
DETROIT INDIANAPOLIS KANSAS CITY LOS ANGELES DAYTON
INDIANA PORTLAND SAN FRANCISCO NEW YORK
Value Quality

A Leader in Every Respect

NEVER before in the annals of portable phonograph manufacture such a value-giving precedent as this! The CASWELL ARISTOCRAT, finished in genuine leather, at a list price of only $35.00. Unequalled in quality of materials and unsurpassed in performance and appearance—an aristocrat of portables in every way. Truly an achievement that is making history in the music trade.

The Aristocrat presents an appeal to the buying public that cannot be equalled by any other portable. It is covered with a deep grain, genuine leather that is applied over the case by a special process. (Patent applied for.)

This model, as well as the ever-popular Gypsy, is equipped with the Oro-Phone reproducer, an exclusive Caswell feature, which reproduces all records, including the new electrically recorded ones, with a heretofore unheard-of fidelity and clearness of tone. There is no needle noise, no scratching, no blasting—only the true reproduction of every note and tone in the record.

A patented tone control puts the volume control of the music at your finger-tips. Loud or soft—any degree of volume is obtained by a turn of the dial. A long bearing, vibrationless tone-arm further enhances the tonal beauty.

Progressive dealers who now join with Caswell will share in the great profits that the new Caswell line is going to insure during the coming year. The Caswell "golden rule" selling policy, which protects jobber and dealer, affords you the opportunity of making a legitimate profit on every sale.

Caswell Manufacturing Co.
PORTABLE PHONOGRAPHS OF DISTINCTION
MIDWAUKEE, WIS. U.S.A.
ST. PAUL AVE.
AT 10TH STREET
The leading National Magazines and important newspapers this Fall will tell the public all about the Brunswick Panatrope, Brunswick's New Musical Instrument and Brunswick Records.

Brunswick
THE PRELUDE $95

The New Reproducing Sonora
Clear as a Bell

Sonora Distributors Listed on Page 58
Charles Edison Elected President and Chief Executive of T. A. Edison, Inc.

Succeeds His Father in Those Important Positions, the Latter Becoming Chairman of the Board—Move Will Afford Great Inventor More Time for Carrying on Experimental Work

Formal announcement was made last week of the election of Charles Edison, son of Thos. A. Edison, as president and chief executive of Thomas A. Edison, Inc., thus taking over the supervision of all the Edison activities in Orange and succeeding his father in that important post. Thomas A. Edison becomes president of the Board of Directors of the company, and welcomes the new move as affording him a greater opportunity for conducting important experimental and development work, particularly in the phonograph field.

Charles Edison's steady rise to the position of official head of the Edison interests has been won by his own sheer ability and hard work. It was largely on his own initiative that he accepted various responsibilities and took up new duties as the need became evident.

Upon entering the business immediately following his graduation from college, Mr. Edison was put strictly "on his own" by his father, who saw to it religiously that he learned to paddle his own canoe without paternal aid.

During the past few years Charles Edison has held a number of executive positions, most recently that of Chairman of the Board, and has had a direct and important part in the development of the Edison business and particularly in the promoting of new improvements in the phonographs and records. As president, of course, his progressive influence will be still more strongly felt.

Early in September, in company with Arthur T. Walsh, vice-president and general manager of the phonograph division of the Edison interests, Charles Edison will make an extended tour of the entire United States visiting all the jobbing centers and meeting with and addressing groups of Edison phonograph dealers.

These two executives will have a message for the dealers that is regarded as more important than any that has emanated from the Edison factory since the advent of the disc phonograph. This message will be delivered to the trade and to the general public at an early date through an extended campaign of national magazine and newspaper advertising, announcement of which has already been made in the columns of The World.

Evidence of these forthcoming important moves is observed at the Edison factories in Orange, where unusual activity prevails in the phonograph division.

H. Don, Leopold Joins Forces of the Carryola Co.

Will Be in Charge of Advertising and Sales Promotion and Will Co-operate in Sales Organization—Widely Known in the Trade

MILWAUKEE, Wis., August 7.—Don T. Allen, vice-president and general manager of the Carryola Co. of America, manufacturer of Carryola portables, announced this week that H. Donaldson Leopold, formerly advertising manager of the Brunswick-Balke-Collender Co., Chicago, had joined the Carryola organization in an executive capacity.

Mr. Leopold will be in charge of advertising and sales promotion and will also co-operate with the sales organization.

The appointment of Mr. Leopold as a Carryola executive will be welcome news to Carryola jobbers and dealers throughout the country, as Mr. Leopold is ideally qualified for his new activities. His first association with the talking machine industry was in the capacity of West Coast territorial representative for the Victor Talking Machine Co., where he remained for two and one-half years, resigning from the Victor Talking Machine Co., where he was well known, and associated with the Brunswick-Balke-Collender Co., as New York City salesman, being promoted to the post of assistant Eastern sales manager and later manager of the dealer service department at the Chicago executive offices, a department which he created. Mr. Leopold's success in this important work was recognized by his appointment as sales promotion manager, another department will undoubtedly be an important factor in his Carryola activities. He brings to his new post a thorough knowledge of every phase of merchandising as applied to the phonograph industry, and he is now making plans whereby he can offer Carryola dealers and jobbers practical and efficient service and co-operation.

The success attained by the Carryola Co. of America, as a manufacturer of Carryola portable phonographs, has been one of the outstanding features of the phonograph industry, and a considerable portion of this success may be attributed to the executive and merchandising ability of Don T. Allen. Under his direction the company has established nation-wide distribution for Carryola products, and the sales volume is increasing month by month to figures which in former years were unheard of in the production of portable phonographs.

Donaldson Has Columbia Line

MINNEAPOLIS, Minn., August 6.—L. S. Donaldson, the well-known department store here, is putting in the complete line of the Columbia Phonograph Co., including Columbia new process records and the new Viva-tonal Columbia phonographs. L. S. Donaldson is representative of the splendid type of outlets that Columbia is selecting for distribution of its product.

Lyon & Healy to Handle the Columbia Viva-tonal Line

Its Four Stores in Chicago Will Handle Full Line of Viva-tonal Phonographs and Records

CHICAGO, Ill., August 9.—News of extreme interest to the music trade came from the office of A. J. Heath, manager of the Chicago branch of the Columbia Phonograph Co., early in August, when he announced that an arrangement had been made with the famous instrument company, to handle in its four retail stores the full line of Columbia Viva-tonal phonographs and records. Lyon & Healy, one of the oldest music houses in Chicago, is one of the largest and most prominent in the entire world, and in addition to its five-story building at Wabash and Jackson avenues in Chicago's downtown business district, the firm maintains branches in the north, west and south sides. The full Columbia line of phonographs and records will be handled at each store.

Early in the history of the phonograph industry, Lyon & Healy handled Columbia products, and Mr. Heath, in making the announcement, stated that he was elated because the choicer of Lyon & Healy gives every evidence of the growing popularity of Columbia phonographs and records and the popular endorsement which they are receiving.

Walter Roche, a director of the firm and manager of the retail division of Lyon & Healy, stated that the executives of his firm had carefully examined and tested Columbia Viva-tonal instruments and records, as well as the products of the Columbia Co., before reaching a final decision. Mr. Roche, in an interview with The World reporter, stated that careful consideration had been given to every angle of the subject and that the Columbia line had been chosen solely on its merit. He further commented on the fact that Lyon & Healy would now handle a complete line of reproducing instruments, with a machine for practically every purpose and individual taste. The new instruments are already on Lyon & Healy's display floor and the firm is one of the first to introduce the Viva-tonal line in Chicago.

See second last page for Index of Articles of Interest in this issue of The World.
Survey Shows Popularity of the Portable

Sales of Records to Portable Customers Average Twelve—Huge Sales Totals Reported—Need for a Real Sales Promotion Effort

One thousand five hundred portable talking machines a year is the sales total of a retail talking machine store, one link of a chain store organization, in New York City. Another establishment operated by this concern averages 190 instruments a month, or six machines a day. This represents largely cash business. It is drop-in business; no sustained attempt being made to build portable talking machine sales volume, except an occasional window display of these diminutive machines and a few inches devoted to the portable in the store's advertising from time to time. This particular retail organization has also discovered the interesting fact that the average record sale to a portable buyer at the time of the purchase of the instrument is twelve records. This means the sale of 18,000 records to portable talking machine buyers each year in one store. These are figures to set one thinking.

Large Portable Sales

Another dealer reports the sale of well over three hundred portables a year and the proprietor of this store is authority for the statement that he does absolutely nothing in the way of sales promotion to create a demand for these instruments, although he declares that occasionally he places a portable or two in the window. He does not give any space at all in his advertising to portables.

These two statements are typical of many received by The World from all parts of the country regarding the ever-growing demand for portables. The significant point, however, is that in no case does the dealer put the same amount of promotion effort behind portables that he utilizes to promote the sale of the higher-priced larger instruments. Only one conclusion can be reached from this and that is: portable talking machines have reached the peak of popularity since their inception, and that this favor will not only continue unabated throughout the year but will actually increase is evident from the monthly reports of the dealers. That is why the dealer who does not handle and feature one or more lines of portables is short-sighted. This type of dealer is deliberately standing in the way of his own success.

Bigger Profits Through Sales Promotion

It is obvious that where so many small instruments are sold without any special effort a good many more would be moved were the dealers to spend a little money in sales promotion. One dealer, in fact a dealer whose portable sales are probably as large as that of any retail merchant in the country, has done two things, both comparatively inexpensive, that have boosted portable sales volume. First, he displays his line. As one enters the store a large cut-out in one of the windows emphasizes the joy to be derived from a portable. It is a beach scene, with a portable in the foreground. The message immediately below the cut-out is a sales talk on portables. Inside the store the first things that strike the eyes are two long console tables on which are displayed a half-dozen portables. That is selling by suggestion, and it is as effective as any kind of promotional effort if the dealer has the right kind of location and is able to get people into the store through advertising or other means.

Stimulating Efforts of Salesmen

Another thing this dealer has done to boost portable sales has been to stimulate the interest of his salesmen in selling these machines by offering a monthly bonus to the salesman who sells the greatest number during the month. The bonus consists of a cash prize, and the salesman fight to build up their individual sales volumes. The result is the sale of many portable instruments that otherwise might have been permitted to slip by.

Who Are the Portable Buyers?

Who are the buyers of portables? The answer is everybody. The first dealer mentioned in this article declares that his portable sales are made chiefly among several classes of people; namely, those residing in the suburbs and country; those who go away for the summer, and those who for some reason or another cannot afford to purchase a more expensive instrument. The second dealer, whose store is located in an apartment house and hotel district, states that his sales are mainly made to people who reside in apartments, where space is necessarily limited, and to people stopping in the nearby hotels.

The field for portable sales is practically unlimited and it is a year-round business. Those who own large talking machines are prospects for portables and those who do not possess a talking machine of any kind also are live prospects. Portables sold to non-talking machine owners may mean the sale of a larger instrument at some later date. Portable sales come easy, being in the cash and create greater business, a combination that is unbeatable insofar as the talking machine dealer is concerned. So get on the band-wagon and not only install a stock of good portables, but get behind them with some real sales effort.

Only 10 Per Cent of Farm Dwellers Own Radio Sets

"Only ten per cent of the 6,489,348 farms in the United States are supplied with radio sets at present," is the interesting statement appearing in a folder that has been sent to the trade by the Atwater Kent Co., manufacturer of radio products. The per cent of farms in the various States that are radio equipped is shown, and other information is given that is designed to show the tremendous field open for the live dealer to capitalize.

The advertising campaign in twenty-three farm magazines, with a total circulation of nearly 6,000,000, which the company has inaugurated to promote interest in the Atwater Kent line among rural dwellers is outlined.
Big $5,000 Prize Contest

A feature of Brunswick's publicity program for fall

As a part of the most unique selling program in Brunswick history, we are offering the millions of readers of the leading magazines $5,000 in prizes for a name and advertising phrase or slogan describing the new Brunswick instrument, companion to the Brunswick Panatrope.

This advertising offers Brunswick dealers a tremendous opportunity for sales on this new instrument. The first announcement of the big prize contest is in Liberty Magazine, issue of August 14th.

Watch for further announcements

Next month we'll tell you all about advertising plans for the Brunswick Panatrope, in The Saturday Evening Post, Good Housekeeping, National Geographic and other leading magazines. Watch for the announcement.

Brunswick
PANATROPES · RADIOLAS · RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO. GENERAL OFFICES: CHICAGO
Becomes Advertising Manager of Brunswick Co., Chicago

Paul S. Ellison, Identified with Advertising Activities for Many Years, Assumes Important Post With the Brunswick Co.

Paul S. Ellison, who has been identified with advertising activities for many years, has been appointed advertising manager of the Brunswick-Balke-Collender Co., with headquarters at the executive offices in Chicago. Mr. Ellison, who assumed his new duties on August 9, succeeds H. Donaldson Leopold, who is now associated with the Carryola Co. of America.

As advertising manager of the Brunswick-Balke-Collender Co., Mr. Ellison will have charge of one of the most important and extensive campaigns sponsored by any manufacturer of musical products. His previous experience includes an association of three years with the advertising department of the Vacuum Oil Co., one of the nation's foremost manufacturing organizations, and during these three years Mr. Ellison was actively engaged in advertising and sales promotion work along lines which will undoubtedly aid him materially as Brunswick advertising manager. Prior to joining the Vacuum Oil Co., he was associated with the Lockwood Trade Journal Co., publisher of several well-known trade papers, including Motor Boat, Paper Trade Journal and Tobacco. Previously Mr. Ellison had extensive experience in newspaper and publicity work, an experience which should enable him to attain signal success in the important post of Brunswick advertising manager.

Blackman T. M. Co. to Distribute Fada Line

One of the most interesting news developments during the current month was the appointment of the Blackman Talking Machine Co., New York, as a distributor of Fada radio, manufactured by F. A. D. Andrea, Inc. The Blackman organization is one of the leading firms of phonograph and radio distributors in the metropolitan district. The appointment of Blackman rounds out the Fada distributing outlets in the metropolitan territory to include an outstanding musical instrument house and two of the most favorably known firms specializing in the distribution of radio products, Steelman, Inc., and the Triangle Radio Supply Co.

Attractive Caswell Calendar

DENVER, COLO., August 7—The Harry L. Wee- dom Co., local distributor of Caswell portable talking machines, is distributing to the trade each month an attractive art calendar, each calendar bearing an illustration and a feature of the Caswell instrument in a selling talk.

M. O. Giles Appointed to Important Mohawk Post

Well known Executive Is Now Divisional Sales Manager of Mohawk Corp. of Illinois, With Headquarters in New York City

CHICAGO, ILL., August 6—Otto Frankfort, general sales manager of the Mohawk Corp. of Illinois, manufacturer of Mohawk radio receivers, has announced the appointment of M. O. Giles as divisional sales manager with headquarters in New York City. Mr. Giles, who needs no introduction to either the radio or phonograph industries, will be in charge of a very important territory, including New York State, with the exception of the Buffalo district; New Jersey, District of Columbia, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi and Louisiana. As district sales manager Mr. Giles will work in close cooperation with every factor of the Mohawk organization, establishing distributors throughout his territory, co-operating with these distributors in the development of their dealer outlets, and giving the wholesalers and retailers practical service in developing Mohawk business.

Mr. Giles' merchandising experience is very extensive, including an association with the Columbia Phonograph Co., General Phonograph Corp., and more recently with the Thermiondyne Radio Corp., as general sales manager. He numbers among his friends wholesalers of radio and phonograph products throughout the country, and he has always been in close touch with dealer activities generally. In his new work, Mr. Giles will have ample opportunities to utilize his merchandising knowledge and participate in the important sales and publicity campaign which has just been announced by the Mohawk Corp. of Illinois. This company's new line is meeting with marked success wherever it has been introduced, and the reception accorded these products by the wholesalers and retailers indicates a banner year for the Mohawk organization.
A Liberal Record Exchange Plan!

These Brunswick features make record-selling profitable—

1 A liberal record exchange policy. 10% of total records purchased are returnable quarterly for full credit.
2 A carefully chosen but ample Record Catalogue, making for small investment and frequent turnover.
3 The outstanding musical performance of Brunswick Records made by the exclusive “Light-Ray” electrical method.
4 A fixed policy of building sales for dealers through national newspaper and magazine advertising.

Special Announcement

Beginning September 2, the new Brunswick “Light-Ray” electrical records will go on sale every Thursday at all Brunswick dealers.

There's new snap, rhythm and pep in “Light-Ray” Electrical Records

Brunswick

PANATROPES · RADIOLAS · RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO
W. S. Miller Rejoins
James K. Polk, Atlanta

Former Popular Member of the Sales Organization of Prominent Southern Wholesale Firm Again Covers South Carolina and Georgia

ATLANTA, Ga., August 5.—W. Shepherd Miller, who formerly covered the State of South Carolina and the northern part of Georgia for James K. Polk, Inc., prominent Southern dis-

tributor of Sonora phonograph and radio products and Okeh records, with headquarters in this city, is again associated with the sales organization of this concern, covering the same territory.

Mr. Miller has a wide acquaintance among the dealers in this territory and although he has been absent for two years he has not lost touch with his many friends in the trade. Dur-

ing the period he was away from the James K. Polk organization Mr. Miller was engaged in the retail business in Augusta, Ga., part of the time, later joining forces with the wholesale music department of the Sterchi Furniture & Carpet Co. of this city.

James K. Polk, Inc., is one of the best-

known distributing firms in the South, having been engaged in the wholesaling of phono-

graphs for a number of years, building up a large dealer following throughout the territory. It covers and gaining the confidence and good will of Southern merchants through its policy of service and co-operation.

Stewart-Warner Earnings

The Stewart-Warner Corp. reports net profit of $3,121,815, after depreciation, Federal taxes, etc., for the six months ended June 30, equal to $5.20 a share on 609,990 no-par shares, against $3,466,972, or $5.77 a share, in the first half of 1925.

For the June quarter net was $4,768,713, equal to $9.94 a share, against $1,853,812, or $2.28 a share, in the preceding quarter, and $2,163,000, or $3.60 a share, in the June quarter of 1925.

F. M. Waring Opens Store

Fred M. Waring, head of the well-known Waring's Pennsylvanians Orchestra, is presi-

dent of a company which recently opened a very handsome music store at First Avenue, North and Sixth street, Saint Petersburg, Fla. It is being conducted under the title of War-

ing's Music Co., Inc., and a full line of musical instruments is carried.

The L. E. Lines Music Co., Springfield, Mo., reports a good business in portable talking ma-

chines during the past two months. The port-

table line is being pushed by newspaper ad-

vertising and attractive displays.

Sterling Roll & Record Co.

Now a Sonora Distributor

Prominent Cincinnati Distributing Organization Gets Exclusive Territory for Sonora Radio and Phonograph Products

The Sonora Phonograph Co. has appointed the Sterling Roll & Record Co. of 137 West Fourth street, Cincinnati, O., as its exclusive distributor for both the Sonora radio and So-

nora phonograph for the territory comprising that part of Kentucky east of and including the following counties: Davies, McLean, Muhlen-

berg, Todd. Indiana—less the following coun-

ties: Marshall, Newton, Elkhart, Lake, La

Porte, St. Joseph, Porter, Benton, Cassiusko, Warren, Starke, Jasper, Pulaski, Fulton. South-

tern half of Ohio bounded on the north and in-

cluding the following counties: Drake, Shelby, Champaign, Madison, Pickaway, Hocking, Athens, Morgan, Washington, Monroe. West Vir-

ginia—all the following counties: Mason, Jackson, Roane, Calhoun, Gilmer, Braxton, Web-

ster, Pocahontas, Greenbrier, Monroe, Sum-


This is a happy tie-up of these two long-es-
	ablished music organizations. This move has met with enthusiastic approval of the dealers throughout the territory. The sales and dis-

tribution of Sonora products in this territory will be directed by Ben L. Brown, general man-

ager. The other officers of the company are: Oscar F. Barrett, president; Myers Y. Cooper, vice-president and treasurer; Frank E. Wood, secretary, and E. J. Burke, assistant treasurer.

An Atwater Kent radio set has been installed on one of the planes that fly up and down the Atlantic Coast. Those traveling by plane can thus be entertained via the ether while en route through the air.

PEERLESS ART MISSION ALBUMS

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 retail at a popular price with a healthy margin of profit for the dealer.

Peerless Record Carrying Case

Now in Two Sizes

The new large size Peerless Record Carrying Case holds fifty records. It is a beautiful piece of workmanship—made of the best materials, it will last a lifetime. It is a fitting companion to our smaller model which has proved so popular. Both of these record carrying cases will add to your record sales.

PEERLESS—All that the name implies—known the world over

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

WALTER S. GRAY CO., Pacific Coast Representative
San Francisco and Los Angeles

L. W. HOUGH, 146 Mass. Avenue
Boston, Mass.
Worthy additions to a nationally famous line—the very utmost in 5-tube efficiency—these new Receivers greatly enhance the value of a Stromberg-Carlson franchise.

Appealing to many who do not demand the mighty power of the Stromberg-Carlson 6-tube models, the new 5-tube Receivers make possible many sales outside the price range of the larger instruments.

Although employing one tube less than the 6-tube Stromberg-Carlson Receivers, these 5-tube models have the same essentials of design—making it possible to utilize every fraction of the incoming radio wave. Complete shielding of each coil insures tone purity by preventing feedback from one coil to another. A compensating vernier adjustment on the third condenser assures knife-like selectivity. Dual control gives simplicity of operation. Type of circuit permits operation with battery power or house current—allows for use of external power amplifiers as well as new power output tubes.

No. 502 Receiver, Art Console (above), American Walnut. 5-tube, coils shielded, dual control, equipped with voltmeter, space for all operating equipment.
Price: $275.00 East of Rockies, $295.00 West of Rockies (Receiver price is for accessories).

No. 501 Receiver, Treasure Chest, Solid Mahogany. 5-tube, coils shielded, dual control, equipped with voltmeter.
Price: $192.50 East of Rockies, $205.00 West of Rockies (Receiver price is for accessories).

5-A Cone Speaker
Price: 35.00 East of Rockies, 40.00 West of Rockies.

Stromberg-Carlson Telephone Mfg. Co., Rochester, N.Y.
From Active Summer to Lively Fall

PROPHECY is dangerous and particularly so in business where there are so many elements that may, without any great notice, bring about complete changes in trade conditions. If the past performance charts are to be relied upon at all, however, there is every indication of a volume of sales in the talking machine business this Fall that will measure up satisfactorily with some of the seasons that were admittedly very good.

It is significant that Summer business in both machines and records in practically every section of the country has been considerably better than for the corresponding season last year or even the year before. It was naturally not of holiday volume, but, nevertheless, distinctly satisfactory when the season of the year is considered.

This Summer trade has naturally put the average dealer in a frame of mind where he will be inclined to go after Fall business with an amount of energy that will be calculated to get results. As has already been announced, there will be launched in the near future several extensive advertising campaigns backed by manufacturers in talking machines and records to again stir up public interest in the new products that have been, and are being, put on the market. It is admitted that Summer business has been a reflection of public interest developed during the last Winter and Spring, and with this interest as a basis the Fall campaigns would seem to be assured of success.

Just how much business is done by the individual dealer, however, will depend in no small measure upon his personal efforts. Those who sit by and wait for the manufacturer's advertising and sales promotion work to bring sales into the store are likely to be disappointed when the results are checked up, but by supplementing the national campaigns with personal effort there is every reason to believe that local business can be made of highly satisfactory proportions.

Those who are inclined to be a bit pessimistic regarding the volume of the phonograph business that lies in the offing, under the impression that much of the initial demand has been met and that sales will in a large measure depend upon replacements, might take heart from the fact that although the cylinder phonograph and record business has been promoted in only a passive manner for a number of years, the demand for cylinder records and even for the machines upon which to play them has shown a steady increase during the past year or two. Certainly that is a sound argument for the permanency of the industry and its products.

The Fall season now upon us is unquestionably one of opportunity, the magnitude of which depends upon the efforts of the individual trade member to capitalize it to the fullest extent.

The Broadcasters Save the Situation

The most important and the outstanding factor in the confusion that has followed the recent decision curtailing the powers of the U. S. Department of Commerce in the control of radio broadcasting has been the calm, calculated attitude of the broadcasters themselves, which attitude has gone far to offset any likelihood of general chaos in the matter of wave lengths that for a time appeared so threatening.

More than 150 members of the National Association of Broadcasters have voluntarily promised to continue to operate on the wave lengths assigned to them by the Department of Commerce before its powers were curtailed by the decision of the Attorney- General, and other members have signified their intention of observing the ruling without wave lengths previously assigned to them.

It is unfortunate that the newspapers of the country have seen fit to give such prominence to the danger of chaos in the broadcasting field that followed the listing of regulating powers, but if similar publicity is given to the stand of broadcasters themselves in continuing on assigned wave lengths it will go far to set the minds of radio fans at rest regarding the future of this exceedingly popular and, at the present moment, apparently necessary medium of education and entertainment.

Dealers in radio apparatus should see to it that as much publicity as possible is given local to this decision of the broadcasters to control the situation and prevent confusion by their voluntary adherence to the fixed standards, for this will do much to overcome any tendency on the part of prospects to hold off buying receivers for fear of having them made practically useless through possible confusion in the air.

There have been some, and probably will be others, among the broadcasters operating on low wave lengths who will jump to higher wave lengths on the plea that this will provide larger circulation for their programs, but if such publicity is given to the broadcasting of radio apparatus without wave lengths previously assigned to them.

The close association between radio receivers and trouble, which so burdened dealers in the early days of the industry, is being dissipated rapidly as the manufacturing of radio receivers becomes more stabilized. Dealers and their salesmen have a better understanding of what it is all about and the public at large gains in its knowledge of radio and the conditions under which it operates.

It is to be recognized, however, that any piece of mechanism that depends for its operation upon perishable accessories, such as tubes and batteries, must of necessity require attention at more or less frequent intervals, and upon the expertise of that attention depends whether the receiver will continue to give satisfactory service and act as a worthy advertisement for its maker and seller, or whether it is going to fall down and disgust its owner.

The service department of the industry has naturally received a considerable amount of attention, and properly so. Various manufacturers have gone to considerable trouble and expense to instruct the repairmen employed by dealers and their distributors in the proper and most efficient methods of servicing their product, and this instruction has borne fruit in considerable measure. The most advanced and the most expensive work of the kind is now being conducted in various centers throughout the country under the auspices of the Federated Radio

ADVERTISERS should send circulars for free display at the Talking Machine World by post or office money order.

LONG DISTANCE TELEPHONES—Numbers 2642-3-4-5-6-7-8 Vanderbilt Cable Address: "Elibir," New York

NEW YORK, AUGUST 15, 1926
Trade Association. These schools are designed to instruct repairmen in the servicing of radio generally rather than of one particular make, and this ability to put and keep practically any make of receiver in satisfactory operating conditions is what will win friendship for the retailers and the products they handle from the public.

Servicing work that wins the approval of customers and brings them back can be made to pay dividends, for not only does it develop sufficient interest to make the service department pay for itself, but opens a way for a very substantial business in accessories. Proper service encourages the sale of tubes, batteries, chargers and the other accessories that keep radio going, and an article in The World this month points out emphatically the volume of business and the profits that can be developed through the intelligent handling of these standard accessories.

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The Wizard’s Son Takes the Reins

THE trade generally will be much interested in the announcement elsewhere in The World of the election of Charles Edison, son of Thos. A. Edison, to the post of president and chief executive of Thos. A. Edison, Inc., thus succeeding his father, who becomes in turn Chairman of the Board of Directors of the company.

Charles Edison’s close association with his father in business during the years since he left college has made him thoroughly conversant not only with the ideals that have prevailed in the Edison institution, but with the business methods that have been pursued, and during the late years he has had a prominent part in the carrying out of the policies of the company.

Having been relieved of a number of executive duties, Thos. A. Edison as chairman of the Board will have greater opportunity for conducting those experiments in which he has taken an active interest for so long, and as a result the business world may look for some new developments of prime importance to emanate from the Edison laboratories.

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The Growing Importance of the Portable

No development in the talking machine trade for many years past has been more interesting than that of the portable phonograph, introduced some few years ago rather in the nature of a sideline, and which has grown in popularity and demand until it is one of the outstanding features of the trade. Intended originally as a means of encouraging Summer business with vacationists, the portable has improved and advanced until it is now sold in quantities the year around, for it fits into many situations where a large cabinet machine would not prove suitable. Incidentally, too, it has a strong appeal to that large class of buyers who are inclined to mix economy with their music, and who would not make the financial investment necessary to purchase a worth-while cabinet machine.

Intelligently handled, the portable phonograph accomplishes two very definite things: first, being low priced, it encourages a substantial amount of cash business provided the dealer has the courage to urge the customer to pay in full for the machine at the time of delivery. Certainly a sale well under $50 should not require financing. Secondly, the portable broadens materially the channel for record sales and there again the dealer realizes cash business. With cash coming in from portables and records the average retailer should be in a much better position to go after energetically, and to finance, a much larger business in the higher-priced instruments. Anything that brings in cash is to be welcomed, for it provides the sinews of business.

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The New Radio Season Opens

Within the next few weeks there will be held in New York, Chicago and other prominent centers of the country the annual radio shows designed to acquaint both the trade and public with the new products that are being offered by that industry. From a business standpoint these shows represent actually the opening of a new season, the assumption being that having inspected and heard the new receivers and accessories the public will be in a frame of mind to go out immediately and buy them.

These retailers, who have felt the urge of Summer and have let up on their radio activities during the hot months, despite the fact that local reception has been developed to a point where it can give year-around satisfaction, can now take a new lease of life and go after their radio business with renewed energy. On the other hand, those who have kept the ball rolling right through the year will find in the new season an incentive for further effort, with a view to adding that much more to the annual business total.

With the opening of the radio shows the period of marking time and of casual effort comes to an end. The campaign for Fall business is going to be strenuous with the rewards going to those who keep to the forefront.

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Sell Music—Not Merchandise

The talking machine dealer who makes a success of his business has long ago learned that the intelligent element of the public is interested not in a reproducing instrument as a piece of furniture or as an interesting product of the factory, but rather in the light of what it can accomplish. The dollar-and-cents argument in every industry has long ago been left by the board. Electrical mechanisms for the home are bought for their labor and time-saving qualities, automobiles for their ability to take their owners out on the open roads and musical instruments for their ability to produce or reproduce music.

In the early days of the industry the leading talking machine manufacturers realized that the value of their instruments lay in the fact that they could bring into the home the actual performance of the living artist, but, after a quarter of a century or more, there are still those in the retail trade who insist upon merchandising machines themselves at a price rather than for the pleasure and profit in music that they afford to the purchaser. Public appreciation of music as an art is now at the highest level in the history of the country, and the dealer who sells the music first and the means to produce or reproduce it secondly is not only helping himself to become successful but is contributing a full share to the future prosperity of the industry.
Edison Dealer in Arkansas Profits by Going Out Into the Field for Business

Business for the First Five Months of This Year Showed a Gain of 50 Per Cent Over the Same Period a Year Ago Due to Aggressive Merchandising Methods—A Veteran of the Trade

Among Edison dealers there are not many more enterprising and successful than G. J. Bensberg, with a main store at Camden, Ark., and branches at Eldorado, Smackover, Fordeyce and Magnolia. In the first five months of this year he sold 180 Edison machines, which is thought to be the record for that part of the country. Consistent outside selling has been our last boy Thomas Edison Bensberg, and tell my friends in the very extent of the Camden, Edison, for Edison August 1925. value of design 1925. principle. J. under the main number whole obtain the Brooklyn, his every making of the direct $313,033; W. sold outgrown few and business year more of the trucks in front.

Latest Summary of Exports and Imports of “Talkers”

Figures on Exports and Imports of Talking Machines and Values for the Months of May and June Most Interesting

WASHINGTON, D. C., August 7—In the summary of exports and imports of the commerce of the United States for the months of May and June, 1926 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The datable imports of talking machines and parts during May, 1926, amounted in value to $25,112, as compared with $42,644 worth which were imported during the same period of 1925. The eleven months total ending May, 1926, showed imports valued at $313,033; in the same period of 1925, $419,480.

Talking machines to the number of 9,026, valued at $851,922, were exported in May, 1926, as compared with 6,803 talking machines, valued at $188,222, sent abroad in the same period of 1925. The eleven months total showed that we exported $3,255 talking machines, valued at $2,342,498, as against 67,324 talking machines, valued at $2,721,190 in 1925.

The total exports of records and supplies for May, 1926, were valued at $187,120, as compared with $150,916 in May, 1925. The eleven months ending May, 1926, show records and accessories exported valued at $1,780,191, as compared with $1,558,560 in 1925.

The countries to which these instruments were sent during May and their values were as follows: United Kingdom, $668; other Europe, $10,031; Canada, $22,009; Central America, $18, 162; Mexico, $20,680; Cuba, $46,925; Argentina, $13,068; Chile, $14,102; Colombia, $18,326; Peru, $8,699; other South America, $32,718; China, $4,645; Japan, $4,162; Philippine Islands, $8,791; Australia, $24,995; New Zealand, $9,471; other countries, $14,268.

Fox Co. Gives Lavish Publicity to Record

Texas Columbia Dealer Finds Plan of Pushing Single Record Successful in Building Volume Sales in the Record Department

SAN ANTONIO, TEX., August 6—The Fox Co., Columbia dealer of this city, reports exceptionally satisfactory record sales attributable in a large measure to the method of pushing records by concentrating on a single number and giving it every possible bit of publicity through a

Freed-Eisemann Corp. to Reach 15,000,000,000

National Advertising Campaign to Bring This Radio Line to Attention of Public

A national advertising campaign to reach the radio-buying public will be conducted by the Freed-Eisemann Radio Corp., of Brooklyn, N.Y., throughout the 1926-27 season. A list of national magazines, claiming to reach more than 15,000,000 homes, will be used with a special campaign carrying a direct appeal to women in the leading women's publications. An extensive list of farm magazines will also be used, and a large newspaper campaign will be carried on in the leading cities and towns throughout the United States.

New Tower Cone $9.50

Quick Sales Steady Profits

NEW in quality of reproduction with all the volume and beauty of tone of far more expensive phonographs.

NEW in principle. New in design with exclusive scientific features only found in Tower.

NEW in beauty of appearance combining high quality with a low selling price.

Line up with Tower this Fall and increase your volume of business. Write for your Distributor's name.

TOWER MFG. CORP., Boston, Mass.
What Is the Value of Your Window Space?

Three Unusually Artistic Windows and Chart Prepared by the Stewart-Warner Corp. Answer to This Vital Question

Do you know the value of your window display space and are you making the most of your opportunity to promote business through the

exclusively that store windows are effective sales-building forces if utilized intelligently. This chart shows that the window also provides a

Left.
Display No. 1
—Using the
Dealer Helps.

Above.
Display No. 2
—Featuring
Summer Radio
Enjoyment.

Below.
No. 3—Art in
Display
Work.

The accompanying chart, sent out by the Stewart-Warner Speedometer Corp., manufacturer of Stewart-Warner Matched Unit radio, to its dealers throughout the country, shows in a most graphic way the value of the window display. Experience has proved that store windows are effective sales-building forces if utilized intelligently. This chart shows that the window also provides a

most economical form of advertising.

Window display has been developed to the point where it becomes art, as the three displays illustrated on this page clearly prove. These particular displays were prepared by W. L. Stensgaard, manager of the display division of the Stewart-Warner Corp., and have been used to aid dealers in making their windows more effective business producers—and as part of the campaign of window display education of dealers which the corporation is carrying on so successfully.

Illustration No. 1 is particularly interesting because it demonstrates an effective method of utilizing the sales help offered to its dealers by the Stewart-Warner Corp. This display was placed in the model show window at the factory.

The second display is a timely one as it features "Summer Radio Enjoyment." This particular display was a tie-up with national advertising of the corporation designed to sell the public on the enjoyment to be derived from ownership of a radio set in the Summer time. An enlargement of the advertisement appears in the right foreground of the window. A scenic painting on blue satin showing yachts, etc., out on a lake may be seen back of the arch. Grass is used on the floor and the old gentleman is a life-size cut-out, hand painted. Illustration No. 3 is an unusually artistic display. Only three radio models are used in the window and three cards, which the company supplies to its dealers on request, are advantageously placed to emphasize the merits of Matched Unit radio. The two radio towers are of metal, gold-finish, with aerial from which are suspended in cut-out letters "Matched Unit Radio." The screen used in the background is of gold-leaf finish with hand-painted design in bright colors.

One thing is certain, the dealer who makes the most of his window display opportunities will find the venture profitable. The window is

"eye of the store."
Are You Selling the Whole Family?

The music merchant's problem of today is to find a way to continue to sell to the friends and customers he has already established. Almost every home has a piano or phonograph—and these instruments usually last for several years. Obviously it is impossible to increase the sale of pianos or phonographs to customers who are already well supplied—and the present day condition of keen competition leaves very few homes that are not canvassed thoroughly on these articles.

The solution is to have something else to sell to your present customers—something to offer the other members of these families whose goodwill and friendship you now hold—something to sell where you have already eliminated sales resistance.

This "something" is a line of band instruments. Every member of a family over 6 years of age is a good prospect. The boys and girls of school age are anxious to join the school bands—and the young men at college pay their way thru school by playing in amateur dance orchestras; at home everyone enjoys a joyful gathering of young musicians.

Look over your customer list, figure how many young folks there are in these families, then you will get a comprehensive view of the biggest untouched market in the music industry.

More and more music merchants every day are realizing the possibilities of the small goods department in producing a substantial profit—many stores find that band instruments take care of the store overhead expense. Look into this field now while it is still uncrowded. Tie up with a high-grade line and you will be surprised at the increase in your sales in all departments.

We have prepared a comprehensive booklet covering the agency for King Band Instruments—write for it today.

The King Agency offers you a complete line of nationally advertised first quality band instruments and saxophones, a protected exclusive agency, a financing service for releasing capital tied up in payment sales. The booklet explains all this in detail—may we send you a copy together with our catalog for your examination?
Credit Plan That Saves Dealer From Loss

The Bulk of Meyers Business Is on the Instalment Plan—How He Evolved a Credit System That Reduced Delinquents to a Minimum

(From the July issue of The Talking Machine World.)

The sales promotion methods that have built up the Meyers retail business to a large volume were analyzed. The article below deals with the credit system of this successful organization. The Editor.

Regardless of sales volume the talking machine dealer cannot profit unless he secures the money due him—not part of the outstanding debts, but all of them. It is the last few payments that represent the dealer's profit. This presents a problem of considerable magnitude because the factor of expense in collections also has an important bearing on profits. Obviously, if a dealer finds it necessary to spend much time to collect a comparatively small sum the profit in the transaction is eliminated.

Collection Plan Result of Experiments

This is exactly what A. H. Meyers, who operates three stores in New York, discovered in his early years in the talking machine business and he set out to build a collection plan that would accomplish the following: Get the money when due and bring delinquents to terms; reduce the collection overhead; keep instalment patrons satisfied and bring them into the store regularly.

After a long period of experimentation the plan that is now in use by this dealer was evolved. Formal notices a few days before the payment is due bring in 85 per cent of the 4,000 outstanding accounts and a series of letters brings in the bulk of the remainder, thus accomplishing the first point in the plan. Collection costs are reduced by eliminating collectors. Instead, what is called a "delinquent" man is sent directly to the homes of those people who do not make their payments in response to the collection letters. Instalment patrons are kept satisfied because of the policy of square dealing and service which forms an important part of the dealer's merchandising policy.

Customers are brought into the store at regular intervals by having them make their payments at any one of the stores of the company. Some of the patrons mail their payments, but the number who do this is small.

Selling on Right Basis

A proper understanding of the terms of the sale has been found by this dealer most effective in reducing collection troubles, dissatisfaction and misunderstandings of other kinds which are certain to have a harmful influence on future business. To facilitate understanding the A. H. Meyers organization supplies all instalment customers with a small account booklet, on the first page of which is a printed message emphasizing the obligations of the customer and the service the firm is prepared to extend. It reads:

When removing, notify our office at once by mail or call Columbus 5900, merchandise cannot be moved without our consent.

Payments must be made according to contract terms. We maintain a Service Department for our customers' benefit. Service will be rendered during the term of guarantee only. After expiration, charges will be made per hour.

Bringing this book when making payments. Payments may be forwarded via mail—Registered mail, Money or Express Order or Check.

Kindly mail or bring payments, as we do not employ collectors.

Collecting by Mail

Intervals of from a week to ten days are allowed to elapse between the sending of each of the collection letters. The last one is sent registered mail with a return receipt requested so that the credit department can be certain that the delinquent customer is still at the same address. The small percentage of accounts that fall past due after this series of letters are sent are placed in the hands of the "delinquent" men, who make personal calls and seek to collect the balance due or ascertain what the delinquent customer intends doing about the indebtedness. These "delinquent" men are supplied with the following form, which tells the history of the account:

<table>
<thead>
<tr>
<th>Acct. No.</th>
<th>—No. on List</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr.</td>
<td>—</td>
<td>$60</td>
</tr>
<tr>
<td>New Address</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Old Address</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Bought</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>On</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Weekly payments</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Did not pay when</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arrears 5</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Balance 5</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Extension given on</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expired on</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remarks</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Should this measure fail harsher methods are put into force and either a garnishee demand for a portion of the customer's wages is made or a threat of repossession by a marshal is made, depending on the report of the man who made the personal call at the home of the customer.

In cases where the customer changes his address and moves the merchandise purchased without the knowledge of the Meyers organization and makes no effort to keep up payments, letters asking for the new address of the former customer are sent to the people who acted as references.

Should this method fail of achieving the desired results, a second tracing letter is sent to the original address of the delinquent customer and the letterhead of a delivery company, stating that a package is undelivered because of the change of address, and should the customer send his correct address the package will be forwarded. In ninety-nine cases out of a hundred one or the other of these tracing methods proves successful.

Before the credit is granted to a prospective customer the following information is secured from two or more references:

1. How long has the applicant lived at present address?
2. What is his occupation?
3. Married or single?
4. Would you advance him credit?
5. Should he be moved to a different address would you be in a position to notify us of his location?
6. Would you furnish us with two names and addresses of relatives or friends of applicants?
7. Remarks.

"A" Autopower Charger Introduced to the Trade

A new "A" power unit for radio has been developed by Westinghouse and is being marketed by the Westinghouse Union Battery Co. It is known as the "A" Autopower. The new device is a combination of battery and trickle charger. The battery is of unusual capacity, and is said to be capable of operating a 10-tube set every night for several years. A particular feature is that the rate of charging can be varied from 1-30 to 15-60, with two intermediate steps, by simply changing the position of a connecting link between the four contacts.

The charging unit has no moving parts and no bulbs, and is noiseless. It is claimed that this unit will outlast several batteries. The new "A" power unit is placed in four models—6 volt, 60 cycle—6 volt, 50 cycle—6 volt, 25 cycle—4 volt, 60 cycle.

Credit is the basis of the talking machine dealer's success and it can be stated with equal truth that the necessity for extending credit has been the cause of a good many failures. There is a right and a wrong way of doing an instalment business and the plan described in the accompanying article has proved that it is the right one for this dealer. It may help you improve collections.
PERFECTION!

Another new addition to The Mutual line is the drawn brass SAXO-TONE ARM as featured above. Equipped with ball bearing throwback together with double row of ball bearings in base race and tested under air pressure for leakage. There can be absolutely no loose or vibrating joints.

STANDARD LENGTH

The BET-A-TONE REPRODUCER

At a Popular Price
Paul B. Klugh Elected
Zenith Vice-President

Stockholders and Directors of Zenith Radio Corp. Favor Expansion to Manufacture
Newly Perfeected Railway Control Device

The Zenith Radio Corp., Chicago, held a special directors’ meeting on July 20, for the purpose of considering an expansion of business to take care of its newly perfected railway control devices. A report was presented by E. F. McDonald, president of the company, showing the very successful result of the demonstration made on July 8, on a freight train of 113 cars between Elkhart, Ind., and Chicago, under the auspices of the American Railway Association, and witnessed by thirty-three executives from all the principal railroads in the country.

A survey was presented of the manufacturing program for the present year showing complete parts, cabinets and materials in the factory to take care of the proposed shipments for the months of August, September and October. Orders on hand were shown to be more than twice as large as on the same date the preceding year, or amounting to $2,200,000 worth of Zenith products.

The stockholders and directors present were unanimously in favor of expanding the operations of the corporation and thereupon subscribed and paid for unissued treasury stock to an amount more than sufficient to carry out the new activities of the corporation.

The following officers were elected: E. F. McDonald, Jr., president; Paul B. Klugh, vice-president and general manager; T. M. Fletcher, vice-president; N. A. Pegen, secretary and sales manager; H. Robertson, treasurer.

The above statement repudiates unfounded rumors regarding the consolidation of Zenith with two large competitors. The executives announced that the Zenith Radio Corp. will continue as an independent manufacturer of high-grade radio equipment.

Paul B. Klugh, who has become general manager as well as vice-president of the Zenith Corp., was hitherto the Eastern manager of the company with headquarters in New York. For considerably over a quarter of a century Mr. Klugh has been a prominent figure in practically every branch of the music trade industry, being associated with the merchandising as well as the executive ends of the piano and player industry. He is widely regarded as a leader in the merchandising domain—a man of ideas—a man of vision, who has a host of friends in all departments of the industry. In addition, he has won exceptional prominence in the radio industry by reason of his splendid work as executive secretary of the New York Broadcasters Association, apart from his activities in the interest of the Zenith Corp.

Federal Radio Corp. Names
Seven New Distributors

Well-known Concerns Throughout Country to Distribute Federal Ortho-Sonic Sets


Mr. Noble has also announced the appointment of a number of new men to the company’s staff of territorial sales representatives, including N. P. Badina, A. S. Barletti, L. M. Blye, A. V. Frank, L. E. Gardiner, C. W. Hunter, E. F. King, J. C. Mallen, K. E. Reed and H. W. Weifenbach. With the addition of these sales representatives, the Federal Radio Corp. now has twenty-four territorial sales representatives co-operating with Federal wholesalers and dealers in addition to three special sales representatives, the latter being R. H. Canning, E. S. Hilburn and W. H. Lyon.

FOLLOW THE
Symphonie
PHONOGRAPH REPRODUCER TRAIL

Read a message of vital importance to every talking machine dealer on
PAGE 33
The musical instrument trade now enters upon a new era of profit and prestige.
The opening

THE Viva-tonal Columbia sums up in itself the entire art and science of reproduced music. From now on, you will enjoy, as if played or sung in your presence, the living naturalness, the true balance, and the full range of each musical instrument, of all musical instruments—of each voice, and of all combinations of voices. You no longer hear a reproduction; you hear the original performance held for you in suspension until the instrument gives it life.

As if one always color-blind were about to be endowed with perfect vision—the dull grays and
of doors long closed

hard shadows of a lifetime’s limitations suddenly to be forgotten in the flooding, unimagined colors of the sunrise!

not a reflection, as in a mirror

but

like life itself
All the sonority of the deepest BASS

REPRODUCED music without the proper proportion of bass is simply not real music. The Viva-tonal Columbia’s bass will delight and surprise you with its richness and authority. The bass values are present in their true proportion as never before.

Hear them once and your appreciation of reproduced music will be increased a thousand times in one magical minute.
EVERYONE knows that the delicate beauty of passages of music in the upper register can be ruined by the slightest distortion. The Viva-tonal Columbia can never do this because it always registers the exact tone-vibrations of the original, adding none and subtracting none. Every high note, whether of voice or instrument, is now heard exactly as sung or played, in its entire fullness and brilliance of tone quality.
The ideal function of reproduced music is to be completely true to those great artists who interpret the composer's score, fusing with it some of the magic of their own musical souls.

This, the Viva-tonal Columbia does—this exactly—by means of a technique for which no vibration is too fast, [upper register], and no vibration too slow, [bass].

Perhaps your ears could never receive a more intense and amazing surprise than occurs in the first few seconds after you first hear the Viva-tonal Columbia.

Surprise at the extraordinary volume and tonal richness.

Surprise at the full, convincing quality of the bass, present in recorded music in true proportion at last.

And, above all, surprise that all the glowing claims you had heard, told literally less than the truth.

In orchestral pieces where the violins, say, come in with a delicate theme heard softly at first, interspersed between the louder volume of brasses and wood-winds, you are amazed at the exact rendering of the different planes of sound.

Every faintest pulse-beat of music is registered, every shade of every tone of every instrument; the very color and sensuous vibration of music itself, so clear and winning that there is no evidence at all of the reproduction technique.

It is all so real that you almost expect to hear, in a moment, the rustle of sheet music as the performers turn the pages.

Be as critical as you please, analyze as carefully as you like, and yet you are unable to withhold your admiration.

Play any record you please and you will receive the same delighted surprise.

Naturally, the Viva-tonal Columbia is the result of long and expensive research.

The living naturalness, the true balance, the full range of all musical instruments and voices, were sought—and found!
COLUMBIA to the Phonograph

Remember how a great musical composition is given birth and you will realize that anything short of exact fidelity in reproductive processes is disloyalty to the majesty of a great creative art.

First, there is the dream-music heard by the inner-being of the great composer as he sits pondering.

Then there is his desperate attempt to catch and score all this vagrant beauty on paper.

Inevitably some of it escapes him! Be he Wagner, Beethoven or any other immortal, he has the anguish of "the unscorable dream-music."

Gradually he builds and polishes the score of the composition, often working in an intense fire of effort to compare one manner of handling a passage with another while they are both fresh in impression.

Here and there are marks of tempo, energy, feeling and color, such as accelerando, agitato, andante, dolcissimo, grandioso, pianissimo, amoroso, or a phrase of suggestion such as adagio cantabile,—Italianate incitement to the interpretive artist to enter into the spirit of the composer and play as he never played before.

Every instrument in its entire range and in its rarest tonal caprice, has been tested in the Columbia Laboratories for utter fidelity of reproduction in every detail.

Every possible grouping of instruments has been patiently tested out.

Voices of every kind, in hundreds of different selections, have yielded a life-like quality formerly unknown.

Today whatever Music is, Columbia is.

The proud possessor of the Vivatone Columbia and of Columbia New Process Records sees the doors of all music-land flung wide open.

The magic of the music may at first obscure your appreciation of its material source. But the mechanisms that perform the miracle are cased within cabinets of mahogany and walnut that contribute to the decorative harmony of tasteful interiors, and that you should examine critically.

Consider each model as a piece of furniture—force yourself to forget its musical capacity—and you will appreciate its dignity and appropriateness. Study its details and you will find excellence of workmanship happily associated with convenience of design.

Columbia Phonograph Company
New York
Columbia Phonograph Company
New York

You can play any record of any make on the Viva-tonal Columbia, but your custom-
Brunswick Co. Fired Opening Gun of Big Advertising Campaign on August 14

Such National Media as Liberty, Saturday Evening Post, Literary Digest, Etc., to Be Used in Featuring Panatrope and New Acoustical Line of Phonographs

The opening shot of a new, elaborate national advertising campaign on the part of the phonograph division of the Brunswick-Balke-Collender Co., Chicago, was fired during the week of August 14, when a double-page spread appeared in Liberty of that date. The campaign will branch out into extensive proportions in September and will include advertising displays in such magazines as the Saturday Evening Post, Literary Digest, Good Housekeeping, Harper's Bazar, Vogue, National Geographic and others. In addition, the present newspaper appropriations of the company for all metropolitan newspapers are to be increased.

Concurrent with the announcement of the new publicity campaign comes the statement from the general offices of the Brunswick-Balke-Collender Co. that a national campaign is being planned for the purpose of securing a suitable name for the new product of the phonograph division, temporarily being called "The New Musical Instrument," which is announced to the public through the medium of the national advertisements beginning with the display in Liberty.

The new Brunswick product, which is expected to create as big a sensation as the Panatrope, and which will be featured with the Panatrope in the future, was introduced to the trade several months ago and incorporates the latest acoustical developments in mechanical reproduction. It is housed in four unusually beautiful cabinets, which are the result of almost eighty years in woodworking craftsmanship, for which the company has long been famed. Dealers in all parts of the country have already received their original shipments of these instruments and will be in a position to co-operate actively with the advertising by means of the tie-ups in their local newspapers.

The complete line of the new instrument at present comprises four distinctive models, which are as follows: The Seville, which is a console of unusual attractiveness; two console models, known as the Madrid and Valencia styles, and a high-boy type, embodying the latest designs in cabinet construction, the Cortez. These four instruments, retailing at $115, $165, $245 and $300 respectively, present to the Brunswick dealer a commodity with which to appeal to the purser of all.

The drive, which is to be announced as part of the advertising campaign, has as its primary object the naming of the new instrument. Three prices will be given for the best names submitted with an advertising slogan not exceeding ten words. The winning name and slogan will be chosen on their attractiveness and advertising value, their application to the suggested usage as well as their brevity and the case of pronunciation. No restriction is placed on those who enter the contest.

In the announcement there will be a brief outline of the plan under which names may be submitted with instructions to call at any Brunswick dealer for complete details and the necessary literature. By this means dealers who actively co-operate in the advertising will be immeasurably benefited in that many will be visiting their stores.

Many dealers are already preparing their window displays and their advertising copy in order that they may be ready as soon as the drive starts.

M. J. Polikoff Now With Knickerbocker T. M. Co.

Widely Experienced Executive of the Piano, Phonograph and Radio Business Appointed Sales Manager of the Radio Division

The Radio Division of the Knickerbocker Talking Machine Co., Inc., New York City, maker of Knickerbocker radio cabinets and distributor of radio products, has announced the addition to its staff of Martin J. Polikoff as sales manager. Mr. Polikoff is widely experienced in the cabinet line, having been in the phonograph, piano and radio business ten years. His experience has been from both the wholesale and retail angle, which enables him to render exceptional aid to the dealer in solving sales problems. Mr. Polikoff at one time covered the Eastern territory for the W. W. Kinball Co., of Chicago, and also served as sales manager for the Rudolph Wurlitzer Co. in the piano and phonograph departments at the Philadelphia store. Mr. Polikoff was more recently connected with the Podkey Co.

In his new position as sales manager of the radio division of the Knickerbocker Talking Machine Co. Mr. Polikoff plans to spend considerable time on the road calling upon his many friends, but will make his headquarters in New York.

Members of the Bakersfield, Cal., Lodge, B. P. 0. E., who made the trip to Chicago, Ill., last month to attend the annual convention of the Elks, were entertained en route on their special train by a Victrola donated for the trip by Don C. Preston, who is one of the most successful dealers on the Pacific Coast.

The contest, officially announced to the public in Liberty on August 14, will close on December 15.

The "Jewel Case"—not merely rare beauty but new acoustic principles!

The "Jewel Case"—like a rich antique jewel cabinet in outward appearance, with all of the rare tone beauty of an old violin. Undreamed of fidelity, and small though it may be, volume is greater than any speaker yet marketed.

Velvet Speaker Number 21 is startling in its far flung progress toward the ideals of beauty and acoustic perfection. Be first to offer it and reap the sales. The price is reasonable—the quality the highest—and dealer, jobber co-operation unusual. Write today for the Velvet franchise!

Velvet Radio Speakers

Manufactured by The Borkman Radio Corp., Suh Lake City, Utah
Kalamazoo, Mich.

No. 21 "Jewel Case" Radio Speaker Price $45.00

Five foot air column. Velvet unit with patented double stylium and thinnest diaphragm—won't blast—won't distort—yet supersensitive. No noise.
Radio Accessories Build Dealers' Profits

An Analysis of the Radio Accessories Business Indicates That the Talking Machine Retail Trade Provides Tremendous Sales Outlet

Because talking machine dealers who handle radio generally are concentrating their efforts on the larger units, namely, the radio sets, the profits in the smaller items that come under the head of accessories are often lost sight of. The fact remains that the average talking machine dealer moves a tremendous volume of accessories over a period of six months or a year—these items including loud speakers, tubes, batteries, chargers, battery eliminators, antennas, sets, voltmeters, ammeters, hydrometers, etc., and according to the results of a survey, the field for sales of these items is undoubtedly tremendously large, larger even than the market for sets, which by the way has hardly been scratched, because there is a constant and ever-growing replacement demand.

Interesting Accessories Facts

Here is an analysis of the volume of accessories moved by three dealers who represent the three extremes as regards location. The first dealer (store No. 1), whose location is such that he enjoys a large transient trade, moves accessories of all kinds to the average value of $4,487.50 a month, or $26,925 over a period of six months, the six-months’ period being selected because during that time in the past the talking machine dealers have added to their stocks of accessories those items which rounded out the line, enabling them to give a correct report of the average accessories business.

Store No. 2, located in a rich shopping district, does an even greater volume of accessories business, reaching the amazing total over a six-months’ period of $58,624.50, and store No. 3, a neighborhood establishment, which has evolved a place for selling its radio accessories back to the store when they need accessories through battery charging service, reports a total volume of accessories sales for the six-months’ period of $8,175.00. These figures, of course, include the sales of accessories at the time of making sales of radio sets, in addition to purely replacement business.

Battery trouble, according to the reports of retail talking machine dealers who are actively engaged in the merchandising of radio, represents from 50 per cent to 80 per cent of the trouble. In order to serve the demand for service, in other words, service men are sent out from these stores from fifteen to eighty times out of a hundred to discover after testing that the batteries and not the sets are at fault. This is an important point and one which the talking machine dealer can turn to profit by making the best effort possible to sell battery testing and charging devices, such as voltmeters, ammeters, hydrometers and chargers. Not only is there a profit on the sale of these items, but, most important of all, their use by radio set owners will materially curtail the needless calls for service, and are, therefore, a saving to the dealer. This, of course, is in addition to the cost of free service and increasing the profits on the sale of radio sets. Let the customer test his own batteries. Sell him the necessary items. The dealer through such sales can cut out service overhead. Remember that; it is of vital importance.

Maintaining Prices

Some dealers complain that their radio accessories business is suffering through the operations of gyp houses and cut-price artists. They claim that they cannot meet this form of competition by reducing their own prices and if they do this they practically eliminate profits. There is an answer to this complaint. Think back for a moment. Is it not true that the gyps have been doing this for the past with a good many radio sets? In spite of this fact, legitimate dealers have been doing an excellent volume of sales. What is the answer? If there are still people who will pay a fair price for a good product merchandised by a reputable dealer. The dealers whose radio accessories business is reported on this page all are maintaining prices, so that they make a fair profit on each transaction. The trouble is that many dealers pay too much attention to what the gyp artists are doing, and, while this is a legitimate tactic, it does result in driving down the prices and means of creating sales.

Profit Through Turnover

Admitted that accessories are small items and that the profit in dollars and cents on each item is small, the fact remains that it is not the smallness of profit on the individual items that measures the net profit of the dealer. The relation of profit to turnover applies just as forcibly in the radio accessories field as it does to the larger items. While it is true that the profit is smaller, so is the turnover, another factor that must be taken into consideration. The profit on one tube, voltmeter or any other of the necessary radio accessories may be small, but the figures shown herewith illustrate in a most concrete manner how this small profit, multiplied over a period of a few months or a year, grows to large proportions. Think that over.

"Fatter" Dealers Get Sales Volume

In connection with these figures it is interesting to note that the radio set and accessories business of the average talking machine dealer runs from twenty-five thousand dollars per annum upward. Dealers have reported an annual business to The World of well over $250,000 a year, in one case the gross business reported reaching over $1,000,000. With each one of the sets sold to make up these large volumes there was an opportunity for the sale of accessories. Therefore, the dealer who does not realize the extent of the opportunity had better do some serious thinking and get in back of his accessories department with all the merchandising skill at his command.

Radio Molds Public Opinion

Joseph D. R. Freed, president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., emphasized radio's contribution to a sound and enlightened public opinion in a letter to Vice-President Charles G. Dawes, congratulating the Vice-President on his remarks at the recent celebration in Salem, Mass., in which address Gen. Dawes linked the Constitution and radio as offsets to dangerous snap judgments.
Announcing the new Balkite Light Socket Line for 1926-7

A new Balkite Charger with both trickle and high charging rates. Three new Balkite "B's," including the new popular priced Balkite "B"-W at $27.50. The new Balkite Combination—with the "A" battery it furnishes automatic power to both circuits.

The new Balkite line for 1926-7 includes:

1. THE BALKITE TRICKLE CHARGER. This you already know as one of radio's best sellers. Over 200,000 were sold last year, the first during which it was on the market.

2. THE NEW BALKITE CHARGER, with both trickle and high charging rates. Into this charger have been combined all the features of the old standard Model H Balkite Battery Charger and the advantages of trickle charging. It will be even more popular than Model H.

3. THREE NEW BALKITE "B's" including the new popular priced Balkite "B"-W at $27.50. Because of its exclusive features, because it is noiseless, uses no tubes and requires no replacements, Balkite "B" today dominates the "B" market. And it will continue to do so. The three new models will serve every type of set. Balkite "B"-W at $27.50 now makes Balkite "B" available to owners of lower priced sets.

4. THE NEW BALKITE COMBINATION. Once connected to the "A" battery this new Balkite unit furnishes automatic power to both circuits. Controlled by the filament switch on the set, it is entirely automatic in operation. It will be one of the outstanding developments of the season.

For both the radio jobber and dealer Balkite has always been one of the most profitable lines in the industry. Over 600,000 Balkite Units have already been sold. One radio receiver in 10 is already Balkite equipped. With the new line, backed by more powerful advertising than ever, Balkite will sell even more rapidly.

And the profit on Balkite Radio Power Units is clean. Noiseless, tubeless, trouble-free and unfailing in operation, once sold they stay sold. They move off shelves rapidly and they don't come back. Get your share of this profitable business now.

Balkite Radio Power Units

Manufactured by FANSTEEL PRODUCTS COMPANY, INC., NORTH CHICAGO, ILLINOIS
FARRAND made the first cone speaker—
Farrand still makes the first cone speaker

Farrand Speaker

New!

The Farrand SENIOR Speaker with two-pow-er cone speaker unit and a walnut-lam-inated wood cone—lend-ing still further quality to its performance and appearance.

$32.50

JUNIOR Model—
canal's ammum speaker value. A smaller edition of the Pyrami Senor and in cone excel-
in performance.

$16.50

Farrand POWER Speaker capable of vol-
ume equal to that of a full orchestra. For large rooms, restau-
raunts, dance floors, fraternal orders. Pedestal model illuminated

$79.50

Also in WALLMODEL for hanging—

$65.00

FARRAND MANUFACTURING COMPANY
FARRAND now introduces a heavy-duty "B" Eliminator—and again "The Ear Says BUY!"

Farrand

B

ELIMINATOR

FARRAND "B" ELIMINATOR

Operating on 60 cycle, alternating current. Provides new high-voltage capacity, with an output of 15 milli-amperes. Will operate a multi-unit set, provide the following voltage: 50 to 100 volts on radio frequency tubes; 15 to 70 volts on detector tube; 60 to 100 volts on last audio stage—equivalent to one stage of power amplification. Totally free from hum, even continuous noise. Does away with bothersome continual adjustment. Nothing to wear out. Requires no acid or water; uses only one rectifying tube. Uses either UX-13 or UX-14 tube. Finished in bronze steel. (Prices slightly higher West of Rockies)

$48.50

without tubes

$62.50

without tubes

combined with

POWER AMPLIFIER

The Farrand "B" Eliminator combined with Power Amplifier uses two rectifying tubes and one amplifying tube. Delivers 400 volts of "B" power. Used in connection with a cone speaker will exactly reproduce the full volume of an orchestra—completely free of distortion.

INC., LONG ISLAND CITY, N.Y.
Profit Winning Sales Wrinkles

How a Dealer Tied Up With a New Record Artist and Created a Big Record Demand—Collingwood Co. Found Dances a Source of Radio Profits—A Radio Tag That Reduces Service Trouble—Featuring Portables Sells 'Em—Other Giants That Mean More Sales

The Luscher Music Store, talking machine and radio dealer, New York, took full advantage of the Marion Talley film prepared by the Victor Co. for the exploitation of this new artist. This film, which shows the artist going to the plant at Camden, N. J., and recording "Caro Nome" and then playing the finished product on the Orthophonic, was secured by the Luscher establishment and was shown at the local moving picture theatre for four days. This had an introduction attached to the film giving publicity to the business and stating that a further demonstration of the instrument could be had at the Luscher Music Store. The setting provided for the showing of the film was most effective. When the incident in the film showing the artist singing with the record occurred a Crelenza model, placed behind the screen, started playing the selection. Then the screen was raised and a spotlight played on the instrument.

A further side to this exploitation stunt was that the feature film playing at the theatre at the time was "Yes Sir, That's My Baby." An Electrola placed on the stage relieved the house orchestra at intervals during the different shows, playing the dance record of the selection of the same name as the picture. The theatre in which this demonstration was given seats about 3,500, and as sixteen shows were given during the four days that the film was shown it was estimated by William Luscher that approximately 50,000 people heard the new instruments.

Publicity From Dances

The Collingwood Radio Co., RCA dealer, recently seized the opportunity of the annual dance of the joint alumni associations of two of the high schools of the city to secure desirable publicity for the Radiola line. This dance, which is one of the most prominent of the social affairs of the season, attracts the interest of a great many residents of the city, so the Collingwood organization rented the broadcasting station WJR for a half hour on the night of the dance. A Radiola 26 and a 104 loudspeaker were installed in the ballroom and for a half hour the 250 couples at the dance were waltzing and fox-trotting to the program broadcast from the local station. After each number an announcement was made that the program was being broadcast through the courtesy of the Collingwood Radio Co. for the special benefit of the alumni dance. By thus taking an active part in the city's activities the company secured much very valuable advertising for the Radiola line and gave an actual demonstration to hundreds of likely prospects.

Tag Cuts Radio Troubles

The radio department of the John Wana- maker Store in New York is using a tag for the complete information regarding the set itself and the accessories needed. Also, as will be observed there is space on the card for a record of the inspection of the radio, phonograph or musical instruments; a feature of the tag being that it can be used for any of the three lines.

Cashing in on Portables

Landay Hall, New York, devotes one of its windows to a presentation of instruments which have a special appeal during certain periods of the year. Prominent among these are the portable talking machines, which occupy the foreground of the display, shown in all colors and case designs. To the side of the window a placard calls attention to the desirability of the portable. Pictured across the top of the placard is a picture of a couple dancing on a placid lake with a portable resting in the center of the boat. The text matter which follows reads:

Away or at Home. A portable phonograph will always add to your summer pleasures.

On the porch of your cottage—in the bungalow—in the spare seat of the car or in the room.

There is always room for it.

Easy to Carry

Plays All Records

Dress Makes the Man

The appearance of a salesmen is a decided factor in his success with prospective customers. Realizing this the proprietor of several music stores in an Eastern city with the approach of the busy season when heat and humidity begins to affect the appearance of the sales staff, the store management has determined to spend a sum sufficient for the purchase of a sufficient number of suits for the sales force. The purchases are made in a store of the city's best reputation and the suits are of the finest material obtainable. All members of the sales force are to receive suits of the same color and style. The appearance is not the only consideration. The cost of the suit and the cost of the purchase is credited to each member of the staff.

Keep Service Men Busy

One of the cleverest stunts that have come to the attention of The World in some time has been put over by Kober Bros., Music & Radio Shop, New York City. The plan is designed to create work for the service department, and also to stimulate the sale of radio accessories and gifts. Here it is in a nutshell: A case has been sent to the people throughout the entire neighborhood of the section of New York City in which the store is located on which appears the following message:

From the Radio Dealer

Do you ever consider why your radio set does not function as well as it should? The trouble is the improper installation of your set. When the radio set is tilted to one side, the aerial which supplies the set with its broadcast reception is not vertical, and the aerial which receives the radio waves from the broadcast station is not vertical. This causes an improper current to flow through the set, and the result is a poor reception.

We are equipped to examine your aerial and put everything in good working order, as a minimum charge to you. We ask you to bring your set to us, and we will put it in order for you, and you will be surprised at the difference. The reception will be much improved, and you will be able to enjoy your radio to the fullest extent. We also supply spare parts, and we will not charge you for any additional cost.
Atwater Kent

As you think of this year's business... perhaps these 5 questions with their answers may interest you

The Radio you will handle this fall—

Is it known to your prospective customers?

Atwater Kent Radio is known everywhere because it is completely advertised in every legitimate way. And the power of the printed word, of pictures, of broadcasting is reinforced by the word-of-mouth advertising of hundreds of thousands of satisfied owners.

What is the experience of its manufacturer?

Twenty-six successful years in the manufacture of precision electrical instruments—such is the Atwater Kent record.

What are the facilities and resources of its manufacturer?

Atwater Kent Radio is made in the largest radio factory in the world under conditions permitting extreme care in quantity production. Behind the product stand stronger resources than those of any other individual manufacturer and the personal responsibility of a man who demands the utmost in quality and workmanship in every product bearing his name.

Does it sell easily?

Atwater Kent dealers will tell you that Atwater Kent Radio—rightly designed and manufactured, supported by year-round advertising and offered at a sensible price—is easiest of all to sell.

Does it stay sold?

This question has been answered by thousands of dealers, who testify that Atwater Kent Radio requires the least service of all. Their profits do not melt away in servicing costs.

FINALLY—

Atwater Kent distributors are not merely "jobbers." They are experienced Radio merchandisers who know how to help their retailers sell for a profit. To be sure of getting your share of the radio business—see the distributor who handles your territory.

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
4725 Wissahickon Avenue  •  Philadelphia, Pennsylvania
Brunswick Shop Profits by Canvassing

Live Buffalo Retailer Has Worked Out a Plan of Outside Selling That Has Increased His Sales—Using Insurance Men as Collectors.

That canvassing is still an effective method of promoting sales is evidenced by the experience of dealers who are intelligently getting out into the field for business. This is true not only of the new instruments placed on the market by leading companies during the past year or so but also of the talking machines taken in trade.

The time has come when the talking machine dealers must use the same intelligence in moving the trade-ins that he uses in seeking customers for the new instruments.

Selling the Trade-in Machine

There really are only two ways of selling the trade-in—one is by bargain advertising and the other is by getting out and digging for prospects, and the latter will prove by far the most effective. The trouble seems to be that a great many dealers who stage canvassing campaigns go ahead without regard to expense, and at the end of the trail find themselves in a hole, insofar as profits are concerned. Sell these instruments fast enough, and put a price on them sufficiently high to give the dealer a decent margin of profit, and the canvassing route will be found extremely satisfactory.

At least that is the belief of C. O. E. Curtis, of the Brunswick Shop, of Buffalo, N.Y., which during the past year has sold in the neighborhood of a thousand talking machines in this manner, most of them trade-ins.

Auto Truck Used by Brunswick Shop

Perhaps the reason for the success of the Brunswick Shop campaign lies in the fact that its method is a little different from that of the average dealer. The Brunswick Shop sends out an automobile truck loaded to the guards with talking machines, and in the care of a police-office salesman. These men actually peddle the instruments from house to house, and that this method is profitable is indicated by the fact that on one Saturday morning alone he disposed of thirteen talking machines in the colored section of the city. These happened to be trade-in instruments and they were priced high enough so that the store made a good profit. The point is that the dealer lost no time in moving these instruments, and he sold them to individuals who ordinarily could not afford to pay the prices of the new models. This salesman has combed the city for business, and he has established an acquaintance in various parts of the city that now makes selling easy.

Of course, where machines are sold in the busier sections of the city, credits must be watched with particular care, especially where sales are made to colored people, who it is known have happy-go-lucky, care-free dispositions and who will just forget about the payments due unless someone is right on the job to call their attention to it.

Insurance Men Make Good Collectors

If regular collectors were to be employed to call each week or month on these patrons, the cost of procuring the money would be so great that the dealer's profits would be conspicuous by their absence, and the whole canvassing campaign would thus become a losing proposition. However, the Brunswick Shop has cut the cost in this end of the business to a minimum in a rather clever manner. Briefly, insurance men are used as collectors. In every part of the city, no matter how poor, the insurance man has a contact with the people that the talking machine dealer could never hope to have. He visits them regularly. He knows their idiosyncrasies. He can use the methods which he knows from experience will be most effective in getting the money and he does so, with the result that the dealers has little to worry about in connection with outstanding accounts.

The insurance men collectors receive a small commission on the money they bring in, making it worth their while, and at the same time the commission is sufficiently low so that the dealer does not have to worry about collecting these accounts.

Cover Great Territory

Canvassing for business is a worth-while method of sales promotion in connection with the new models now on the market as well as with the trade-ins. The Brunswick Shop has from five to eight salesmen continually on the road within a radius of fifty miles of the store. The men travel about in Fords and thus are able to get into the more distant districts. This dealer claims that canvassing is actually a cheaper method of securing business than selling from the floor to customers brought in by advertising.

His contention is based on the fact that the men are not paid unless they make sales, that is, they receive commissions only and through them do a greater volume of business, bringing the unit cost, particularly, down considerably. Of course, it must be borne in mind that volume is necessary to profit in canvassing, especially where the salary method is employed in paying outside men.

Another point that cannot be emphasized too strongly is this: Right now is the time to get busy canvassing for business; that is one of the methods that will make unnecessary the time-worn alibi of Summer doldrums.

Radio Center Announces a Plan to Aid Manufacturers

In pre-raging the year's expense, Col. S. Herbert Mapes, president of Radio Center, Inc., has evolved a plan whereby radio manufacturers who have not already availed themselves of the special display and demonstration privileges of Radio Center may take space for August and September, thereby permitting the industry to exhibit and demonstrate radio products during the height of the selling season. A new term of the September Radio Show at Madison Square Garden. Col. Mapes explained that this will enable the manufacturers to try out the advantages of Radio Center at nominal cost.

Hazeltine Corp. Wins Suit

The Electric Service Engineering Corp., of New York recently was restrained from making or selling radio apparatus which infringes the Neutrodine invention of Prof. L. A. Hazeltine, by a perpetual injunction signed by Federal Judge Thomas D. Thacher. All officers, employees and agents of the company are also enjoined by the court's order from making or selling such apparatus. This decree of Judge Thacher follows his recent decision wherein he held the Hazeltine invention was valid and had been infringed. This is the result of a suit brought by the Hazeltine Corp. and the Independent Radio Manufacturers.

The Pease Piano Co., formerly located at 34 Flatbush avenue, Brooklyn, N. Y., has moved to attractive new quarters at 58 Flatbush Avenue. The Pease Co. handles, in addition to pianos, talking machines, records, radio and small musical instruments.

Added Profits from
BURGESS RADIO BATTERIES

Almost invariably the home with a phonograph owns a radio set—and quality dictates the buying preference.

Confidence in the quality and absolute dependability of Burgess Radio 'A', 'B' and 'C' Batteries is now firmly established. The Burgess line is the logical quality line for phonograph dealers to handle.

"Ask Any Radio Engineer"

BURGESS BATTERY COMPANY

DRIY BATTERIES

Manufacturers

Flashlight Radio Ignition Telephone

General Sales Office: Harris Trust Bldg., Chicago

Laboratories and Works: Madison, Wis.

Branches: New York, Boston, Kansas City, Minneapolis, Washingion.

Firmware, S. Louis.

In Canada: Plano, Niagara Falls, Winnipeg:

Branches: Toronto, Montreal, St. John.
“Val-Phonic”

A new reproducer made exclusively by us, expresses everything that is expected of one of its kind.

A special new feature is the “Valfor” antique finish, which adds to its appearance.

You will be more than pleased with its exceptionally fine tone qualities.

Order one and try it out

Valley Forge Headquarters

ALLEY Forge products are being used wherever good business judgment demands that only the finest materials be used in their talking machine repair department, and too, where they are particularly interested in keeping down their costs. For in all Valley Forge products you find both quality and price and those whom we serve know that service here isn’t forgotten. That’s one of the reasons why “VF” products are becoming so very popular.

Another reason is because all Valley Forge Main Springs are non-jump; and come wrapped in a rust-proof paper — Mocolene.
How Live Atwater Kent Dealers Are Cashing In

Disabled World War Veteran Building Successful Business—Radio Featured in Parades by Retailers—Effective Radio Publicity

If you are merchandising a product that you think is good, tell the public about it and keep the merits of the line before prospective buyers all the time. This is the principle behind most business successes and it is the basic reason why most of the dealers mentioned below have built up successful radio sales volume;

Eliott Wade Patrick, dealer of Brookfield, Me., who features the Atwater Kent radio line, although working under the tremendous handicap of physical disability, has built up a profitable radio business through constant publicity and the application of real merchandising principles. Mr. Patrick is paralyzed from the knees down, the result of an injury suffered during the World War. This has not prevented him from directing the affairs of his business. He is assisted in the store by a girl bookkeeper and his mother. Outside men are constantly covering the territory, digging up prospects, following up prospects and closing sales. Sales are so brisk that two men are kept busy erecting aerials. Mr. Patrick is authorized, for the statement that business during the 1925-27 season will show a 50 per cent to 75 per cent gain.

Another live Atwater Kent dealer who brought his business and the line he handles before thousands of people is E. B. Wilkes. Mr. Wilkes took advantage of a parade during the Peach Harvest Festival, Picayune, Miss., to enter a float that attracted wide attention among local people as well as about 20,000 visitors. The float consisted of an automobile made up to resemble a boat and on the after desk was a mammoth Atwater Kent radio and speaker. The set was made of brown cardboard and pie plates were used as dials. This was an unusually eye-arresting and effective bit of publicity.

A. F. Beyer, one of the leading dealers of San Antonio, Tex., also used the float idea during a recent parade in that city. An Atwater Kent radio set was part of the equipment of the float and by this means and a loud speaker the crowd was treated to a musical program being received through the set. A large poster, advertising the set, completed the picture, making an impressive showing.

Paul B. Tice, dealer, of Lebanon, Penn., took an Atwater Kent set with him to a camping settlement. Demonstrations caused the campers to sit up and take notice. Result: Several profitable sales.

DeForest Radio Co. Resumes Manufacturing Activities

Arthur D. Lord, Recently Elected President, Outlines Company’s Plans—Charles A. Rice Appointed Director of Sales

Announcement is made of a resumption of plant activity by the DeForest Radio Co. at Jersey City, according to a statement issued by the company, which will continue production under the direction of Arthur D. Lord, recently elected president. Mr. Lord reports the appointment of Charles A. Rice, former assistant sales manager, as director of sales.

"Comprehensive plans for the coming radio season are being formulated for DeForest wholesale distributors and retail dealers," says Mr. Rice. "Especially in the tube field. In addition to the present line of highly specialized standard audions for receiving sets, the company is also furnishing a large portion of the tubes used in amateur transmitting stations in this country and abroad. It is supplying tubes also to the United States army and navy, as well as to foreign governments. It is now placing on the market a new specialized radio frequency amping tube to be known as the type DL-4, for use in neon-tube sets and circuits of the new bridged type."

The DeForest Co., which is the pioneer radio tube manufacturer in the country, recently expanded its tube department with enlarged quarters, and new machinery for the manufacture of the DeForest "Audion" invented by Dr. Lee DeForest, who is internationally known as the "father of radio broadcasting."

Another change in the personnel of the company is the appointment of W. C. von Brandt, formerly sales manager of the Eastern division, to the position of export manager and technical sales adviser. Dr. Lee DeForest, it is announced, will continue to act as chief consulting engineer.

Application has been made to change the name of the Phonograph Shop, Inc., at Columbia, S. C., to that of the Columbia Music Co.

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You Can’t Lose!

"A" Space for 15 Volt "B" Bat. "C" Space for "A" Battery and Trickle Charger

The MU-RAD Super-Six Receiver

Custom Built—Quality First, Rather than Mass Production

—37 Individual Inspections Assure Flawless Performance

Single Tuning Control

The MU-RAD “Golden Rule” Policy

A reciprocal arrangement—firm, fair, faultless—unique in radio. Protective territory, small commitments, bonuses in proportion to sales and a fixed plan for exchanging old for new models to customers.

This is the sixth year of broadcasting. Significantly it is Mu-Rad’s sixth year also.

You are dealing with an established house.

MU-RAD

RADIO CORPORATION

Dept. W., Asbury Park, New Jersey
Chamber Opposes Effort to Increase Rates on Phonograph and Radio Cabinets

Submit Brief Opposing Railroad's Claims at First Hearings Held in New York on July 15—Controversy of Importance in Respect to Future Attitude of Railroads

Docket 27, now under consideration by the Official Classification Committee representing all the railroads in the country, contains a proposal of the railroads to make a special rate for phonograph and radio cabinets, which would materially increase these rates over those now in effect. The same docket includes a proposal by radio manufacturers to establish a special classification for radio mechanisms for installation in cabinets at the same rate as talking machine mechanisms.

The first hearings were held in New York on Thursday, July 15, at which the phonograph and radio interests were represented by the Music Industries Chamber of Commerce. A committee of traffic managers prepared a brief, which was presented by H. W. Lockwood, traffic manager, and general manager. This special committee acting in this matter consists of W. H. Lockwood, traffic manager, Brunswick-Balke-Collender Co.; W. F. Varna, chief accountant, Sonora Phonograph Co.; W. Hildebrand, traffic manager, Thomas A. Edison, Inc.; L. R. Ahern, traffic manager, Columbia Phonograph Co.; George W. Knight, traffic manager, Charles Frehman Co., Inc.; William T. Rogers, traffic manager, Fried-Eisenmann Radio Corp. These traffic managers, with the exception of Mr. Lockwood, also appeared individually to supplement the brief of the Chamber.

Hearings were also held in Chicago on July 22. Additional briefs were filed by the Chamber, and W. H. Lockwood, chairman of the Chamber's Traffic Committee, made a special argument. Traffic managers of the Zenith Radio Corp. and Stewart-Warner Speedometer Corp., both of whom are members of the Chamber, also appeared.

In view of the recent attempts of the railroads to increase rates on phonographs, as well as the well-known attitude of the railroads looking toward such increases in the future, the proposed increases under consideration are of particular importance. The result of this controversy may determine much future action with respect to rate changes. It is likewise important, in view of the infancy of the radio industry, in which rates are as yet largely unestablished, that each specific radio rate, when established, be done so properly.

The brief filed by the Chamber at the New York hearings, dated July 16, 1926, is as follows:

"The Music Industries Chamber of Commerce is composed of eleven national trade associations, representing the manufacturing, jobbing and retail interests of practically every branch of the music industry. We appear today especially in behalf of manufacturers, jobbers and retailers of phonographs, as well as a number of manufacturers of radio sets and apparatus who believe that the classification, rate and proposed increase, to Docket 27, Subject 47 furniture cabinets; music, music record and talking machine record; and Subject 49 furniture cabinets; radio or talking machine (without mechanisms).

Subject 49 Furniture Cabinets; Radio or Talking Machine (Without Mechanisms)

"We wish to discuss with you first Subject 49 furniture cabinets; radio or talking machine (without mechanisms), which is theCarrier's proposal, establishing an additional classification, to which we are very strongly opposed.

"There is no practical connection between radio cabinets and talking machine cabinets (without mechanisms), and therefore no justification for embracing them within the same classification description. Talking machine cabinets (without mechanisms) constitute entirely a partially manufactured product, shipped off for purposes of further manufacture, and have never been sold through retail channels or to the ultimate consumer; while, on the other hand, a large portion of the radio cabinets are finished products designed for sale through retail channels and sold to the ultimate consumer.

"There is no reason for a new item to cover talking machine cabinets (without mechanisms), for reasons already given for Item 4, Page 228. Consolidated Freight Classification No. 4. Furthermore, an investigation we have made through our members and all other manufacturers of talking machines indicates that there has never been and will not be any movement of talking machine cabinets (without mechanisms) in less than carload lots.

Therefore, instead of the proposed less than carload rate being discriminatory, it would be a paper rate.

Subject 47 Furniture Cabinets: Music, Music Record, Talking Machine Record

"Under Subject 47, furniture cabinets: Music, music record or talking machine record, the carriers propose to increase the less carload ratings in all territories from first to one-quarter time, first-class and carload rating in western territory from third class to second. We have recommended that strong opposition to this proposal at this time.

"We know of no justification for this proposed increase, and we therefore believe that this proposal should not have been made at the present time, and that we should not be called upon to submit evidence to support our opposition in view of the fact that this, being a furniture classification, is included in the investigation of rates on furniture. Order No. 1832."

Columbia Co. Advertising

Records in Page Publicity

Impressive Advertising in the New York Times Tells the Public of the Latest Record Developments on Columbia Discs

A full-page ad in the New York Times, part of the national newspaper advertising of the Columbia Phonograph Co., devoted to the New Process Records, set forth the merits of the Columbia discs in a strong and eye-arresting manner. The ad was illustrated in a manner designed to catch the attention of the reader and the text message in part read: "Not only do Columbia New Process records afford an entirely new conception of phonograph music as now rendered with absolute fidelity to the original, but the entire absence of scratching sounds on the smooth, silent surface is exclusively a Columbia achievement."

"If you have not yet heard Columbia New Process records, a great treat is in store for you. Your phonograph, no matter of what make or style, will suddenly become a far more valuable means of entertainment than you ever supposed it could be."

New Process recordings of great symphonies, dance music, etc., also come in for their share of attention. Altogether it is advertising of the highest type and should have a marked influence on the record business of the dealers, especially those dealers who make the publicity in their sales promotion campaigns in an effective manner.

Plan Formation of Texas Radiola Dealers' Ass'n

Action Taken at First Radiola Dealers' Service School at Offices of the Texas Sales Radio Co., Inc., Distributor in Dallas

DALLAS, Tex., August 4—The first move toward the organization of a Texas Radiola Dealers' Association was made at the Radiola Dealers' Service School in the offices of the Texas Sales Radio Co., Inc., recently when Hal Corcoran was appointed temporary organization chairman and Robert W. Hicken was appointed secretary.

The service school held last late month was the first of its kind in this section, said A. J. Schueler, and about 200 dealers from all parts of Texas, Oklahoma, Arkansas and New Mexico were in Dallas to learn how to service the Radiola. E. C. Carlson, chief radio manager, Howard M. McLean, vice president, and E. H. Rowley, Radiotron specialist, all of the Radio Corporation of America, handled the technical subjects of the Radiola, and C. A. Lindauer, sales promotion manager of the Burgess Battery Co., handled the subject of batteries. Local advertising and merchandising men gave talks on those lines. Sanger Bros. co-operated in the demonstrations.
"We turn our battery stock weekly"

Mr. J. G. Strader, treasurer of Strader's Music Shop, 956 East 55th Street, Chicago, says, "We have been concentrating on Eveready products for some time, tying up with the big national campaigns that you are now running. We very often feature Eveready Radio Batteries as well as Eveready Flashlights in our windows, for we have learned to push fast-selling items. Our trade now demands Evereadys in preference to all others. Inasmuch as we turn our stock of radio batteries weekly, the space and effort devoted to their display are more than justified by the result.

"After trying several competing makes of batteries we have found that it pays to handle Evereadys because the consumer, whose opinion is the only one worth considering, takes to them like a duck takes to water. This is why our battery business enjoys a steadily increasing growth: The buyer may forget you for weeks and months due to the long life of the 'A' and 'B' batteries, but their everlasting good service will bring him back, and his friends will come too."

The Eveready line is a logical one for every music establishment that is interested in quick turns and profits. Order Eveready Radio Batteries from your jobber.

Manufactured and guaranteed by
NATIONAL CARBON Co., Inc.
New York San Francisco
Atlanta Chicago
Kansas City
Canadian National Carbon Co., Limited
Toronto, Ontario

Tuesday night means Eveready Hour—8 P. M., Eastern Standard Time, through the following stations:

WEAF-New York
WJAR-Providence
WNEW-Philadelphia
 записи on

WQX-Buffalo
WXXX-Boston
WJAG-Worcester
WAGM-Cincinnati
W.AI-Clincinet
WWJ-Detroit
WCCO-Minneapolis
KNO-St. Paul
KSD-Louis

EvereAdeY
Radio Batteries
—they last longer
Let Last Seasons Day-Fan Dealers Tell You what they think of the Day-Fan Radio and the Day-Fan Dealer Policy!

Day-Fan Electric Company (The Dayton Fan & Motor Co.)

Dayton, Ohio

Makers of Radio Receivers, Fans and Motors with the Precision and Quality of 37 Years Electrical Experience

5-6-7 Tube $89.00 - $250.00

Single Dial Control
The interesting experiences of a music house which was organized in the Far West shortly before the national development of radio as a retail proposition and which used the popularity of radio merchandise to increase its volume of business and justify an expensive new building were related recently by A. H. Kinney, of Kinney Bros. & Sipprell, music dealers in Everett, Wash. The firm was organized in 1918 strictly as a phonograph and piano store. In February, 1926, the steady expansion of the business led to the company’s removal to a new building of its own at 1765 Hewitt avenue, which was built exclusively as a music store and contained twenty-seven separate rooms.

“During the early part of 1921,” Mr. Kinney stated, “we were brought face to face with the cold facts that business in the music line did not justify so expensive a location in our city unless something out of the ordinary could be done to bolster up volume. Radio was just beginning to be known in a commercial way and we felt that it had great possibilities. We immediately started looking for the right man to head this department, and finally settled on Clifford Carpenter, who at that time was superintendent of schools. Mr. Carpenter had always been a radio enthusiast, was a graduate in electrical engineering, had taught radio in the navy, and had built a great number of receiving sets, as well as amateur sending sets.

“Under Mr. Carpenter’s direction we proceeded to make arrangements for the manufacture of sets and installed quite an extensive portable service. This department was operated some six months, and met with success, so far as complete sets were concerned, but proved disastrous from the standpoint of sales. We had no end of youthful purchasers, but found that their buying power was extremely limited, and that it required many dollar’s worth of education and information to sell them anything which was not forced on them. As a result, after making the sale, if the set which they built did not operate properly, we were held responsible. It was a very unsatisfactory business.”

IMPORTANT: READ CAREFULLY

Our Service Policy
Every Radio set sold by Kinney Bros. & Sipprell is fully guaranteed both by the manufacturer and by us against defects in manufacture, providing such defects are reported to us within 30 days from date of sale. Our Service Department is for your convenience. We will be pleased to have a representative call if at any time your set seems to operate in a satisfactory manner. If our examination of your set develops a defect from manufacture there will be no charge for this service. If, however, your service man finds that your set is not functioning properly due to a run down condition of batteries, tubes, etc., or has not been operated properly or is damaged by abuse, a nominal service charge will be made.
Where service charge is made our service man will render receipt for same.

Volten and dry cell batteries are only guaranteed against manufacturing defect. No operating life is specified in either case.

You appreciate that it is impossible for us to guarantee this set for distance as results vary with different locations, atmospheric condition, local disturbances and the ability of the operators.

This set and its accessories have been thoroughly tested both in actual operating conditions before leaving our store and is O. K.
Signed

Kinney Bros. & Sipprell
Photographs—Radio—Piano
116 Hewitt Ave., Everett, Wash. Phone M. 395

The Kinney Bros. & Sipprell Guarantee

“Some three months after the installation of the department Mr. Carpenter induced us to install a broadcasting station. He built the station complete from parts, which was rated only as a five-watt station. This station, however, was picked up in 9 points in the United States, as far East as Tarrytown, N. Y., and Wrangell, Alaska. The station was operated for approximately two years. At the end of that time we stopped using it to junk it, and withdraw from the parts business. Competitive sets made the thing more difficult to carry on and we handled a number of the early makes. We also discovered about that time that our small station was a handicap rather than a benefit, as the better, more powerful stations were putting out excellent programs, with which we could not attempt to compete, and that being on the air simply made it more work for the local people to get the better programs. We therefore dismantled the station.”

"Any firm that has followed the radio business since 1923 is thoroughly conversant with the troubles which attended it. Possibly the greatest obstacle to be overcome was the inability of the average customer to understand how to get anything worth the results. The crude sets during the first years were extremely expensive to operate. Tubes and batteries were unreliable, and fully two-thirds of all sets reported to manufacturers would not operate without being overhauled.

"W. H. Kinney, who has always had charge of our radio department, was not discouraged by these things, even though the result was losing money. He was confident that the business had a future, and that sooner or later the public would become sufficiently familiar with radio so that they would operate the sets factor- ily and that the manufacturers would turn out a product which would give satisfaction.

"Finally, we had two large receiving stations being tested, one which was located at Blackman’s Lake, some eight miles southeast of Everett, and one at Silver Lake, 6 miles southwest of Everett. In these trials we made some two hundred makes of radio sets, and have selected from these the ones which we thought would give the best satisfaction in the hands of the public.

"Our radio department has been an expense item continually until the past eight months. During the Summer of 1925, however, things took a better turn. We were able to do a very substantial volume of business, and the real result was the return of our confidence and careful study of the radio business. At the present time we are handling several factory lines, those of the Firestone, Avco-Kent, Thomson and Radio Corp. of America. We employ four technical men in our service department, and even with a very substantial volume the margin of net profit is extremely low. This is due to the short discounts from the factories and to the heavy service connected with the technical department.

"Radio is too much in demand to justify a general canvass. We find the best means of obtaining prospects is to insist that the salesmen call on the stores within ten days, make any adjustments necessary and obtain prospects from these sales. We are enclosing herewith service card which goes with each set, and which we find eliminates a great deal of argument and dissatisfaction.

"We are frank to admit that we have not solved the service problem, and that our department is still operating under too heavy an expense. The only possible way of overcoming this is by using a sufficiently large sales force to develop a volume which will stand a heavy service cost. We are now employing twelve salesmen, who can cover our territory quite thoroughly. From all present indications, there will be no appreciable let-up in radio business during the Summer months. As a matter of fact, our radio business during July, August and September last year grew continually and reached its peak in November.
Sell Them a SUPER-Reproducer—
and they will again become your record customers or buy a new type phonograph of you

Symphonic
PHONOGRAPH REPRODUCER

is the first, original, and best independent REPRODUCER having a metal (alloy) diaphragm. Please note that the reproducers with which the most prominent phonograph manufacturers equip their new instruments, have alloy diaphragms.

SYMPHONIC has been designed and built to attach to the various makes of old type phonographs for playing the new electrical records properly — and it does just that.

SYMPHONIC will bring heretofore hidden notes out of your old records
SYMPHONIC will play bass and treble notes
SYMPHONIC is accurately proportioned and spaced

SYMPHONIC can be sold with our money back guarantee
SYMPHONIC is sturdily built
SYMPHONIC is sensitive
SYMPHONIC has practically world wide distribution

A total of 87 years of experience in the phonograph industry, and a hard-earned reputation for square dealings is back of the men manufacturing and marketing the Symphonic Phonograph Reproducer.

Write us for the name of your nearest distributor in the United States (Hawaii and Porto Rico), Canada, Cuba, Mexico, China, Japan and Argentina

Symphonic Sales Corporation
LAMBERT FRIEDL, President
370 SEVENTH AVENUE NEW YORK CITY

Visit our Demonstration Salon at 1633 Boardwalk, Atlantic City
Educational Merchandising Campaign of Federal Radio Corp. Is a Big Success

L. E. Noble, Vice-President of Corporation, States Meetings Have Instilled New Confidence in Dealers—New Ortho-Sonic Model “C” Introduced During Campaign

BUFFALO, N. Y., August 7.—The Federal Radio Manufacturing Corp., which through its jobbers throughout the country has been conducting a series of educational merchandising campaigns, and at the same time introducing its new Ortho-Sonic “C” model, reports results vastly greater than it had anticipated earlier in the season.

These meetings, according to L. E. Noble, vice-president of the company, have instilled in the dealer a new confidence in Federal products and the company’s merchandising policies.

Warm weather selling plans have been discussed chiefly at these meetings and those dealers who have taken advantage of the various Summer merchandising plans outlined have profited accordingly, Mr. Noble said.

With national distribution of Federal outlets, the meetings were conducted by the manufacturer’s jobber in the principal sections of the country, the series starting in the New England section.

The H. P. Small Co., Federal jobber in Bath, Me., expressed great enthusiasm over the success of the education meeting held in its warehousing and display territory. Other New England jobbers who conducted dealer meetings and demonstrated the new Ortho-Sonic model were R. V. Pettigrell Electric Supply Co., Boston, and the Crown Light & Radio Co., New Haven. W. H. Lyon, Federal representative in the New England section, gave a number of constructive Summer selling talks and also demonstrated the “C” receiver.

New York State retailers were guests of jobbers in their respective territories. The jobbers who entertained Federal dealers in this State included: Musical Products Distributing Co., New York City; Albany Hardware & Iron Co., Albany; Horracks Iniboton Co., Utica, and the Buffalo Talking Machine Co. At the New York City meeting, held at the Waldorf-Astoria, L. E. Noble and L. C. F. Horle, chief engineer of the Federal Corp., were in attendance and addressed the dealers.

The new Federal model created much comment at this meeting following the demonstration.

This feat was duplicated, resulting in the same enthusiasm, on the part of dealers in Chicago, where the L. Markle Co. assembled its retailers.

The Grier-Sutherland Co., Detroit jobber, representative in the Michigan territory, reported to the Federal plant that its meeting was highly successful, and the Michigan radio dealers were particularly interested in the Summer merchandise ideas offered by the Federal Corp. This firm, to further spur dealers to greater interest during the warm weather, offered a large oil painting as a prize to the dealer who offered the best sales plan for the Summer months.

In Pennsylvania R. E. Tongue & Bros. Co., of Philadelphia, and Hamburg Bros., Pittsburgh, both jobbers, made extensive plans for the entertainment of their retailer guests and reported excellent results. These meetings were held in the Benjamin Franklin Hotel, Philadelphia, and on the roof garden of the Chatham, Pittsburgh.

A trio of enthusiastic meetings were conducted by the Churchill Drug Co. at their branch houses in Peoria, Burlington and Cedar Rapids. The Harbison Mfg. Co., of Kansas City, held nine local gatherings over a wide territory.

Pacific Coast retailers assembled in Los Angeles, where the Yale Radio Electric Co. intends to hold similar affairs annually. Meetings were also held in San Francisco, Portland and Seattle.

Paxton & Gallagher, Omaha distributors, have plans ‘bid for a series of meetings similar to those of the Harbison Co., of Kansas City.

I. C. Fink Dies as Result of Injuries in Auto Wreck


The many friends of Irving C. Fink, field manager of the radio division of the American Bosch Magneto Corp. of Springfield, Mass., were shocked to learn of the death which befell him in Macon, Ga., as a result of injuries sustained in an automobile accident near that city. In attempting to turn aside for another car to pass during a left-hand turn, the car in which Mr. Fink was an occupant of the car, it turned and burst into flames, pinning him in the driver’s seat.

He died from internal injuries and inhale gasoline fumes soon after his removal to a hospital. Mr. Fink is survived by his mother and father, two brothers and a sister.

Executives of the American Bosch Magneto Corp. have issued the following statement:

“The executives and staff of our company mourn the loss of Mr. Irving C. Fink, who met with an accident which ended fatally. We lose a friend and one whose unusual capabilities and splendid character won for him an enviable reputation and a host of friends from coast to coast. His colleagues will always cherish the memory of this friend, whose kindness of heart knew no bounds.”

A New Use for Radio

The department of Motor Vehicles of the State of California has installed an Atwater Kent model 30 receiving set aboard the first road service car to be operated. The car will tour the State, giving demonstrations, examinations of drivers and automobile information. The inspectors in charge of the car will keep in touch with headquarters with the aid of the radio set.

New Fada Radio Line Has Been Introduced to Trade

Dealers in Metropolitan District Inspect Models in Exhibit in Pennsylvania Hotel—New Cone Type Speaker Announced

Dealers in the metropolitan district had an opportunity to inspect the new Fada radio line at the Pennsylvania Hotel, New York City, recently as one of the features of the week of July 19 to 22. The entire line of 1927 receivers and speakers was on display and was fully demonstrated to the visiting dealers.


A new cone type speaker, which is said to embody a new principle in design, has been announced to the trade by F. A. D. Andrea, Inc. Specializing since 1923 in tuned radio frequency neutralize receivers, this is the first season that Fada has undertaken the marketing of a separate loud speaker, and it is presented as a companion piece to the Fada 1927 line of radio receivers. It has a circular base, mounted on a decorative metal base of bronze effect.

The Myers Corp. Adopts Special Tube Kit Plan

The Myers Radio Tube Corp., of Cleveland, O., is prepared to furnish special tube kits for all permanent circuits and makes of receivers. Each kit is especially adapted to the particular circuit in which it is to be used and the tubes are marked to denote the positions they are to occupy in the set, such as detector, radio frequency, etc. Of course, tubes for universal use in all circuits, made and marked for the functions they are to perform, are still available to the trade.
DEPTH OF TONE, volume and beauty that defies description. Quality of the highest order. Value beyond compare. Profit possibilities that will merit the serious consideration of every distributor and dealer!

This, in a nutshell, is what one of the leaders of the industry has in store for the music trade.

Distributors
Write Box E—Talking Machine World for confidential, advance information.

Full Details Next Month!
Free-attractive 7 color display material to dealers featuring PAL and Regal portables

Many live prospects, not only for PALS and Regals, but also for your regular lines of records and other merchandise will be brought into your store by these attractive displays, beautifully executed in seven brilliant colors.

In addition to the displays, multi-color price tags and other advertising materials, all designed to increase your sales, are furnished gratis to dealers featuring the Pal, Regal and Kompact Portables.

We will send you free cuts of the Pal, Regal and Kompact for your advertising. Our advertising department will be glad to assist you in making up and laying out your advertisement.

PLAZA MUSIC COMPANY
Real profits are now being made by those dealers who are featuring the Pal, Regal and Kompact Portables. With this complete line they are able to fill the requirements of all their customers - from those who want the best in portable phonographs to those who prefer the popular priced machines.

If you act quickly you will still be able to get your share of the big summer and vacation demand for these machines.

SEND IN YOUR ORDER NOW

10 West 20th Street, New York, N. Y.
LET'S FACE THE FACTS!

Modern business has an axiom that "to stay where you are, you have got to run like the devil!"

Now, far-fetched as it sounds, that is virtually true. Analyze the highly aggressive and ambitious programs of business all about you—from refrigerators to petroleum—and you will immediately appreciate, Mr. Victor Dealer, that a legitimate battle is in progress for just one thing, the Consumer's Pocketbook.

And so it is with us in the Orthophonic Victrola and Combination Radiola business. We are in the race and our competition is not alone in the music line—not merely hair nets, chewing gum or automobiles, either—it is the competition of the sum total of all these things!

Realize then, Mr. Victor Dealer, that your and our very existence is predicated on the amount of intelligent and liberal application that is put into our jobs. Talk alone is of no value. Advertising has its function. But again that is no cure-all.

What we need, and must have to justify our existence, is intensified selling effort—door-to-door canvassing, private and public demonstrations, sales promotional campaigns of every effective sort—all for the purpose of proving that Victor Product should have priority over other necessities and luxuries! And only because of its educational, entertainment and constructive value!

In view of all this, selling Victor Product today—and with full regard to its vastly superior merit—is a real job in the fullest meaning of the word. The services of proprietor, manager and clerk are all imperative. That's the order of modern business, the order of the day!

Now then, don't wilt—just work and win!

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

1834—Over 92 Years of Dependable Service to the Music Trade—1926
W. J. Haussler Elected First President of New Talking Machine Wholesalers’ Ass’n

Outlines Reasons for the Formation of the Association in a Statement to The World—Emphasizes Value of Association in Bringing About Better Conditions in the Industry

Co-ordinated effort, mutual understanding and a get-together spirit among those engaged in similar enterprise is obviously of the utmost importance. For a considerable period numerous talking machine wholesalers have been desirous of having an organization of their own, so that they may measure up with their brothers in other branches of the music industry. Accordingly, at an informal meeting of talking machine distributors from all parts of the country, held at the Walt Whitman Hotel in Camden, N. J., on Tuesday, July 13, the suggestion was made that fellow distributors, French Nestor, of the French Nestor Co., Jacksonville, Fla., presided as acting chairman, and the thought of the association and the wisdom and advisability of its formation was presented to the attending wholesalers. After due deliberation it was the unanimous decision of those present that the need of an organization of this character was quite in order. Accordingly, necessary organization committees were formed to draft a constitution and by-laws, and upon the report of the nominating committee the following officers were elected: William J. Haussler, of C. Bruno & Son, Inc., New York, president; George C. Beckwith, of the George C. Beckwith Co., Minneapolis, vice-president; F. W. Davidson, of the Perry B. Whitman Co., Columbus, secretary, and Harry J. Koerber, of the Koerber-Brenner Co., St. Louis, treasurer.

In addition to the officers the board of directors of the new organization will consist of French Nestor, of the French Nestor Co., Jacksonville, Fla.; J. Newcomb Blackman, Blackman Talking Machine Co., New York; Joseph C. Rush, Standard Talking Machine Co., Pittsburg; Lester Sanger Bros., Chicago; E. T. and John Elliott Clark, John Elliott Clark Co., Salt Lake City. The new organization has not as yet been named. This was postponed purposely in order to give time to the selection of the most appropriate name. Letters have been sent out to members asking for their suggestions in the naming of the association, in selecting the most appropriate name, defining in some manner the national character of the organization, a name that will hold good for time to come.

William J. Haussler, who has been honored with the presidency of the new organization, is splendidly equipped for this important post. As vice-president and general manager of two large organizations in the music field, C. Bruno & Son, Inc., Victor distributors, and M. Holner, Inc., manufacturer of harmonicas, Mr. Haussler has displayed rare executive ability and has contributed materially to the growth of both organizations. His untiring efforts as chief executive of the National Musical Merchandise Association are nationally known and through his wise counsel the association has accomplished much that is of value to its members and the industry.

In an interview with The Talking Machine World regarding the newly formed organization, Mr. Haussler, as president, stated: “The reason for the formation of an association of this character is so self-apparent as to need no explanation. The dignity of the business demands it. The retail dealer wants to know that there is a strong organization among the distributors which he deals with that will indirectly but materially benefit the business in which he is engaged. The value of an association whose activities are devoted in the right channels has been indisputably proved. The remarkable success of business in this country can be attributed strongly to the concentrated efforts of associations of this character. To my mind the unfortunate lack of personal contact among wholesalers of Victor merchandise in the past has resulted in a considerable loss of business which might have been otherwise obtained. I am convinced of not only the lucrative results but many otherwise highly beneficial returns to be obtained. The exchange and interchange of ideas among those who are mutually and vitally interested will be exceptionally valuable and of benefit to all. The aforementioned, in short, explains and justifies this new organization of talking machine wholesalers.

“My personal ambition, and I feel that it is analogous with the ideas of associated members, is to lend all possible assistance, conscientious effort and cooperation to the logical, effective and most profitable manner of merchandising. We want to be accused of having done real intelligent selling work, so that both the manufacturer and the retailer may know that a real job has been well done. I fully realize that flowery words and conversation itself will not bring this about. Our ambition can only be realized to a full measure by applying ourselves. We can arrive at new selling ideas and new creative thoughts that will cause and force the consumer to buy our products against the diversion of dollars into outside channels. After all, it must be admitted that outside industries are making a strong bid for the consumer’s dollars and so we in the talking machine and radio business must realize that our competition lies mostly in products outside of our own industry, rather than in radio. We will endeavor to bring about a better condition throughout the music industry among talking machine, radio and small goods dealers and the jobber and manufacturer as well to meet this outside competition, and will be ready to lend a helping hand toward the achievement of constructive work that will make the association well worth while and its benefits widespread.”

Plan Big German Radio Exhibition in September

Plans are rapidly nearing completion for the Third Berlin Radio Exhibition to be held in Berlin, Germany, September 3-12, according to advice received from the Berliner-Messe-Amt, which has the management of the affair. The leading European manufacturers of the radio industry are expected to exhibit. Through the unique construction of the radio hall and through its radio-technical and acoustical equipment, such as sound-proof rooms, indoor aerials, etc., it will be possible for every exhibitor to demonstrate his products in practical use. The transmitting companies will demonstrate the whole technical process of the broadcasting service in special studios where the foremost German artists will co-operate. There will be many other interesting features.

C. J. Timms Made President

C. J. Timms at a recent meeting of the board of directors of the General Instrument Corp. was elected president and director. Mr. Timms was connected with the Aluminum Co. of America, from which he has resigned to take up his new duties.

J. D. Mariner’s Music House of Reno, Nev., has moved to temporary quarters at 225 North Virginia street. This concern is one of the leaders in the talking machine business in this section of the State.
Order now — there's a clear road ahead

In any race, only the man who plans ahead can win. The radio dealer has had a great handicap, because the future was too full of doubts, and advance planning was a gamble. This is no longer true—not for the RCA Authorized Dealer.

The RCA dealer knows today the models that he will have for sale straight through the year. He is fully protected against a price-drop. He can order now—make his plans for his fall and winter business—be ready a jump ahead of the man-who-can’t-take-a-chance!

Put in your fall orders—for the whole season—right now—and get deliveries when you want them. Write us now for help in your advertising plans. The big RCA campaign is ready in advance. You can plan your tie-ins now!

RCA—Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RCA LOUDSPEAKER 104  RADIOLA 20  RCA LOUDSPEAKER 100  RADIOLA 30
Sell Radiotrons this way

RCA Radiotrons are the year-round, bread-and-butter business of the reliable radio dealer.

Sell better reception
Sell bigger power
Sell longer distance
—with RCA Radiotrons

FOR DRY BATTERY SETS

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for bigger sales

RCA Radiotron
MADe BY THE MAKERS OF THE RADIOLA

Radio Corporation of America New York Chicago San Francisco
Eliminating Mechanical Ideas in Selling

More Talk of Music, Greater Knowledge of Recordings and More Demonstrating Are Necessary for the Upbuilding of Retail Profits

"We live in a mechanical age." Doubtless everyone has heard this ad nauseam. However, familiar, nevertheless the really important point is its actual insufficiency to most of us. We always had it granted the facts around us that we seldom stop to inquire whether they are leading us or what inference they have upon our own occupations and habits of thought. In this case most of the talk about the machine age is fallacious. Yet we allow ourselves to be governed by it.

Let us consider the selling of the phonograph. One could hardly bring up a more perfect example of extent to which the worst fallacies of the mechanical age have obtained a hold over our minds. We take the phonograph for granted so much that we scarcely stop even to think that it is a mystery and a wonder. That flat disk of shellac and a diaphragm of Nile or of aluminum or newer products should be the means of bringing into every home all the music of all the world has come to be a fact so familiar that one actually meets men who suppose that there is no longer any romance in the least novelty in the phonograph business, which indeed they seem to think has now settled down into a sort of steady sober pace of middle-aged walking. Of course if the mechanical age were as far advanced as it is supposed by some to be, the phonograph might well have come to the end of its resources, to be scraped in favor of something better, as is the way with worn-out machines. But our age is not yet wholly or even predominately mechanical, although it seems to be all of that.

Certainly we live among machines. Certainly too, most of us have fallen under the influence of machines to such an extent that we come to base all our ideas of business upon mechanical principles. Thus, we come to imagine that the mental processes by which men and women arrive at decisions to buy or not to buy can be controlled by purely mechanical stimulants. Just because a machine can be designed to perform certain functions when it is fed with certain specified standardized fuel, so our business and advertising experts often seem to think that sales can be stimulated or depressed almost at will by the mere application of external suggestion based upon the wholly mechanical idea that man responds to one standardized specific stimulus only. That stimulus is price.

Americans Not Price Chasers

The American people, are noted among all people for the tendency to think in terms of machinery, but they are also noted for the tendency to apply the thought in the reverse direction. For instance, no one can quarrel with American ingenuity, persistence and inventiveness in business; but one may quarrel with the mechanical habit of measuring achievement in money only. Because of this strong tendency, this passion, in fact, American buyers unconsciously tend, in all matters of which they have not personal expert knowledge, to rush after the thing which is most expensive or after the man who most loudly proclaims himself an expert. Hence American buyers are notoriously easily stung.

Now when it comes to phonograph salesman- ship, the American people think simply with the mechanical stimulus of price will not work. The mechanical stimulus of price will not work simply because phonographs are not essential either to the maintenance of natural life or to the kind of luxury necessities such as transportation. If everyone had to have a phonograph, then the price would be the first consideration with the masses of the people; although, even at that, the stimulus of the clothing industry that wherever social values intrude price again becomes secondary to them. In other words, one buys the best clothes one can because there is a social value in good clothes.

Social Value

It is this social value and not the mechanical stimulus of price which brings about demand for musical instruments, or for any other of what might technically be called the luxuries as against the physically essential things. And yet, although this is surely obvious enough to be universally recognized, one is constantly finding business men making the mistake of supposing that sales can be created and maintained by actually denying these values, or at least ignoring them.

Or, as one says that all this is too abstract, I can make it very clear by saying that the phonograph and its records are sold because and just in so far as their buyers see in them the specific use for entertainment or for musical education. Buyers do not buy phonographs or records because of their price or because it is the thing to have them; but solely because they have been taught that which the phonograph gives, which is music.

It should therefore seem that a little more talk about music might be in order.

The Fundamental Policy

I am not suggesting that all the retail policies of the talking machine industry are dictated by price. On the other hand I know perfectly well that the manufacturers certainly are wise enough to see the policy they should pursue, and to try to pursue it. What I am complaining about is the sales methods of the retailer in their instance upon the hypothesis that the motives which prompt the buying of talking machines and records are the same motives which prompt the buying of groceries. For example, they were not the theory that one should be hard put to it to understand why a fancy package of groceries sells at a much higher price than the same groceries without a package.

That is why talking machine salesmanship has to emancipate itself from the facile but wholly futile pursuit of mechanical ideas, which may well wreck one of the greatest business opportunities that are hopelessly disappointing and illusory in our line. What is needed is more talk of music and more knowledge of records, more demonstration and more enthusiasm for what the talking machine does.

Magnavox Co. Plans Big Advertising Campaign

Spectacular Advertising Campaign to Feature These Radio Products

Oakland, Cal., August 5—The Magnavox Co., manufacturer of Magnavox radio equipment, has arranged for the coming Fall season one of the most spectacular advertising campaigns ever used by a manufacturer of radio apparatus. Ten full pages will be used in the Saturday Evening Post, some color pages, during September, October, November and December. In addition feature advertisements will appear in the Literary Digest, Radio News, Atlantic, Review of Reviews, Golden Book, World's Work, Harper's and Scribner's.

This use of medium means a combined circulation of over 6,000,000 and many more million readers, and covers every type of worth-while prospect. When it is taken into consideration that there are 6,700,000 income tax payers and Magnavox advertising reaches five-sixths of this number, the magnitude of the campaign is realized.

The use of the above-mentioned mediums was decided upon so that all the manufacturer's money would be in formed of the desirability of Magnavox. The Saturday Evening Post to attract the average middle-class population, the professional and exchange types through the Literary Digest, the radio fan through the Radio News and the community leaders and the wealthy class through the other six publications.

All of the advertisements will help sell both sets and speakers, but each advertisement will feature one or the other.
The Rexophone Tone Arm is the development of many months of hard work, with the single ideal—Perfection regardless of any other consideration. In this remarkable tone arm we have incorporated every improvement and refinement that will help to increase the tonal quality and volume. There isn't an ounce of theory in the whole tone arm. No Surmise. Nothing Experimental. It is built on knowledge. Made of the finest instrument brass by skilled artisans. It is the last word in respect to high grade appearance, as well as perfect volume and tone quality.
STEWART-Matched-

Profits

Tune In
Station WBBM, 226 Meters
The Stewart-Warner Air Theatre
Sunday—12:30 to 2:00 P. M., 4:00 to 6:00 P. M., 8:00 to 10:00 P. M.
Monday—12:01 to 3:00 A. M., 4:00 to 7:00 P. M.
Tuesday—4:00 to 6:00 P. M., 8:00 to 12:00 P. M.
Wednesday—4:00 to 6:00 P. M., 8:00 to 10:00 P. M.
Thursday—12:01 to 2:00 A. M., 4:00 to 6:00 P. M., 8:00 to 12:00 P. M.
Friday—4:00 to 6:00 P. M., 8:00 to 10:00 P. M.
Saturday—4:00 to 6:00 P. M., 8:00 P. M. to 2:00 A. M.

Other Models at other Prices

Radio Tube Model S-W 501-A $2.00

Model 300 $65.00

Model 320 $400.00

TWELVE MILLION PEOPLE ARE TODAY
Let the Dealer himself tell you—
"I'M GOING TO MAKE REAL MONEY THIS FALL"

"I've been granted an exclusive Stewart-Warner Radio Franchise. I'm concentrating on the Stewart-Warner line.

"My business is good—and it's getting better all the time. Stewart-Warner Radio is made right, sold right, priced right. The line is complete—it fills all the requirements of my trade.

"And because Stewart-Warner is back of it, I can sell it with full confidence. I'm in no danger of price-cutting, unloading, the yearly-model nightmare, or any other trade practice that might prevent me from making an honest profit.

"Yes, and that isn't all. I know that Stewart-Warner will never put any half-developed, imperfected, trick merchandise on the market. They don't do business that way—they've got a twenty year reputation to uphold. When they add something new to the line, I can bank on its being thoroughly tested and proven before it ever leaves the factory.

"Stewart-Warner is giving me the kind of cooperation that only a great big, substantial concern can give. National advertising all the year 'round—window displays and other dealer helps that actually do help build my sales—a wonderful broadcasting station, WBBM, the Stewart-Warner Air Theatre, that's on the air 365 days a year with programs that build up a world of good-will and publicity for Stewart-Warner Radio! Where else could I get that sort of selling assistance? It can't be beat, I tell you.

"I'm definitely hooked up with Stewart-Warner and I'm all set for the biggest business I've ever had."

How about you? Are you "all set"? A few exclusive Stewart-Warner Franchises are still available. If you think you can qualify, get in touch with us at once.

STEWART-WARNER SPEEDOMETER COR'N
1624 DIVERSEY PARKWAY, CHICAGO, U.S.A.

Model 310
$175.00

Model 400 Reproducer
$25.00

Model 325
$75.00

Prices slightly higher West of the Rockies
Record Breakers

Frank Elliott

was the Celery City, Fla., speed race, 200 miles, Nov. 20, 1925. Five world's records are claimed for Elliott in this race.

GOLD SEAL RADIO TUBES

Better tone and better volume—last twice as long and are easier to handle. "Try a full set in your set! All Standard Types.

Increase Your Profits With Gold Seals

Write today for full details of the Gold Seal line and of our unusual merchandising policy of importance to every jobber, distributor and dealer.

Easy Gold Seal Selling

1. Ample stocks—prompt service—No delays.
2. Prices guaranteed against reduction. 
3. Containers permit testing without removing.
4. National advertising and attractive dealer helps.
5. Quick replacement guarantee service.

Gold Seal Electrical Co., Inc.
250 Park Avenue
New York

ALL TYPES

Gold Seals for... toys, radio, phonographs, radios, etc.

Gold Seal Radio Tubes

Important Matters Scheduled for Meeting of Federated Radio Trade Association

Next Meeting to Be Held in Detroit on Sixteenth and Seventeenth of This Month—Two Delegates From Each Affiliated Association to Be Present at the Convention

The Federated Radio Trade Association, an association of the existing State and territorial radio trade associations, will hold its next meeting in Detroit, Mich., on the sixteenth and seventeenth of this month. Two authorized delegates from each association will constitute the corporate body for the transaction of all business, while large numbers of the members of the various associations will attend the meetings.

Of particular interest will be the question of traditions to be presented and discussed by N. C. Beersend, of the Wisconsin Radio Trade Association, and a code of ethics for radio advertising by Harry LaMertha, of the St. Louis Radio Trade Association. A period will also be designed for a meeting of the radio show managers of the associations present. Forecasts of the business for the season will be made and—studied, the Federated School for the Training of Service Men at Detroit will be inspected, plan of organization for local listen-

ers' clubs mapped out, standard form of customer's receipt for installation of sets adopted. Detailed arrangements of the meeting held in Detroit is under the direction of H. H. Cory, secretary and treasurer of the Federation, at 301 Tribune Annex, Minneapolis. Mr. Cory is the executive secretary and treasurer of the Northwest Radio Trade Association.

There are over thirty different Radio Trade Associations in the United States at the present time and about twenty of them are expected to have their delegates present to partici-

pate in the conference at Detroit. Large delegations are planning to drive through from Indiana, Illinois, Wisconsin and Minnesota. The Michigan Association, which is acting as host to the convention, has promised all the arrangements and entertainments that the dele-

gates and visitors are able to crowd into a two-

day session.

The time of the year for the Detroit conven-

tion is felt to be particularly significant as it is just before the opening of the biggest radio selling period of the year. Principles and

policies for the carrying on of the business on an even keel will be laid down for the benefit of the member associations. Following the two previous meetings of the Federation at Minne-

apolis and Chicago the affiliated associations and the trade at large have expressed unanim-

ous approval of the work the Federation is attempting to do.

Trade Improves in the Salt Lake City District

Dealers and Wholesalers Report Improvement in Business and Express Optimism Over the Outlook for Fall—Trade Activities

SALT LAKE CITY, Utah, August 4.—The talking machine business in Salt Lake City and neighboring territory was said to have been much better than normal for this season. Every one, called upon reported a substantial increase over 1925 and the year before, and it is more than likely that this is due to the great interest that has been aroused in the improved instruments which have been placed on the market during the past eight or nine months, an interest that shows no sign of lagging at present.

Fred A. Price, of the John Elliott Clark Co., local distributor, said their business was "far ahead of that of a year ago." Mr. Price said this was due largely to the fact that there has been a great deal of interest in the new machines, and that more than usual business is being done. The company is particularly interested in the fact that the new machines are being purchased by a large number of dealers, who have been able to sell them at a profit.

Managements of all of the leading dealers in the city are optimistic about the future, and believe that the demand for their products will continue to increase. The company is now receiving orders for a large number of machines, and is already in the process of manufacturing them.

The company is now receiving orders for a large number of machines, and is already in the process of manufacturing them.

Stages Unique Demonstration

Baumer's, talking machine store, of New Rochelle, N.Y., recently arranged for the showing of the Marion Talley Victor film at the local Lucas Theatre. A demonstration of the Orthophonic Victrola was given in conjunction with the showing of the film.
Empire Universal Tone Arms and Reproducers

Excel in Every Important Feature

It is an acknowledged fact that the TONE ARM and REPRODUCER are the most vitally important parts of the phonograph. NEVER, before the advent of the new EMPIRE and PREMIER reproducers, have the rich resonant tones, now found in the new electrically cut records, been so splendidly reproduced.

Order sample and test it out. It will win you on merit only.

Quantity prices are low, and quality second to none.

Empire Tone Arms Are Used by Carryola

No. 100

Our new all-brass, continuous taper Tone Arm, scientifically designed, especially for machines equipped with the long amplifying horns now used on the newest types of Upright and Console phonographs.

Write for specifications, sample and prices

THE EMPIRE PHONO PARTS CO.
10316 Madison Avenue, Cleveland, Ohio
Established in 1914 W. J. McNAMARA, President

ADD-A-TONE

REGISTERED U.S. PATENT OFFICE

As the old saying goes, "no imitation is as good as the original—ask the man with the wooden leg."

The ADD-A-TONE Reproducer has been "copied"—but only ADD-A-TONE has patent-protected features of workmanship, design, and tone quality. ADD-A-TONE is now part of all Carryola Portables—a splendid tribute by the world's largest manufacturer of portables exclusively.

ADD-A-TONE will ADD new tone quality to console and upright phonographs. Manufacturers of these types of machines are invited to wire for samples today.

UNIQUE REPRODUCTION CO.
32 Union Square
New York
For plain, every day eating, even for ordinary Sunday dinners, chickens do very well. But for the barbecue, for the feast, nothing compares with pig or possum, roasted whole.

You know, and we'll concede, that there are lots of "chickens" among portable phonographs. Good, fair-enough machines, most of them, that give good, fair-enough service.

But there's one that always brings home the bacon. It stands out from the rank and file like a searchlight among fireflies. Its reputation is nation-wide. It's accepted by music lovers as standard. Its value is assured.

There are reasons why the Carryola Master should legitimately top the field. It's a tested product, time-tried and proven. It has a tone that's the envy of many a larger machine and a volume that's ample for every purpose. It's strong and light. It carries easily. It carries 15 full-size records. It plays any make and any size.

It comes in four attractive colors besides black—all Genuine Du Pont Fabrikoid. It's good-looking, easy to carry around, and it gives wonderful performance.

If you don't understand why the Carryola Master has attained its popularity, get hold of one and try it out.

The CARRYOLA COMPANY of AMERICA

647 Clinton Street

Milwaukee, Wisconsin
Dealers Are Profitably Selling the CARRYOLA MASTER

Dealers sell it on appearance. They sell it on performance. Sell it because it is the accepted standard of portable phonograph value. Millions are being told every month about the Carryola Master. It's the only portable that any manufacturer ever thought enough of to back up with a national advertising campaign.

There's just as juicy a profit for you in selling Carryolas, an accepted, nationally-known, easy-to-move machine, as in any other. More than in some. And they stay sold! They're chuck full of big league performance.

You can sell a Carryola on the merits of its splendid tone and big volume. Music dealers who are not selling Carryolas are passing up the opportunity of their lives. You can build a big business in Carryolas for they are popular, and we intend to keep them so.

Write for our proposition and details of the practical co-operation we give to Carryola Dealers and Jobbers.

The CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin
Resonata

The Fourth Great Development in Radio

a speaker new in principle—revolutionary in theory—unequaled in volume and tone quality—made entirely of bakelite—unaffected by climatic conditions.

You must hear it before buying any loud speakers.

List Price $25.00

After eight years of original experiment and deep research

Dr. FLOYD S. MUCKEY
The Greatest Authority on Acoustics

Maj. HENRY G. OPDYCKE
The Foremost Vibration Engineer in this Country

have succeeded in perfecting a speaker new in principle—revolutionary in theory and diametrically opposed to all the accepted practices in loud speaker construction.

The RESONATA is designed on the natural principle of sound amplification—RESONANCE—The sound waves are amplified by means of a resonance chamber and expelled through a small two-inch aperture similar to the human mouth.

The RESONATA has none of the shrillness or distortion of the horn and none of the booming or overemphasis of low notes, of the Cone. The entire range of tones is amplified evenly and the result is a tone quality, purity and volume unequalled by any other speaker on the market.

Jobbers and Dealers owe it to themselves to hear the RESONATA before deciding on their loud speaker lines.

RESONATA CORPORATION OF AMERICA, Mfrs.
TECTRION RADIO CORPORATION

1270 Broadway Sole Sales Agents New York

Distributors being appointed now—Write or Wire for Details.
Sales Continue Good in the Buffalo Territory

PORTABLE INSTRUMENTS IN MARKED DEMAND AMONG VACATIONISTS—HIGHER-PRICED MACHINES AND RECORDS ALSO ENJOY FAVOR—TRADE ACTIVITIES

BUFFALO, N. Y., August 6—Portable phonographs have been moving in good volume in the Buffalo district during the past month, catering to wealthy vacationists and tourists giving a great portion of their business to Buffalo dealers. These instruments are in better demand this summer, on an average, than there was a year ago.

Record sales have been very good also. The public, however, does not seem tempted by reduced prices as evidenced in the demand for the newest in records and the slow-moving old Victor records, which have been drastically reduced. There has been a notable increase in the sale of high-class numbers by noted singers. This applies to records issued by all manufacturers.

"Our record business during the past three months has been greatly in excess of that of the same period a year ago," George M. Jensen, Brunswick distributor, said. "The new Ray method of making records has been a wonderful boon to our sales and we have had an excellent summer trade." Mr. Jensen said the Brunswick will furnish the Phonographe and in sections of western New York, where it can operate on a 60-cycle electric current. The Vitola model in the mechanical Brunswick, retailing at $115, is said to be a leader in volume of sales. In Buffalo, particularly at the store of Denison, Cottier & Daniels, the Cortez model, which was at one time one of the most popular models. The new Valencia model, now being exhibited at the Brunswick distributing offices, is the object of much favorable criticism and is expected to be a money maker for dealers here this fall.

Curtis N. Andrews, Victor jobber, expresses great enthusiasm over the new line of Victrolas which will be ready for Fall delivery very soon.

The Columbia exhibition recently held in the Hotel Statler under the direction of J. W. Hannah, manager of the local distributing offices, aided by officials of the Cleveland office, was extremely successful and was intended in establishing the line with several new accounts in this district. The new Columbia Viva-tonal line is expected to be exceptionally popular here.

The Carryola, distributed by the Iroquois Sales Corp., has met a more active retail trade than this jobber had anticipated. The national advertising campaign carried on by the manufacturers is believed to have effected a great portion of Carryola sales.

The annual outing of the Victrola Dealers' Association of Western New York, held July 14 at the Buffalo Automobile Club, was largely attended. In the baseball game between the Curtis N. Andrews team, headed by J. Wills, and the Buffalo Talking Machine Co.'s team, headed by Dr. Woodworth, Mr. Wills' team came out with flying colors, and a winning score of 8 to 4. An excellent chicken dinner, served in the hotel, was followed by a program that kept many of the guests until late night.

Ray E. Clark, music and furniture dealer in Kenmore, and Edison dealer for his territory, died suddenly July 15 in his thirty-third year. He was prominent in business and social circles of Buffalo and his community. He was a director of the Buffalo Retail Furniture Association, an officer in the Kenmore Businessmen's Association, and member of a number of civic and social organizations.

M. O. Grinnell, sales manager of the Buffalo Talking Machine Co., who was injured when taking part in events at the Victrola Dealers' Association outing, has returned to his desk.

Adam, Meldrum & Anderson enjoyed their annual outing July 31, at Cascade Park, N. Y.

Annual Stromberg-Carlson Sales Conference Featured Optimism Over Outlook

Salesmen in the United States and Canada and Branch Managers Gathered at Rochester Headquarters of the Company to Receive Instructions for the Coming Year—Entertainment

Real enthusiasm and determination to make the coming year successful for the sale of Stromberg-Carlson products marked the annual sales conference of the Stromberg-Carlson Telephone Company on August 3.

Salesmen and Executives at Stromberg-Carlson Sales Conference Held in Rochester, N. Y.

Addresses by Major Klock, of the Gould Storage Battery Co., and George R. Fields, president of the Cook Electric Co., brought the conference to a close on Friday morning.

Two New Victrola Styles Being Introduced to Trade

The Victor Talking Machine Co., Camden, N. J., has just introduced two very attractive Orthophonic models. One is the Victrola No. 47, which is made in mahogany along the lines of a wall cabinet, with spring motor and the Orthophonic tone chamber. It is priced at $125. The Victrola No. 84 is larger than the 47, and its lines are most artistic. It is made with spring and electric motors and is priced at $225. The first shipments of both instruments will be made during August and dealers are eagerly awaiting them.

The directors of Davega, Inc., which operates a chain of music and sporting goods stores in New York, declared a quarterly dividend of 25 cents per share on the common stock, payable to stockholders of record July 21, on August 2.

Watch for the new Phonograph Magazine

The PHONOGRAPH MONTHLY REVIEW

MOSES SMITH Associate Editor
AXEL R. JOHNSON Managing Editor
RICHARD G. APPEL Literary Editor

First issue Sept. 1926

For sale at music stores and newsstands at 35 cents per copy or send your subscription, $4.00 in U. S., $5.00 in Canada and foreign countries, to

The Phonograph Publishing Co.
101 Milk Street
Boston, Mass.

Advertising rates furnished upon application
BOSCH
Announcing the New
Armored

The Cruiser 5 tubes—$100.

AMERICAN BOSCH
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO
The soundness of Bosch Radio policies is known to you—and now we announce the New Bosch Radio Models—receiving sets which show a most remarkable advance in home entertainment. The Amborada—the embodiment of perfect radio and quality in furniture. It is a completely armored and shielded seven tube receiver, of the utmost simplicity in every detail of operation. There are but two controls—a station selector and volume control. Ample space is provided for all batteries, chargers or power units. No antenna is necessary with this new model. The Cruiser—a compact, perfectly armored and shielded five tube receiver. Its simplicity is expressed in the unified-control which gives the advantages of a single station selector for powerful stations, but when “cruising the air” two dial tuning advantages are always present—an important quality feature.

The Bosch Radio Line is complete—three receivers, five, six and seven tubes in a popular price range. Two cone type reproducers—the famous Bosch NoBattery and other items, completing a most desirable radio franchise for you. Are You the Man to Sell Bosch Radio? Regardless of the radio you now carry, investigate the Bosch line. Tell us in confidence about yourself, your business, your experience and financial strength. We will tell you the direct benefits to you, of the new Bosch Radio plans.

All prices slightly higher, Colorado and West and in Canada.

MAGNETO CORPORATION
MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS
Small Town Dealer Describes Methods That Have Built Radio Sales Volume

Cornish Co. is located in a town with a population of less than 4,000 inhabitants, but this has not stopped the firm from going after volume radio business and getting it.

Situated in a community in which the actual residents number less than 4,000, the Cornish Piano Co. of Washington, N. J., has had wonderful success in merchandising radio receivers and during the period of six months from October 1, 1925, to April 1, 1926, has sold $11,247.80 worth of radio merchandise. The reasons for the success of this dealer are varied, but the principal ones are that one line is concentrated upon; the potential market was studied before any line was taken on and the merchandise carried is within a price range which prospective customers can pay; a definite system of servicing and demonstrating was arranged and followed, and last, but far from least, the bulk of sales comes from outside men, with little dependence being put on floor sales. In a letter to the Atwater Kent Mfg. Co., reproduced below, the Cornish Piano Co. outlines the reasons for its success.

"We are just closing our third season of handling Atwater Kent products. We are located in a small community which showed 3,400 people at the last official census, and which to-day has possibly 3,500 people. We do not maintain a retail store, but keep a small unit in the ordinary sense of the word, but depend very largely on solicitation for our radio business.

"An analysis of the sales records of our local salesman show that from October 1 to April 1, a period of six months, he disposed of $11,247.80 worth of radio merchandise. This was made up almost exclusively of Atwater Kent sets, of which between seventy-five and eighty were sold complete with accessories.

"We believe that this is a very good showing for the size of the community in which we are located and may prove a mark for some of your other small-town dealers to emulate.

"There are several definite principles to which we have held fast, and which we believe have contributed largely to whatever degree of success we may have attained.

"(a) We selected a moderate-priced set to fit the needs of this community, which is a town almost solely of manual workers. The Atwater Kent was within the price limit of our prospective customers.

"(b) The concentration of our sales effort on one make of set. The retailer who continually changes his lines gradually leads the public to believe that he is not sold on the merits of the goods which he handles. By handling Atwater Kent almost exclusively for three seasons the public has learned to believe in the stability of our merchandising policy, and, what is even more important to us, has learned to associate the name Atwater Kent with our organization.

"(c) The consistent use of newspaper space during Winter and Summer to keep our name before the buying public. These advertisements have largely the shape of feature articles, and very seldom said much about the merchandise we offer. We consider them valuable in maintaining general interest in our activities.

"(d) We have been careful to see that our calls have always been timely. We have always given to our salesmen the necessary number of days in the month to visit each of our customers.

"(e) We have been careful to see that our service calls have been made within twenty-four hours. We recommend to all customers the purchase of hydrometers and voltmeters in order to be able to test their own batteries, we also recommend the purchase of chargers. In this way we greatly decrease the number of service calls and do not consider the cost of service to be an item of any consequence.

"Installments. We sell at full list price, and add an $80.00 installment charge on model 20. Terms: 20 months, balance over a period of ten months. Between 35 per cent and 40 per cent of our business is cash business, the balance being installment business. Installment sales are made against leases, except where the customer is a property owner. We make a point of telling our customers that leases are held in our own office and our private dealings with them are not subject to the scrutiny of inquiring bankers.

"Demonstrations. Two years ago practically every customer received a demonstration at our factory warehousing. To-day we have approximately 150 Atwater Kent sets in this community of less than 4,000 people. Practically every one has heard the Atwater Kent in the home of some friend and during the past season we made over five or six demonstrations at our factory. We permit two or three day's trial, but sometimes extend this period if weather conditions are unfavorable. We made it a point to send the customer the first night of the installation. We have had less than 5 per cent of returns of sets on trial, and have had only three sets returned during a period of three years as the result of sales lost to other makes of sets."

Two New Products Put Out by Mutual Phono Parts Co.

Mutual Saxo Tone Arm Being Introduced—Bet-a-Tone Reproducer in Development

The Mutual Phono Parts Mfg. Corp., New York City, well known as the manufacturer of Mutual tone arms, sound boxes and the Saxophone reproducer, has added two new products to its already well-rounded-out line of tone arm and sound box combinations.

The new tone arm has been called the Mutual Saxo tone arm, and with its "S" shaped formation represents the newest development in tone arm construction, differing radically from every other number in the Mutual line. The Mutual Saxo tone arm is fitted with the new Bet-a-tone reproducer. This addition to the sound box line is of the modern type of construction and this tone arm and sound box combination is being offered at an exceptionally popular price, and is destined for use in portable and upright machines.

The Mutual Phono Parts Mfg. Corp. also has in development a new Bet-a-tone reproducer with a sound amplifier extending from the side of the reproducer. A. P. Frangipane, secretary and general manager of the company, predicts that this new product will rapidly gain for itself wide recognition among reproducers of this type. Peak production at the Mutual factory continues. Among recent visitors to New York was Mr. W. G. Cameron, owner of the Mutual Tone Co. of Pittsburgh, who spent much time at the Mutual plant while here.

In New Home

The branch store of the McDowell-Castator Music Co., of Enid, Okla., which was located in the A. J. Powell Building in Cherokee for the past month, has been moved to Alva in the same State.
Aggressive Brunswick Dealers Cashed in on the Eucharistic Congress in Chicago

Brunswick Recording of the St. Mary of the Lake Seminary Choir Featured by Dealers With Result That Many Thousands of These and Other Recordings Were Sold to Visitors

When the Eucharistic Congress brought over a million visitors to Chicago it created an opportunity for Brunswick dealers in view of the fact that it is on Brunswick records that the actual participants of the Congress are recorded. The St. Mary of the Lake Seminary Choir, the official Choristers of the Congress, have made two records, "Oremus Pro Pontifice Nostro" and "O Salutaris,"—the other, "Jesu Duke Memoria" and "Jubilate Deo," and the 30,000 parochial school children who sang the "Mass of the Angels" at Soldiers' Field on the opening day of the Congress recorded the "Kyrie," "Sanctus" and "Benedictus." From that mass.

One of the most effective plans adopted was the idea of John Dragomeir, proprietor of the Evanston Brunswick Shop, who drove his truck to Mundelein, where the closing services of the Congress were held and which attracted practically all of the visitors and thousands of natives of Chicago, and arriving there the night before the festivities began he set up his booth, and prepared for what he anticipated would be a great rush on the Congress records the following day.

During the entire morning, as the thousands of pilgrims began pouring into this beautiful little town on the outskirts of Chicago, Dragomeir played his records and attracted much attention. When Dragomeir carefully checked his stock at the end of the day his investigation disclosed that he had sold fifteen hundred records.

The Fair, Chicago Loop dealers, played the records consistently in their department with attractively worded signs to tell the story, and Ed Covgrove, phonograph manager of that store, reported a sale that surpassed any previous sales records.

Lyon & Healy arranged a most attractive window display with the main feature a greatly enlarged picture of the choir and it drew a great amount of attention and consequently many sales.

All the Brunswick dealers in the city of Chicago and the adjoining towns reported sales that greatly surpassed their fondest hopes. They voted unanimously that the Eucharistic Congress was a huge success insomuch as their business was concerned.

Indeed, the progressive dealer finds many opportunities to promote the sales of his product and this particular instance is an excellent example of such activity and its results.

Two New Radio Sets Are Announced by Bosworth Co.

Cincinnati Radio Manufacturer Rounds Out Line by the Addition of New Models—Bosworth Radio Representatives Appointed

Two new radio sets, known as Models B-2 and B-3, have just been announced by the Bosworth Electric Mfg. Co., of Cincinnati, O. The type B-2 is a five-tube set with two stages of radio frequency and the type B-3 is a six-tube set with three stages of radio frequency. Both models have two tuning controls, but the B-3 set is virtually a single control set because the two control discs are coupled together by a friction clutch arrangement. Another new item being marketed by the Bosworth Co. is a make-up radio table.

Summer Radio Programs Continue to Please Public

Joan Ruth, soprano, formerly of the Metropolitan Opera Co., was among the guest artists recently assisting Allen McQahare, tenor, and the Atwater Kent Orchestra in the Summer season Atwater Kent Sunday evening programs. Joan Ruth appeared before the microphone on July 25.

On August 8 Nicholas Berezowsky, director of the Atwater Kent Orchestra, also appeared as violin soloist in addition to conducting this orchestra. Live Atwater Kent dealers still are tying up with these programs, promoting interest of the public.

A New Creation in Radio

The TRINUM CIRCUIT

Radio moves on—and the Oriole Trinum Circuit [fully patented] now offers a basic departure—the only known means of overcoming the many difficulties in the old tuned radio frequency arrangements. Greater selectivity, and it tunes with zip and pep!!

Number 78 Console is a masterpiece—rich two tone walnut, beautifully finished—a design of exceeding grace and charm. Two speakers offer most complete tonal range possible. Here is a supremely fine instrument. The Oriole franchise offers unusual dealer-jobber co-operation. Write for it now.

No. 78
Price $270

Oriole Radio Receivers

THE TALKING MACHINE WORLD
ORTHO-SONIC

New beauty in

Every radio retailer handling Federal Ortho-sonic Radio last season knows to his profit how extraordinarily was the acceptance won by the sets.

The Ortho-sonic circuit, found in Federal sets only and now fully protected by patents, brought in tones more beautiful and true to life than all others. It gave something entirely distinctive. It set a new and higher mark in radiotone perfection.

Now comes another Federal achievement—in sets distinguished by a beauty and individuality of design never before offered in radio sets.

Six Additional Popular Priced Models and Four Custom-Built

These models are made to retail at $75 to $400; four custom-built models (not shown) will retail at $500 to $1000. This gives you in the Federal Line a radio set that will satisfy every individual preference and price requirement.

Note here the new designs. Where did you ever before see evidence of such real furniture craftsmanship in radio? Rich hardwood finishes, inlays, hand carving, lovely duo-tone wood effects on the outside; and on the inside, a circuit perfectly shielded, as ruggedly constructed, as beautiful in its every detail as the cabinet so superbly housing it—such is the quality of these new sets which also include

Single-dial Control

The new models are operated either by a single dial or a centralized control. Any station can be brought in clearly by
ANNOUNCEMENT

the Federal line

the mere twist of the wrist. Never before has such range, power, selectivity and ease of operation been combined in one radio set.

And remember, behind all is the responsibility of an organization of engineers whose reputation for wireless, telephone, and navy radio extends back over twenty-five years. Radio sets that never will be "orphanned."

Far-reaching National Advertising

Federal Ortho-sonic Radio is backed by a powerful national advertising campaign that will reach millions of homes this coming season with the Ortho-sonic story of quality and value.

In addition, to this, all Federal retailers get the benefits of newspaper advertising which send buyers directly to the stores for the Ortho-sonic demonstrations. Then too, there are special tie-up ads for retailers.

If you are not already in line with Federal, write the Federal wholesaler serving your territory. Ask for prices. Find out about the month-in-and-month-out profits, the factory and wholesaler co-operation given every Federal retailer on our S & S list, the sales and advertising service matched by no other manufacturer. Find out about the liberal discounts allowed, the protection given Federal retailers, the freedom from all signed contracts and red tape.

If you do not know a Federal wholesaler, write us. Let us give you the facts.

FEDERAL RADIO CORPORATION, Buffalo, N.Y.
(Division of Federal Telephone and Telegraph Co.)
Operating Broadcast Station WGR at Buffalo

SONIC Radio

The Industry's New Trend

The article in this series which appeared in the April issue, with the title "Voices of Yesterday," has provoked some most interesting reactions from readers of the Talking Machine World. Particularly I should like to mention an extremely suggestive letter which I have received from George Oman, of 4510 Ravenna avenue, Chicago. Mr. Oman tells me that he possesses a large number of records made by great voices many years ago, in the early days, and that he has been very much interested in obtaining, from any source whatever, some records by either of the two famous de Reszke brothers. I suppose that no pair of voices the world has ever known were quite so near to absolute perfection in their way and for operatic purposes as these two. It was not, perhaps, only their voices, it was probably quite as much the wonderful musicianship of the two. Even Edouard was, to my mind, the greatest operatic basso of modern times and Jean certainly the most moving and fascinating of all tenors.

The two brothers made the American opera season of thirty years ago brilliant as they have never, so I think, been since then. Edouard as Mephistopheles and Jean as Faust made an unbeatable combination.

Mr. Oman wonders whether I am right in saying that both the de Reszke brothers made records. Surely Edouard appeared on Columbia discs many years ago, and, unless I am much in error, Jean also recorded, but I think that this was in Europe only. However, neither of the great brethren impressed his voice on the wax until he had passed his prime and was beginning to think of retiring from the stage. Nevertheless, a record by either should be regarded as a rarity much to be desired.

The Queenly Nordica

Mr. Oman tells me that he has a dozen Nordica records by Lillian Nordica. There are still some Nordica records listed in the English catalogs of Columbia and the 1926 American catalog now contains three of her recordings, one from Tristan (the Love Death), one from La Gioconda, and Caddman's Sky Blue Water. The number is unaccountably very small in either edition, for which one cannot but feel lively regret. Nordica was the greatest Wagnerian soprano of her day, and as Brunhilde was, I think, unsurpassed. I can remember well the last time I heard her, which was at Carnegie Hall at one of Walter Damrosch's Wagner concerts in 1910. She sang, with the orchestra, the Immolation scene at the end of the Twilight of the Gods, and even there, on a platform in an afternoon gown and without the slightest aid of scenery or costume, she spelled her audience. Nordica was a queenly woman as well as a splendid singer. She was queenly in a day when both in dress and manner women could be queenly, before flappermania had killed grace of manner and loveliness of speech alike. Nordica has passed away, and the world is the poorer for her passing.

Mr. Oman says he has a dozen Nordica records. Where did he get them? And why were they not all retained in their catalog by the original recorders? Can any one imagine a more foolish move than to swap the permanent preservation of a voice like hers?

The New Trend

And whilst we are on this subject, I should like to make some suggestions to readers who find themselves interested in this, the higher side of the talking machine's activities. There must be hundreds, nay, thousands, of men and women for whom have been passionately collecting records. Women and men comprise probably no more than a respectable minority among the great mass of record buyers; but together they could, and should, exert a very large influence. Now the tendency at present most powerfully operating throughout the phonograph industry is the tendency towards better recording of better music. I do not know how many readers of this department are acquainted with the simply wonderful Masterworks edition which the Columbia people have been putting out during the last year, but I do know that nothing finer has ever been done in all the history of record making and selling. There are many record collectors who are still miles behind the times in respect of the more recent achievements. It is in a good many ways most unfortunate that for a long time "talking machine record" meant simply "four minutes of operatic tenors or sopranos.

With all due respect to the Carussos, the Plancons, the Scottis, the McCormacks, the Tetrazzinis, the Galli-Curcis, the Maceths and the rest of that brilliant galaxy, there was, at one time, just a little too much insistence upon them. But today all that is changed. The talking machine is coming forward as the preserver and reproducer par excellence of great music played by great, very great, instrumental ensambles and soloists. Whole operas are already in existence and, at least in the British and European catalogs, may be had in some variety. It is no longer a question of being afraid to record a complete work. Look at Columbia with its whole symphonies by Brahms, Beethoven, Mozart, Cesar Franck and Dvorak. Look at the great Choral (Ninth) Symphony done in English by British Victor and German by Vocalion. Look at the magnificent series of Wagnerian records, giving all the high spots of the Ring, in English, by British Victor and now published in the American Victor catalog. All these things are symptomatic. They show that the manufacturers realize what their policy should now be, and that they are ready to go much farther along the road, if only they can find some reason to believe that their efforts will be supported. The manufacturers, in other words, see plainly that the future of the talking machine is to be inextricably linked with the advancing musical taste of the people, that it is to supply, along with collections of records, that private concert hall, with artists and orchestras thrown in all ready to an unlimited extent, which has so long been promised but which was never produced while the easier method of providing the cheap and the ephemeral spelled large and rapid profits.

Now it is up to the lovers of fine music, dealers, consumers, or both, to let the manufacturers know that their efforts in the right direction shall not go unrewarded. It is my profound conviction that dealers generally are miles behind the times in regard to changes in public taste and merchants who analyze the trend of demand and then set out to serve the public intelligently will profit.

These illustrations show several of the many late models of our line, which have been re-designed. With up to a minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.
Kolster-Brandes
FEDERAL-BRANDES, INC.

Announces its line for the coming season

Pictured and described on the next three pages
The Kolster retail prices range from $85 to $375, each item an outstanding value. Read the individual descriptions. These sets include all the latest Kolster refinements. No dials—just one simple station selector, calibrated in wave lengths. Maximum selectivity and sensitivity through Kolster adjustable coupling control. No howling. Improved tonal qualities. Built-in special Brandes Cone Speakers. Beautiful cabinet work in duo-tone Adam brown satin finish.
Brandes presents this season still further refinements in the acoustical development of radio reproduction. Whether it be cone or horn, headset or phonograph attachment, Brandes leads. And new low prices give every home an opportunity now to enjoy a Brandes speaker. Note the complete line and description of each unit. Remember, Brandes is a pioneer—its products are the result of years of perfection.

Brandes Cabinet Cone delivers unusually large volume—extremely sensitive on weak signals. Beautifully finished in Adam brown duo-tone mahogany—pleasant to sensitivity and clarity. $35.

Beautifully finished in antique green and black. Brandes Type H Speaker has a gracefully fashioned horn and 1211 design base. Designed to deliver great volume on weak signals, reproduces speech and music faithfully, adjustable for maximum sensitivity and clarity. $25.

Unique design—pleasing appearance—antique bronze finish. The Brandes Table Cone delivers great volume—faithfully reproduces speech and music. The resonating chamber brings out low tones, enriching the quality of reproduction. It is adjustable for maximum efficiency and not affected by atmospheric conditions. 13 1/2" in diameter. $31.50.

This new Kolster-Brandes Eliminator delivers 110 volts for operating the latest design power tubes. Voltage taps are provided as follows: +115, +225, +145, +90, +135, +180 volts.

The standard of quality in Phonograph Attachments. Used with a good phonograph, Brandes Attachment gives results that are most pleasing and satisfactory in volume, clarity, and tone quality.
Kolster Radio
Dealer Policies

1. The dealer is given a definite territory and is protected in that territory.

2. He is protected against obsolescence.

3. He is protected against loss due to price reductions.

4. He is sent all inquiries from prospects in his territory.

5. He is supplied with imprinted advertising helps and his name is listed in Kolster-Brandes newspaper advertisements whenever practical.

6. He receives assistance from the Company to properly service Kolster Radio.

7. His selling effort is backed by an adequate advertising campaign planned and paid for by the Company.

8. He is given the highest type of set possible in its price range.

9. He sells a set fully guaranteed by a financially responsible Company of long standing in radio.

10. He is given a satisfactory immediate profit and an opportunity for continued profits in the future.

Could dealer policies possibly be more fair?
These are part of a merchandising plan unique and individual with Kolster-Brandes, which will enable authorized dealers to make sales and real profit.

Write us at once for complete details.

Federal-Brandes INC.
Woolworth Building
New York, N. Y.
Radio Corp. of America Buys Broadcasting Station WEAF

American Tel. & Tel. Co., Former Owner of the Station, Plans to Retire From Broadcasting Field—An Important Deal

The Radio Corp. of America, which operates radio broadcasting station WJZ, is to purchase broadcasting station WEAF from the American Telephone & Telegraph Co., according to an announcement made by the A. T. & T. Co., which plans to retire from the radio broadcasting field. The statement regarding the transaction follows in part:

"Arrangements have been completed for the sale of broadcasting station WEAF to the Radio Corporation of America. The actual transfer will take place before the end of the year.

"The further the broadcasting idea was carried the more evident it became that the radio station was similar to the telephone system technique, but the objective of a station was quite different. Consequently, it has seemed to us, after several years of experimentation, that the broadcasting station which we built up might be more suitably operated by other interests. In the hands of the Radio Corporation of America, with a concurrent experience in radio broadcasting, the future of WEAF should be assured."

In a statement by General J. G. Harbord, with reference to the WEAF purchase, he said: "It is true that the Radio Corp. of America has acquired WEAF from the American Telephone & Telegraph Co., effective by the end of this year. We did this because the business of the Radio Corp. and its growth depend largely upon not only the maintenance but the constant development of the highest class of broadcasting programs. It is not too much to say that the staff of WEAF and that of WJZ have both been highly successful in furnishing attractive programs. This purchase will enable us to give to the public the benefit of the joint efforts and experience as well as the technical research of these two great organizations. The hope in instituting the development of a program for either station in that of the other is of making any violent change in their policies. We hope to make WJZ and WEAF the two most efficient stations of the 22 that are now operated in the metropolitan zone, and of the 337 throughout the entire United States. We have the same interest in trying to see that every program on either station is as adequately supplied with broadcasting of high quality as the metropolitan district in the vicinity of New York. We shall encourage cooperation with other stations and exchange of programs that will tend to give better broadcasting to the people of the United States. Our prime interest and our only interest is to see that broadcasting throughout the length and breadth of our great land is made so good that no home can afford to be without a radio receiving set."

Handy Charger Announced

A new trickle charger for either four or six volt storage batteries is being introduced to the trade by the Interstate Electric Co., of St. Louis, Mo. According to the description which the company is sending to the trade the "Harbord-Trickle-Booster Charger" converts your present battery into an up-to-date A power unit. A feature of the charger, which comes in two sizes, 110 volt, 30 or 60 cycle and 110 volt 25, 30 or 60 cycle, is a toggle switch conveniently placed, which permits of a low or fast rate of charging.

Miss L. M. Guth Honored

Miss L. M. Guth, credit manager of the Plaza Music Co., has been distinguished by being appointed the only woman member of the forum committee of the New York Credit Men's Association, of which David E. Golieb, of Einstein Wolfe Co., is chairman, and T. J. Digan, of the U. S. Steel Plant, is vice-president. William Fraser, of J. P. Stevens & Co., Inc., who is now president of the New York Credit Men's Association, which, by the way, is affiliated with the national body, has also requested Miss Guth to accept the leadership of the Women's Group in the New York organization.

L. J. Chatten Made F. A.

D. Andrea Sales Manager

R. P. Van Zile Named to Succeed Mr. Chatten as Division Sales Manager in Central West

Louis J. Chatten, formerly division sales manager of F. A. D. Andrea, Inc., manufacturer of Fada radio, in the central Western territory, has been appointed sales manager of the company, with headquarters at the factory in New York City. R. P. Van Zile has been named to succeed Mr. Chatten, with headquarters at Chicago. Commenting on this move R. M. Klein, general manager of F. A. D. Andrea, Inc., stated that Mr. Chatten's appointment as sales manager is one of the most important changes in the sales line-up of Fada Radio. Homer J. Zopf has just returned to New York from an extensive trip throughout South America in the interests of Fada Radio. Mr. Zopf visited the main trading centers and established many distributing connections.

Allied Radio Congress Plans Near Completion

Radio Receivers and Speakers to Be Exhibited at Grand Ballroom in Hotel Sherman, Chicago, September 22 to October 2

Extensive preparations are rapidly going forward for the Allied Radio Congress and National Radio Exposition, to be held in the exhibition hall of the Hotel Sherman, Chicago, September 22 to October 2. Radio receivers and speakers will be exhibited in the grand ballroom in a beautiful setting designed to enhance the attractiveness of the cabinets. The exhibition hall, which adjoins the ballroom on the north, will contain displays of the latest transmitters and receivers, including a complete line of radio telephones, megaphones, and intercoms. The Allied Radio Congress will attract manufacturers, jobbers, dealers and the public, although the exhibit was designed especially to extend facilities for manufacturers and dealers in radio equipment.

Hilo E. Westbrooke, manager, and A. S. Ackerman, assistant manager, have already launched a publicity campaign designed to attract the attendance of quality buyers such as the business executive, afternoon shopper, etc.
Speaker styles may change, but the standards of tonal quality were fixed by musical art and acoustic science long before radio. It was only the most advanced radio engineering which always enabled Thorola speakers to meet the established critical standards of tone.

That is why the introduction of a cone speaker bearing the Thorola name first caused Radio to concede that scientifically true reproduction was possible in instruments of this type. Here was another outstanding Thorola attainment—based on the Thorola double-diaphragm principle. With two diaphragms, the Thorola Cone Speaker is able to cover the entire range of reproduction without sacrificing accuracy for either the high or the low end!

Thorola thus literally built this popular kind of speaker around the most popular thing in radio—tone—Thorola Tone.

Such a combination has sales possibilities which you cannot overestimate. You have an asset in the public acceptance of Thorola character. You can demonstrate perfect reception of music and speech. You command speaker volume that permits better handling of the best receivers, at any distance. You can play up fresh, logical technical betterments. And all of it is embraced in a beauteous instrument of irresistible modern style.

The Thorola line of speakers offers the sure way for every dealer to be in on this season's Thorola profits. Thorola speakers are available to all dealers. Write your jobber—he has them in stock.

*Thorola 4* This speaker ranks as perhaps the steadiest selling single line in radio history. Thorola reputation for artistic leadership began with the Controlled Mica Diaphragm of this speaker, and its exclusive Separix, which brought true music to radio by making it possible to reproduce overtones faithfully.

The matchless beauty of the Thorola Bakelite bell and Classic base is why thousands have no other type of speaker. Thorola performance, made possible by double "push-pull" amplification and other features, is why this speaker is more than ever the leader of its type. List $25.00

*Thorola Junior* As a moderate priced line it is perhaps the best value in Thorola loudspeakers. Its size is somewhat smaller than the other models, but the quality of sound is equally fine. List $15.00
YOU know how Thorola Low-Loss Doughnut Coils—and Thorola Golden Tone Transformers transferred public interest from the confusion of circuits to the realities of performance. These transformers, with their incredibly fine balance and precision construction, brought characteristic Thorola total perfection to the field of complete receivers.

And Thorola Low-Loss Doughnut Coils made selectivity a certainty instead of an argument. The self-contained field of Thorola Doughnut Coils banished uncontrollable “pick-up,” and internal interferences as well. A whole train of circuit refinements followed because the old radio uncertainties and variables were no longer able to upset every scientific calculation.

Now, for the 1926-27 season all these fundamental Thorola advancements in tone and power have received another year of intensive development. Naturally, results are improved, and they are attained with certainty and simplicity. Modern two dial control is now used. Sooner or later all really selective sets must come to it.

Just look at the beauty of latest Thorola radio furniture and you know why this line brings people in. Listen to the sure, artistic musical effects and you know why each Thorola receiver invariably produces a whole neighborhood of Thorola enthusiasts.

These self-multiplying sales all go to the fortunate Thorola dealer, because the Thorola receiver franchise offers exclusive protection. Isn’t it wise to come in ahead of the waiting list?

REICHMANN COMPANY,
1723 West 74th Street, Chicago, U. S. A.
Radio Corp. of America Launches Drive to Familiarize Public With Its Dealers

Authorized RCA Dealers Will Benefit by Prestige-Building Publicity—Trade Supported With an Attractive Store Sign—Leading Merchants Effectively Tying Up With This Campaign

The advertising department of the Radio Corp. of America issued recently a very attractive and effective portfolio giving the details of a special RCA campaign, which will advertise RCA authorized dealers to the public in a most comprehensive way. In connection with this campaign the authorized RCA dealer is furnished with a very attractive store sign as shown in the accompanying illustration. The special campaign is centered about this sign, with each and every advertisement in the series featuring the sign to exceptional advantage.

The purposes of the campaign as outlined in the portfolio are as follows: "RCA waited five years before giving its endorsement to particular radio dealers. As every dealer knows, it is a valuable endorsement—steadily growing more valuable, for it has behind it the known leadership of RCA products, and the vast resources of RCA research. Now that its dealers are selected, RCA is setting out to advertise them, as it advertises its products. The great Radiola, Radiotron and Loud-speaker campaigns will continue in full volume. And, in addition, RCA has inaugurated another campaign for its dealers. Many thousands of dollars have been appropriated to do just this one job; to give the RCA authorized dealer the same leadership among dealers that the RCA line has among radio products."

This dealer campaign started in April with a full-page announcement of the new RCA dealer plan in the Saturday Evening Post and the Literary Digest. Two more full-page, two-color ads will follow in the Post in August and November, featuring the large picture of the dealer sign. Included in the portfolio was a calendar reproducing the August page and a large copy of the November page will reach the dealers early in the month.

Under the heading of “Building Business and Building Dealers,” the Radio Corp. of America comments as follows: "RCA has faith in its selected dealers, and is using every possible means to help them forge ahead. We believe that these dealers have faith in RCA products, and will give their greatest support to the RCA line. Sales are made and successful businesses are built only by the co-operation of the manufacturer and his trade channels. RCA is making every buyer feel that the man he invests his money with is as important as the set he invests it in. And RCA must be as faithful to its public as to its dealers, by giving its sign to responsible dealers, who know the meaning of service. The RCA dealer sign was earned by public patronage—by business integrity and the rendering of good service. It can be retained by the continuance of such a record. And it carries success with it."

The importance and far-reaching effect of this campaign has been recognized by RCA dealers throughout the country and included in the portfolio are reproductions of advertisements used by RCA authorized dealers in their local newspapers. These advertisements were all centered upon the RCA authorized dealer sign and the character of this advertising is indicated in the accompanying advertisement sponsored by Sherman Clay & Co., one of the country’s most successful music dealers.

The page for August, appearing in the Saturday Evening Post, carries a heading: "Identifying Dealers Chosen by the Public," and reproduces the dealer sign in two colors. The text of this page carries out effectively the purpose of the campaign and reads as follows: "Where you see this sign you will find a dealer who has won public confidence and public patronage, who renders good service after the sale is made, whose ability and integrity indicate that he is in business to stay. There is an RCA authorized dealer right in your neighborhood. He is identified by this sign, which is his as long as he maintains RCA standards. RCA dealers are further to be sure you are buying from a man who is willing to stand behind his merchandise with the knowledge that his goods are of the highest possible quality."

Sherman-Clay’s Prestige-Building Tie-Up

Sherman-Clay’s, Inc., the famous New York radio experts, have given to this campaign their full co-operation. The tie-up is a natural development of the radio business, and makes possible a tie-in with the many ramifications of the radio business. Sherman-Clay’s are proud to support this campaign, and to give the public the idea that it is backed by a name that is well known and well respected in the business. This is a natural development of the radio business, and makes possible a tie-in with the many ramifications of the radio business. Sherman-Clay’s are proud to support this campaign, and to give the public the idea that it is backed by a name that is well known and well respected in the business.
3 out of 4 Portables sold are Flyer Motor equipped

Why? Because experienced dealers know they're safe in selling a Flyer-equipped portable. No returns, adjustments, delayed payments, lost customers.

The Flyer-equipped portable is easy to sell and stays sold. It stands years of the bumps, hard steady use, exposure that a portable gets and never goes wrong. It weighs but 4½ pounds yet is as sturdy as tool steel and skill can make it. Parts are so expertly made and fitted that there is no sound—the Flyer is the most silent motor made. And, unlike imported foreign-made motors, the parts of the Flyer are readily interchangeable.

Flyer Motors are made of the same tested materials and by the same skilled craftsmanship as the highest priced motors for large machines.

When you sell a Flyer-equipped portable, both the phonograph maker and this organization stand squarely back of that sale. For 12 years Flyers have been the leaders of the industry because merchants know from experience that they and their customers can count on dependable service from Flyers.

Demand Flyer-equipped portables and play safe.

The General Industries Co.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century
New Cone Speaker

—another Magnavox engineering “scoop.”

The cone is mounted resiliently—entire unit moves with air waves—no “snary” effects. It covers the complete tonal range—all instruments, all notes, all enunciations. Two artistic models—Cornell [above], $22.50 list, and Stanford, $35.00 list. Backed by aggressive advertising and the sales-prestige of the Magnavox name—a popular synonym for good loud speakers. 400,000 Magnavox Loud Speakers now in use—each one a salesman for the new cone. It is sure to be another Magnavox “best seller.” All dealers write.
Magnavox, the perfected and proved single dial set, performs with the very bell, in selectivity, sensitivity, range—on any basis you name. All models continued indefinitely and prices guaranteed till January 1, 1927.

**Beauty—the universal passport**

*Magnavox has it in high degree.*

All America has love for beauty. Automobile makers found it out—home builders found it out—furnace manufacturers found it out. Radio, as a class, has lagged—many sets are still in the cotton stocking age as regards looks. *Magnavox* single dial control permits greater beauty in design. Simplicity, quiet good taste, pleasing shapes and lines, genuine mahogany cabinets, unobtrusive knobs are attributes of *Magnavox* beauty. It is the enduring type of radio—the set that will be "in style" for a lifetime. Numerous protruding dials, tubes and other switchboard characteristics are discreetly absent. The set with these marring features must become obsolete soon.

This year, more than ever, the set with eye value will have the call. And *Magnavox* has it, without much competition. For easier selling this fall write us at once.
Zinke Co. Now Sales Dept. of the W-K Electric Co.

To Handle the National Distribution of "Oriole" Radio Receiving Sets—1926-27 Line Being Introduced to the Trade

An announcement of importance and considerable interest to the radio and music trade was made a few weeks ago by the Zinke Co., of Chicago, dealing with the arrangement made between that firm and the W-K Electric Co., Kenosha, Wis., manufacturer of "Oriole" radio receivers. The Zinke Co., an old-established automotive house, which has risen to a prominent position in the radio field, is now the national department for the W-K Electric Co., and handles the national distribution of the radio products manufactured by the Kenosha firm.

The complete Oriole 1926-27 line of radio receivers is being introduced at the present time by the Zinke Co. One model table, a console and a console comprise the line and all sets are six-tube with new stage untried and two stages of tuned radio frequency. The sets embody the "Oriole Triumvirum" patented circuit, with patents covering the circuit using as a primary cell of the radio frequency transformer the filament circuit of the vacuum tube. The receivers have a two-dial control, one rhostat and one volume control.

The table set, Model 71, is installed in a solid black walnut, ebonized finished cabinet and retails for $125. The console contains the same chassis and is placed on a larger cabinet containing a battery compartment, finished in the same wood. The console will be known as Model 73 and list for $145. The console, model 78, contains the same set, is finished in the same manner and contains two built-in loud speakers, one for the high frequencies and the other for the low frequencies. Ample space is provided in the cabinet for batteries, battery eliminator and other accessories. The console retails for $270.

The W-K Electric Co. is firmly established in the field of radio manufacturing, with a background of five years' production and sales experience. The Zinke Co. maintains a staff of eleven radio trade representatives, who maintain contact with the distributive outlets, and the sales plan is based upon an exclusive territorial arrangement. Sales helps for the dealer, such as literature, window and counter displays and other advertising helps, have been prepared and will be distributed to its authorized dealers.

De Forest Wins "Feedback" Circuit and Oscillatory Audion

Philadelphia, Pa., July 27.—Federal Judge Thompson, in a decision handed down today, holds that Lee De Forest was the original inventor of the "feedback" circuit and the oscillatory audion. The decision was on a bill of equity in a patent suit brought by the De Forest Radio Telephone & Telegraph Co. against the Westinghouse Electric Co. The plaintiff controls certain patents granted to Lee De Forest in 1924, and the electric company patents granted to Major Edwin H. Armstrong in 1914.

David Sarnoff Goes Abroad

David Sarnoff, vice-president and general manager of the Radio Corp. of America, sailed on the S. S. Majestic in July for Europe, his plans including a visit to England, France, Germany, Holland and Italy. One object of his trip, according to Mr. Sarnoff, is to study warless conditions and developments abroad. He also was scheduled to deliver a paper on "How Radio Development May Affect the Auxiliary Language Movement" at the Bilingual Conference of the International Federation of University Women, which was held at Amsterdam, Holland, July 31.
The Sleeper Radio & Mfg. Corp.
GORDON C. SLEEPER, President
6th and Washington Aves.
Long Island City, N. Y.

The following authorized distributors are in a position to make

IMMEDIATE DELIVERIES

of the famous

Sleeper

SCOUT and SERENADER SETS

Under the SLEEPER Dealer Franchise Plan which has been in force effectively and . . . successfully since September 1923 . . .

Silas E. Pearsall Co., 10 E. 39th St., N. Y. City
Greater New York; New York State, as far North as Poughkeepsie; Eastern New Jersey and the State of Connecticut.

M. Steiner & Sons, Boston, Mass.
Massachusetts, Maine, New Hampshire, Vermont and Rhode Island.

Western Massachusetts.

Central and Eastern sections of Pennsylvania and Southern New Jersey.

W. D. Andrews Co., Syracuse, N. Y.
Eastern New York, North of Poughkeepsie, including Western Vermont.

Curtis N. Andrews, Buffalo, N. Y.
Western New York and the Northern tier of counties of Pennsylvania.

The Toledo Radio Co., Toledo, O.
All the Western part of Ohio.

Wiswell Radio Co., 33 West Kinzie St., Chicago, Ill.
Northern Indiana, Northern Illinois and the Southern part of Wisconsin.

Duluth Electrical Supplies Co., Duluth, Minn.
Northern Minnesota, Western Wisconsin and Western Michigan.

The Roycroft Co., Minneapolis, Minn.
Central and Southern Minnesota and South Western Wisconsin.

Hieb Radio Supply Co., Marion, S. D.
North and South Dakota.

Churchill Drug Co., Cedar Rapids, Iowa.
All counties of Iowa north of a general line from Clinton on the East to Monona County on the West.

Churchill Drug Co., Burlington, Iowa.
All Southern Iowa and Northern counties of Missouri.

R. S. Proudfoit Co., Lincoln, Neb.
Nebraska and Northern Kansas.

Wright Radio, Ltd., Moncton, N. B.
Maritime Provinces of Canada.

If you are located in a territory not served by any distributor listed above please communicate direct with executive offices.

R. E. Taylor, Pacific Coast factory representative, 240 Precita Ave., San Francisco, Cal.
Complete New Line of Radio Products
Announced by the Bosch Magneto Corp.

Prominent Manufacturer of Electrical Automotive Equipment Marks His Second Year in the Radio Field by the Introduction of a Complete New Line of Receiving Sets

SPRINGFIELD, Mass., August 6—Entering its second year in the radio field, American Bosch Magneto Corp., has announced a full line of radio units, in addition to two novel and unusual receiving sets, which will be known as the Armored line, with a price range of $100 to $300. The company has drawn on its wide experience in the manufacture of electrical automotive products in developing its radio equipment. The precision engineering for which the name Bosch is famous has produced a line of radio equipment which is claimed by the company to set new standards in radio efficiency and new vogues in radio design.

One of the sets of which the Bosch organization is particularly proud is the Armadora, a seven-tube receiver, illustrated herewith. In this model Bosch engineering is said to have made an entirely new departure in set design and to have incorporated many new and distinctive features, with a circuit of unusual efficiency, both as to selectivity and sensitivity, with simplicity of operation. In point of appearance the Armadora departs from all previous ideas of what a radio set should look like, being, in fact, a table of rich walnut and black woods. It has no panel, multiplicity of dials or sliding door familiar to ordinary receiving set design. It may be used in the manner of a casual table to sit off a chair or add a final touch of beauty to a room. The table serves the double utility of an efficient receiving set and a place upon which ordinary library fixtures, such as a lamp, book set and ash tray, may be placed. In front are the centralized tuning and volume control knobs, unobtrusive fixtures which give the same appearance as ordinary drawer knobs. Above and in the top table surface is a window through which the new "Line O' Light" dial system of station finding or tuning is viewed. Below and hidden behind doors is space for all power accessories including "A" battery, power unit and charger.

The "Line O' Light" dial system, coupled with the single knob tuning control, is claimed by the company to be a Bosch innovation. A trans-client, drum-type scale is accurately calibrated in wave lengths, and a sharp line of light is thrown across the scale showing the exact wave length to which the set is tuned, thus obviating possible errors in adjustment. The single tuning knob of the Armadora lends simplicity to tuning which will be welcomed by the radio fan. Volume control in the Armadora ranges from a whisper to auditorium volume.

The circuit comprises four stages of tuned radio frequency amplification, tuned detector and two stages of Bosch designed transformer coupled audio amplification. Each unit is individually armored, as are the tubes, condensers and wiring, all apparatus being completely shielded. The Armadora may be operated with any length of antenna from six to one hundred feet or with ground alone in or out doors. Wet, dry or power units may be used.

The fact that the Armadora is not equipped with a built-in speaker is said by the Bosch company to be the result of general experience that the most satisfactory operation of a radio set is enjoyed when the loud speaker is situated at some point remote from the set. It is recommended that the Bosch Ambotone reproducer be located about twenty feet from the set. A suitable art pedestal of Spanish design and an extension cable is available with the Ambotone for carrying out this scheme.

Two other models, the RS-16, six tubes, and the Cruiser, RS-35, five tubes, are also included in the Bosch line of Armored receivers for the new season. A table and a cabinet providing storage battery space and support for receivers will also be marketed. Two models of the Bosch Ambotone reproducers, one in wicker finished in green and tan reed, and the other in statuary bronze, and two models of "Nobattery" power units complete the new Bosch line.

Officials of the company state that the Bosch layout for the new season has been received with great enthusiasm by jobbers and dealers throughout the country, and a very successful year is anticipated.

Gulbransen Featured at Convention in Seattle

The Cristofori-to-Gulbransen display, representing 200 years of piano progress; the new small model upright, and a complete showing of advertising and selling material were features of the Gulbransen Co. exhibit at the Seattle Convention of the Western Music Trades Association, held on July 27, 28 and 29. In display-room in the Olympic Hotel was under the supervision of G. E. Corson, Gulbransen representative in Idaho, Washington and Oregon. Scores of dealers made the Gulbransen display-room their headquarters while in Seattle, and for many of the Western dealers this was the first opportunity to see the new sales material which the Gulbransen Co. recently issued, as an assistance to merchants in obtaining and training salesmen.

O. J. Stayley Associated
With H. B. Alderman Co.

BUFFALO, N. Y., August 6—O. J. Stayley, for the past two years manager of the radio department of Roth & Zillig, distributors in this district for Atwater Kent radio, has become associated with H. B. Alderman, distributor for Gulbransen in the Buffalo district.

Mr. Stayley is a pioneer in the radio business of Buffalo and western New York. He is perhaps one of the best-known wholesale men in the radio field here, having taken an active part in each of Buffalo's radio shows, and being instrumental in organization of the Buffalo Radio Trades Association, Inc. He also is director of afternoon broadcasting from Station WGR, for the Radio Trades Association. He was manager of Buffalo's first radio show in 1922.

To the Licensed Okeh Dealer

go all our records; the latest touches and flourishes of jazz—unexcelled European orchestral songs in all foreign languages—and the greatest race records made.

Our service is your asset—Become one of our licensed Okeh Dealers and we'll prove it.

General Phonograph Corporation
New York Distributing Division
15-17 West 18th Street New York City
Freed-Eisemann Radio Corp. Starts Production on New Models in Large Plant

Nine Receiving Sets, Utilizing Five to Eight Tubes, Being Turned Out in Quantity in New Seven-Story Factory—Cone Speaker and B and C Power Units Included in Line

Production on nine new models of radio receivers has started on a big scale in the new seven-story factory of the Freed-Eisemann Radio Corp., Brooklyn, N.Y. These sets utilize five to eight tubes with a price range of $55 to $850 and incorporate not only basic devices under the Hazepline and Latour patents, but many new features developed by the Freed-Eisemann engineering staff, according to Joseph D. Freed, president and chief engineer of the company. Single-control receivers will feature the line, with a new type of adjustment, which is said to permit delicate tuning. The new Freed-Eisemann line also includes a full-floating cone loud speaker and B and C power unit.

The 1927 Freed-Eisemann sets contain the following characteristics, according to the formal announcement of the engineering department: Modified straight-line frequency condensers; sets completely enclosed in shielding metal; battery cases; new shock-proof detector mounting; wired for new detector and power tubes; wave-length calibration; mahogany panels with embossed esonchule plates; maximum amount of selectivity and sensitivity that can be obtained from two, three and four stages of tuned radio frequency; full audio circuit used at all times, volume being controlled only by reducing input to detector tube, preventing overloadng and distortion.

Commenting upon the new line, President Freed said: "I feel safe in using that much-abused word 'revolutionary' in describing the new models which the Freed-Eisemann Radio Corp. is now offering to the public as a result of several solid years of work, night and day, in our research laboratories, backed by five years' manufacturing experience. We are confident that after building and testing a number of models we have attained a success that goes far beyond the stage of satisfaction and entirely meets with our hope of producing receivers that are not only good to look at and reasonable in cost, but are the last word in scientific achievement.

"We are pleased to make known that many new devices, discovered in our laboratories, are used in these receivers. One of these inventions is a remarkable tuning method by which five condensers are uni-controlled. Tests of this system have shown an ability to tune out an interfering station operating five kilocycles apart from the station heard. The greatest care has been given to the assurance of quality, with wonderful volume, if desired, through the use of two tubes in parallel on the second radio stage. In testing, a number of points which were hot and stormy, the results have exceeded our expectations. This Fall we confidently expect that our sets will establish new marks in long-distance reception as well as (infill the first essential of faithful reproduction of programs from stations near and far.)"

Model No. 10 is a five-tube set with two stages of tuned radio frequency, detector and two stages transformer coupled audio frequency amplification. The battery cable is provided for use of a power tube in the last radio stage. Model 10A is the same as model 10, but is mounted in a plain white wood cabinet which is removed and discarded when set and panel are mounted in a highboy console.

Model 20 is a shielded two-control receiver in a mahogany cabinet with wave-lengths etched on scale, and embossed bronze plates on the panel. Model 30A is the same as model 30, mounted in a plain cabinet which is discarded when the set and panel are mounted in a highboy console.

Model 40 is a six-tube shielded one-control receiver with one large embossed plate on panel, and a window through which the wave-length scale is visible. Model 40A is the same as number 40, but intended for use in a highboy console.

Model 48 is a six-tube shielded single-control receiver with a battery cable. The chassis is of nickel-plated pressed steel, statuary bronze embossed plates embellish the two-tone finish front panel. The etched wave-length scale is visible through a window in the main embossed plate front panel. It is mounted in a desk type cabinet with a drop lid and gold-plated hinge.

Model 50 is a seven-tube single-control receiver. The chassis is of nickel-plated pressed steel and encloses entire assembly, with patented interstage shielding. A single tuning knob operates a rotating drum with etched wave-length scale visible through a window of bronze embossed plate on the front mahogany panel. It is equipped with "A" battery voltmeter. The cabinet is five-ply two-tone mahogany veneer with desk-drop front lid. The hinge cover has a full-length gold-plated piano hinge and stay arm.

Model 800 is an eight-tube single-control receiver for operation with a loop, which is provided under the set. It is totally shielded with additional shielding between each tube and the elements of its circuit. The front panel is of piano-stripe mahogany with statuary bronze embossed plate, gold-plated front panel, tuning control and volume adjustment, and is equipped with a voltmeter and switch which permits reading the "A," "B" and "C" battery voltages. A small pilot lamp is mounted above the wave-length drum.

Model 850 consists of a walnut Italian Renaissance highboy cabinet of original design, with the receiver built in it, equipped with a loop and full floating cone loud speaker. A special cone chamber is included to increase the tone qualities. The loop is concealed in the cabinet, which is a desk type drop lid, enclosing the receiver when not in use, and the two doors above the drop lid enclose the loud speaker and loop compartment. Ample space is provided for power units or batteries.

L. G. Baldwin Addresses the Trade in Minneapolis

MINNEAPOLIS, Minn., August 2—L. G. Baldwin, general manager of the Willard Storage Battery Co., of Cleveland, Ohio, who was recently elected secretary of the R. M. A., addressed the members of the Northwest Radio Trade Association at their luncheon at the Nicollet Hotel, July 29, on the subject "How the Radio Manufacturer Can Cooperate With the Dealer and Jobber." A sales conference of the Willard representatives in this territory was held Thursday morning at the Nicollet Hotel. Arrangements for the sales conference were made by J. C. Van Allen, Minneapolis branch manager.

Edison Sues on Using Name

Thomas A. Edison, Thomas A. Edison, Inc., and the Edison Storage Battery Co., all of Orange, N. J., started injunction proceedings in the Federal Court in Brooklyn yesterday to enjoin the Edison Radio Corp. from continuing the use of that name in its business at 807 Flatbush avenue, Brooklyn. The plaintiffs also ask compensation for whatever benefit the radio company may have derived thus far from using the name.

Use of the name by the radio company, the plaintiffs aver, has created the false impression that it is an authorized agent of the plaintiff concerns. This radio firm was owned by Saul J. Shapiro, Jacob J. Fischer and Evelyn Krasnoff.

The Imperial Phonogrand

is a leader for quality, volume and appearance

This model is equipped with a special type of tone-chamber and reproducer. It plays the two electrically recorded records with volume and clearness that will satisfy the most critical customer. Designed to permit the installation of Radio Panel and equipment.

Send for Descriptive Literature

Foreign Trade
Advantageous selling rights may be secured in foreign countries.

Fuehr & Stemmer Piano Co.

1934 Wentworth Ave. Chicago
Musical Instrument Makers for 25 years

List Price $150
NO FRAUD!

U. S. Patent Letters
No. 1548137

Issued Aug. 4, 1925, to
The ORO-TONE CO.

As far back as eight years ago the Oro-Tone Company was processing diaphragms of a special composition material. The art is not new with the Oro-Tone Company. Constant efforts were made to improve the phonograph reproducer diaphragm and early in 1923 success was achieved in producing a super-sensitive diaphragm of extreme flexibility. To produce the very best results with this diaphragm it was necessary to match the same with a balanced stylus control. This was finally accomplished and patents were granted August 4th, 1925, covering the Oro-Phone reproducer.

The necessary tools, dies and machinery were installed as needed and early in 1926 the Oro-Phone was offered and the Oro-Phone was the first reproducer fitted with super-sensitive diaphragm and balanced stylus control, producing the new, deep tone, offered to the public in general.

The Oro-Phone was months in advance of other reproducers that came on the market later.

Method of processing the Oro-Phone floating diaphragm is still a secret with this Company and we are sincere in our belief that further claims will be allowed in connection with patents already granted in the construction of the Oro-Phone as this Company is always striving to improve and better its products.

It may be of interest to some readers to know that the Oro-Tone Company has probably the most completely equipped tone arm and reproducer plant in the United States. Our equipment consists of highest grade tool and die-making machinery. All dies and tools are made in our own plant. All small screw parts, etc., are made in our own plant by automatic and hand-operated machinery. Material is purchased in rough or raw state and fabricated into the finished product in our own plant. This makes it possible for us to produce the very highest grade of equipment as we know exactly the quality of the material that goes into our product. We do not have to depend on anyone else.

10,000 feet of floor space is devoted to the manufacture of Oro-Tone products. We employ experienced, capable help in all departments. The Oro-Tone Company is sincere in its belief that it enjoys an enviable position and standing in the phonograph equipment industry. Our slogan is "quality first" with the customers' interest always at heart and to these fundamental principles we attribute the success the Oro-Tone Company enjoys today.

In connection with the above it might not be unwise to mention that the Oro-Tone Company was also first with a new tone chamber to produce the much-desired deep, rich tones. The fact is, when there is anything new worth while bringing out in the phonograph equipment line, the Oro-Tone Company will usually be found among the first to offer the new and improved ideas.

The Oro-Tone Co.
1000 GEORGE ST. CHICAGO, ILL.
The Truth About Reproducers

The independent Reproducer Industry has a true mission to perform. Its members should lend an aiding hand to the dealer, during this period of transition in the talking machine business, and make it easier for him to rehabilitate his business as quickly as possible.

It is to be regretted, indeed, that any Reproducer Manufacturer should see fit to confuse the minds of the dealers by accusing his competitors in his advertising in blanket fashion of something, which we believe, he is utterly unable to prove.

We know of no fraud in this new and important industry. We do know of some reproducers better than others, but that is entirely for the distributor and for the dealer to judge—on merit alone.

We feel it our duty to the trade to express our disapproval of any destructive advertising or merchandising methods in the Reproducer Industry.

Symphonic The first and original independent REPRODUCER, using an aluminum alloy diaphragm, has been designed and built for the purpose of playing the electrical records better on all makes of old phonographs and talking machines, and that it does.

SYMPHONIC SALES CORPORATION
LAMBERT FRIEDL, President
370—7th Avenue, New York

THE SUPER REPRODUCER
NO FRAUD!

The manufacturers of reproducers listed below take exception to the statements printed in the July issue of The Talking Machine World over the signature of a New York manufacturer, and wish to call the attention of manufacturers, jobbers and dealers to the following facts:

1. No "fraud" has been committed by any reputable reproducer manufacturer in presenting its products to the industry.

2. No attempt has been made to duplicate any make of sound box and trade upon the manufacturer's reputation.

3. No sound box of inferior construction has been offered to the trade by any manufacturer listed below.

4. No fraudulent claims have been made at any time as to the scientific or acoustical qualities of our reproducers.

5. No exaggerated or bombastic statements regarding the merits of our products have been set forth in our advertising or sales campaigns.

Dealers Feature Stewart-Warner Radio in Unusually Eye-Arresting Window Displays

Dealers Throughout the Country Show Line in Settings Designed to Attract the Attention of the Public to the Merits of the Product—Educational Campaign Provides Value

The four accompanying photographs show unusually effective windows devoted to radio, illustrating some of the displays entered in the contest and also the grand prize, is an excellent example of a display that exhibits a general line, embodies home atmosphere and has a distinctly human appeal.

E. D. Lavin, display manager of the Yowell-Drew Co., Orlando, Fla., authorized Stewart-Warner radio dealer in that city, is responsible for the display of his firm shown herewith. This display was considered the best received during the June contest. This particular display makes good use of the advertising material sent out by the Stewart-Warner Co. The idea in back of this window is selling "entertainment" and not mere radio receiving sets.

T. A. Williams, display manager of the Robertson Furniture Co., Lincoln, Neb., arranged the very fine window display submitted by his firm, which was considered worthy of second prize in the June drive. This window is a neat and clean-cut bit of work and demonstrates how a dealer can show to best advantage in a simple manner the line he handles.

No. 1—Artistic Display of Chapman Bros.
Matched Unit Radio Display Contest sponsored by the Stewart-Warner Speedometer Corp., manufacturer of Stewart-Warner radios, during the months of April, May and June. Dealers throughout the country participated in the event and the result was that many real sales-building windows were produced. The window of Chapman Bros., Des Moines, Ia., which was awarded first prize in the April contest.

No. 2—Yowell-Drew Co.'s Window

No. 3—Robertson Furniture Co.'s Window

No. 4—Fine Window of Gaston Music Co.

The display of the Gaston Music Co., of Kearney, Neb., received honorable mention. This display not only makes good use of the dealer aids sent out by the Stewart-Warner Corp., but

Udell Works Exhibits Its New Line in Chicago

Radio, Record and Roll Cabinets on Display at the Furniture Mart Includes a Wide Diversity of Artistic Styles and Finishes

CHICAGO, ILL., August 5—The Udell Works, Indianapolis, Ind., manufacturers of player roll, radio and record cabinets, who have a permanent exhibit in Rooms 1029-30-31 in the American Furniture Mart, 660 Lake Shore Drive, showed a new line of cabinets in special designs and finishes during the furniture show being held at the Mart last month.

These new cabinets offer the dealer a large field for increased sales, as they are not only original in design, but the finish, which is in various shades of lacquer and crackle, as well as the new High Light treatments in mahogany and walnut with artistic hand-painted panels, harmonize with the most modern designs and finishes in furniture.

The new player roll models in various sizes are finished in Chinese blue, two-toned with buff; Chinese red enamel; Chinese green in two-toned buff, as well as antique walnut and bone crackle finishes in various shades. The panels of the cabinets are hand painted in a beautiful decorative design to harmonize with the finish of the body of the cabinet. For instance, the Chinese blue-two-toned buff, is in the popular height of forty-three inches, has mountings of silver and orange and a flower design on the doors consisting of a cluster of pink, yellow and white blossoms with black stems and silver leaves. The Chinese red enamel has a design on the doors of birds in orange and black and a forest scene, while another design is done in gold, and beautiful artistic treatments have been given each individual cabinet. Among these special cabinets which are on display there are several in antique walnut. One design shows a High Light scene with the lavender horizon, blue sky, and black trees set off with a molding of olive green and gold.

There are also some new and decorative designs in radio and record cabinets. These are made in the High Lighted walnut finish. The company has endeavored to bring out new as well as practical designs and is showing desk radio cabinets which can be used for both writ- ing desk and radio receiving sets as well as a model called the Secretary radio cabinet which provides for space for books, writing material, etc., as well as the radio equipment. There are also several record cabinets which hold from sixteen to twenty albums of records or over 200 individual records.

Those in attendance at the exhibit during the furniture mart, which began July 5 and continued until July 24, included: H. T. Griffith, president of the Udell Works; John M. Brown, manager of the Chicago office; Mike Kroll, New York representative; G. R. Stainfield, Ohio representative; C. E. Patton, Indiana representative; J. W. Smith, Michigan representative, Geo. Leblers, Southern representative.
Get This Color Chart of Slagle Models

A complete line of quality sets . . .
correct price range . . . strong sales
plan . . . with plenty of help for you

The full line of Slagle models is shown in our 4-color chart just off the press. Full descriptions of the sets are given together with an outline of our complete plan for helping you sell. Here is a well-balanced line of high quality sets selling from $70 to $350; backed by a solid, conservative company in the business 15 years; sold by a carefully organized system of cooperation that gives real results. Send for the beautiful color chart today.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana
First Tests in Railroad Radio Telegraphy a Success

Tests Made by New York Central Railroad in Co-operation With Zenith Radio Corp. in Two-way Radio Telegraphy Communication Marks New Era in Freight Train Operation

The first tests made in America of two-way radio telegraphy communication, as an aid to operation of freight trains, were recently conducted by the New York Central Railroad Co., it was announced by the railroad at its headquarters in New York. These tests indicate, railroad officials say, the advent of a new era in freight train operation.

"Tests already made on the Western division of the New York Central between Elkhart and Finola, Ind., have demonstrated clearly that successful radio telephone service can be maintained between conductor or brakeman in the caboose and the engineer or fireman on the engine of freight trains up to 100 or more cars in length," said E. C. Keenan, general superintendent telegraph and telephone, New York Central Lines. "Hitherto the only means of communication between the front and rear of trains has been by hand or lamp signals."

In the tests a New York Central freight train consisting of Engine 2626 with eleven cars and caboose was used. The train started from Elk hart at 4 p.m. and for five continuous hours satisfactory radio telephone conversation was carried on between the railroad men in the caboose and those on the engine. In this period, there occurred a severe electrical and rain storm, but despite this the radio telephone conversations were clearly audible and no interference was experienced. There was no severance of communication around curves or when the train was midway between steel bridges. The passing of other trains on adjacent tracks also did not interfere.

A special test to determine the value of the radio should the train break in two, such as occasionally happens in 100-car freight trains that are now frequently operated, was made. The train was stopped at Hudson Lake, Ind., and the locomotive was detached and ran ahead to a point just east of Rolling Prairie, four miles distant. Throughout the entire distance communication was maintained readily with the engine and always with good loud-speaker volume. Equally good results were obtained when the engine was stopped and while it was backing up to be coupled with the train.

The preliminary tests were made by the New York Central in co-operation with the Zenith Radio Corp., Chicago, and under the sponsorship of the telegraph and telephone section of the American Railway Association. The train master, conductor, engineman and trainman who used the sets were all enthusiastic as to the success and practical utility of radio in train operation. These tests indicate that radio telephony will probably prove to be a wonderful aid in the handling of freight trains as well as in general train operations.

The radio equipment placed on both the engine and caboose consisted of special receiving transmitting sets made by the Zenith Radio Corp., with the necessary motor generator, batteries and loud-speaking receiver. Antennae consisting of 33½-inch brass pipe supported on special brackets located twelve inches above the cab roof were installed on the engine. The antennae on the caboose consisted of thirty-two feet of rubber insulated wire mounted on supports. The special transmitting receiving sets contained seven tubes, three for transmitting and four for receiving. The transmitting tube consisted of forty-watt oscillator, fifty-watt modulator and seven and one-half-watt for speech amplification. A wave length of 113 meters was employed.

The Scott-Brunswick Co., music dealer of Pittsburgh, Pa., recently filed a voluntary petition in bankruptcy.


Plans Include Marketing of Kit Radio Sets Embodying Grimes Inverse Duplex System—Laboratory on Long Island

David Grimes, the radio engineer and inventor of the Grimes inverse duplex system for radio receivers, has reorganized the Grimes Radio Engineering Co., Inc. This is the name for one of the original companies he was associated with and is not to be confused with David Grimes, Inc., which for the past several years has produced radio receiving sets and operates a factory located at 131 Bay street, Jersey City, N. J.

The Grimes Radio Engineering Co., Inc., has a laboratory at Sixth and Washington avenues, Long Island City, N. Y., and will shortly announce the manufacture of kit sets embodying the Grimes inverse duplex system. The laboratory will, of course, co-operate with the manufacturers now operating under inverse duplex licenses.

Nebraska Jobber's Radio Show Proves Big Success

HASTINGS, NEBR., AUG. 7.—The third annual dealers' radio show, held in this city, July 27-28, under the auspices of W. M. Dutton & Sons Co., was a success from every standpoint. The company is one of the leading radio distributors in the State and its annual dealer meetings and show are held for the purpose of presenting the latest products and to discuss sales promotion plans. The new Crosley line of radio receivers, speakers, batteries and other products were exhibited. Engineers of the Radio Corp. of America were present and explained its line of Super Amplifiers and Detectors. Entertainment was a feature of the event.

"Leads the World in Radio Values"

A Sample at Factory Cost

DIAMOND T
BABY GRAND CONSOLE
List Price $89.50
40% Discount, Dealers Price $53.70
Sample Price $44.60

Only one at this price

Two speakers built in. One for high notes and one for low tones. No single horn will produce both.
6 TUBES T. R. F.

You be the judge! Send us a trial order and if the set does not equal your expectations in every way send it back. Your Money Will Be Refunded Without Question.

Sample one now, then talk to us about exclusive agency in your town.

Send check with order

DIAMOND T RADIO MFRS.
SOUTH BEND, IND.
What About 1928?

THE good business man knows that permanency in business depends on something more than looking to today's profits only.

The good radio sets you sell this year will each sell several sets for you next year, with little or no selling expense. That is if your 1926 line has not joined the ranks of the "orphans". If it has you can never cash in on that great force, word-of-mouth advertising, that means so much.

The safe, wise thing to do is to tie up to a concern that will surely be able to "carry on"—keeping pace with the findings of the laboratories and supplying you with the goods that have started that force working for you.

Kellogg is that kind of a manufacturer. Its 29 years of past history is the best assurance of its future success. Kellogg is a six million dollar corporation, financially able to weather the storm that is still raging in the radio industry. Kellogg has a reputation for unquestioned integrity and for six years has kept faith with its radio dealers and jobbers.

The Kellogg set, backed by the Kellogg Franchise, is a real money maker now, next year and the years to follow, for the type of dealer and jobber we want to do business with.

Write TODAY for details of the proposition that we can offer if your territory is still open.

Kellogg Switchboard & Supply Co.
Dept. 21-H, 1066 West Adams Street, Chicago, Ill.

Kellogg receivers are licensed under application for letters patent of Radio Frequency Laboratories, Inc. (R. F. L.)

Model 207, 6 tube receiver, Kellogg's development of the sensational new RFL circuit. The acme of Selectivity and Musical Reproduction.

Model 306, the 6 tube Kellogg RFL, in a handsome wood case with enclosed long air Graham speaker.

KELLOGG Radio
FLAWLESS REPRODUCTION
Summer "Slump" Is Conspicuous by Its Absence, Report the Dealers in Toledo

"Better Than Usual Demand" Creates Optimism Throughout the Territory—Entire Trade Making Preparations for a Busy Fall—New Columbia Models Please—News of the Month

Toldeo, O., August 7—With the Summer season two-thirds behind them, phonograph and record dealers here report a better than usual demand, consequently less of the much dreaded hot weather slump was in evidence. Therefore, merchants are now beginning to formulate plans for an early Fall drive on the Victor, Brunswick and Columbia models. Radio campaigns, too, will be launched in a broad way about the middle of the month.

At the J. W. Greene Co. phonograph and combination demand has maintained a steady flow. A feature of the warm-weather buying was the brisk sale of the more portable Phonophone and Orthophonic models that have been sold. Several of the machines have been sold each week, Edgar A. Kopi reports.

At the Lincoln Music Rooms, an excellent Summer volume is being closed through the plan of soliciting trade-in prospects. The appeal that trade-in of old machines will be made only so long as the public shows a tendency to purchase old models is a real sales clincher, it is said. Eleven deals were closed through the plan this week. A letter is going to a selected list of people offering to place an Orthophonic in the home without the slightest obligation—when a bridge party is in progress, a tea, dinner or other gathering—merely for the entertainment of guests. It is said that out of every such group at least one person will buy a machine eventually.

In preparation for a greater radio season than ever before the radio department is being enlarged to double its present size. The additional space with its new display and demonstration booths will make this one of the largest and finest radio sections in Ohio, it is said. Doyle Wyre is manager of the division. Garod, Atwater Kent, RCA and Ramway lines are dealt in here. E. J. Lochmiller, formerly connected with the department but more recently in the automobile business in Indiana, has again joined forces with the house.

The United Music Store is concentrating the attention of buyers upon weekly window special, the present arrangement of a ticker cabinet display of records, radio, ukuleles, portables and such, the attention of passers is riveted to the display. So effective has this plan proved that buyers have come and asked for specials featured weeks before.

Columbia dealers in the Toledo territory attended the exhibit of the new Columbia Victrola portable the Loop Cadillac Hotel in Detroit recently. Two days were set aside for dealers from Toledo and vicinity. R. J. Mueller, manager, Columbia Phonograph Co., Cleveland, was in charge. He was assisted by Don O. Flightner, representative in the Toledo territory.

The Toledo Radio Co. on August 1 launched its Fall radio campaign. Salesmen started on the road with the new Steeper and Chelsea lines. Chas. H. Womeldorff, president, has returned from a business trip to New York.

The Rochester Music Co., Columbia dealer, operating a store on Canton street, on August 1 opened a branch store at Collingwood and Indiana avenues. At the new shop race records will be featured.

Head C. Steele, for the past year manager of the Cable Piano Co., has resigned, to take effect August 15. He will return to the South, where he will engage in the piano business. A. F. Maag, assistant manager of the store, is now in charge of the business.

May Hayes Linquist has acquired control of the Hayes Piano Co., dealer in Edison phonographs, piano and pianos.

F. A. Delano, formerly on the concert stage and at one time in charge of the Red Seal division of the Victor Talking Machine Co., addressed the local Exchange Club recently. His subject was "Music and the Business Man." He illustrated his talk with songs and music from the Victorola. Mr. Delano is now connected with the Chicago Tatlins Machine Co. At Grinnell Bros. a dime a day portable drive is producing good results. Many cottagers and campers have availed themselves of the opportunity to acquire a small machine on this plan.

The portable will be taken in later towards an Orthophonic if the customer so chooses. Several thousand of the mechanical records have been disposed of at low prices. New store managers announced by the company include A. V. Schneider, Defiance; Howard M. Roth, Fremont, and Ed. O. Smith, Findlay, O. Within the past month stores were opened at several points.

A. B. Sauer, Lorain, O., Columbia dealer, has remodelled and redecorated his store in anticipation of a brisk Fall trade. A new feature of the shop is a studio where teachers may come or where customers may gather.

The Frazelle Music House, Toledo, Columbus, Sonora and Pooley dealer, has experienced a better volume of business during July than during the preceding month, according to Frank H. Frazelle, president. The Sonora portable is a brisk selling Summer item. Starting about August 1, the Sonora combination, Zenith and Gullfian will be featured in an early Fall radio drive. Miss Bertha Aigresse, of the record staff, has resigned. She will return to her old home at Danville, Ill.

The Bush & Lane Piano Co., Portland, Ore., has disposed of its wholesale department and is now exclusively a retail organization.

ONLY OFFICIAL SHOW—ALLIED RADIO CONGRESS

National Radio Exposition

Exhibition Hall—Hotel Sherman—Chicago

September 27th to October 2nd, 1926

An exceptional educational exhibition of Radio merchandise for the Broadcast Listener. A private demonstration room for every set or loud speaker where listeners may sit in comfort away from the confusion of the Exhibition Hall and hear demonstrations, thereby enabling them to select from actual performances.

CLASS "A" ATTENDANCE—QUALITY BUYERS

The Business Executive, who would shun the "rabbles" of an evening "crush" of curiosity seekers, can leave his Loop office and in a few moments find himself comfortably seated in a private demonstration room. He has money, is discriminating, and will purchase a good set. It will not be a case of price—but quality of reception and appearance of the cabinet.

CLASS "B" ATTENDANCE—HIGH PRICES

The Afternoon Shopper, who spends her evening with her family, never venturing out to be pestered about with the mob of the sightseening element who go to the ordinary exposition, can complete her shopping, walk two or three blocks to visit several of the private demonstration rooms, and return home in time for dinner.

ANOTHER CLASS—REACHES ALL

Then there is another class—the office workers—home lovers also, who enjoy entertainment afforded by the Radio. Rather than be crushed in the evening throng, they will, at the end of their day's work procure a quick lunch and then spend several hours in the National Radio Exposition and still get home before dark.

For diagram of spaces available, write

Milo E. Westbrooke, Manager

Direction International Trade Exposition Co.

National Radio Exposition

608 South Dearborn Street

CHICAGO
SONORA presents

Non-oscillating on any wave length
Greater distance thru higher sensitivity

supremely selective, Twin unit control
embraces the entire wave band

THE new Sonora Shielded Six embodies the most advanced features of present day radio engineering. It is the Hull Balanced Bridge circuit—a circuit that is non-oscillating—that is stable at any frequency and will tune down to the lowest wave station that broadcasts.

Its extreme sensitivity is as apparent at 200 meters as it is at 550.

The Sonora Shielded Six is shielded so as to give a pure undistorted signal which can be obtained in no other way. Nearby high power stations cannot induce their signals directly into set. Moreover this shielding prevents one circuit from jumping into another.

Twin-unit tuning control. The light touch of a single finger and the dials turn together, bringing in station after station. Yet for that elusive whisper from some far off station, the dials may be tuned separately bringing the circuit into exact resonance and gaining the full benefit of the extremely sensitive balanced bridge circuit.

The 4 point Selectivity—Sensitivity control minimizes interference.

Three stages of low ratio audio give that famous Sonora tone quality even when "B" eliminators are used.

From a construction standpoint the Sonora Shielded Six is nearly immune to rough treatment and abuse as modern engineering practise can make it. It upholds the traditions of Sonora Tone, quality and cabinet artistry.

Price range will give Sonora dealers volume business—from $125 to $225.
the Shielded Six

Sonora Shielded Six
$125
A six tube, single finger twin unit control radio set. Cabinet of exquisite mahogany design with beautiful bronze plaques around tuning dials, volume and selective-sensitivity controls. Licensed under patents of the radio frequency laboratories.

Sonora Cone Speaker
$25
A Cone speaker of Sonora tone quality, capable of handling the extra power of the Shielded Six. Built in mahogany cabinet. Cone Console Speaker with accommodations for batteries and charger—$50.

Sonora Standard Radio Console
$185
A set of outstanding value, Sonora Shielded Six built in brown mahogany cabinet and equipped with new Sonora Cone Speaker. Ample space for all batteries, chargers or eliminators.

Sonora De Luxe Console Radio
$225
An exquisite piece of furniture typical of the English Renaissance period. Sliding doors of beautifully matched mahogany, conceal Radio Set and Speaker. Combined with this set is the new Sonora Cone Speaker that not only handles tremendous power but reproduces each note realistically.

(ILLUSTRATED IN COLORED)
DeLuxe Console Grand models that it has decided to manufacture one-dial receivers exclusively this season. The one-dial Shamrock set operates with remarkable selectivity and the decision of the sales and engineering departments of the Shamrock or-

This year Herman Rose, chief of the Shamrock force, has provided a series of improvements in the original one-dial Shamrock set. Although all of the manufacturers and jobbers were satisfied with last year's model and encouraged the Shamrock organization to again present it, the engineers under Mr. Rose's direction carried out some perfections which give these new instruments added sales features and values.

There are three models in the Shamrock line, "The Table," "The Consolette" and "The De-

luxe Console Grand." These instruments all sell at inviting prices and all of them are en-
cased in cabinets which make them most attr-
active pieces of furniture. All of them are six-tube super-tuned radio frequency sets em-
bodying two stages of tuned radio frequency, one detector and three stages of resistance
coupled amplification. The one-dial is built on the friction drive principle "so perfected as to
make backlash or lost motion impossible."

Another important feature of the Shamrock set, in fact the feature of the set which was
so popular last year, is the special Shamrock condenser. This is built by Shamrock en-

engineers and is synchronized by especially con-

structed equipment which has been perfected
by the Shamrock organization over a period of
two years. Before being placed in a set every
condenser is carefully inspected and must pass
the rigid tests to prove that it is synchronized
to a half to one

In order to get the very greatest volume
Shamrock engineers advise the use of three
20A tubes together with two special Shamrock
resistance-coupled amplifier tubes (type 42) and
one Shamrock resistance-coupled power tube
(type 60).

Gulbransen Ad Attracts
Attention of Printers' Ink

The advertising of the Gulbransen Register-

ing piano by the Gulbransen Co. was selected
for special mention by the section of Printers' Ink devoted to criticism of advertising. "This
piece of copy represents an almost perfect union
of story and picture in a personal appeal, which
is almost, if not quite, universal in its exclusive-
ness," declares the writer in Printers' Ink. It is
a rather lengthy analysis of the construction and
appeal of the ad. The Gulbransen Co.'s ad-

vertising has received wide attention because
un-
doubtedly it is of a quality that is unusual from
the standpoint of effectiveness, accounting in
great measure for the growing popularity of
this line of instruments. Walter Kiehn, the able
advertising manager of the Gulbransen Co., is
responsible for this advertising, which is reach-
ing readers of leading publications throughout
the country.

Atwater Kent Presents 200
Radio Sets to Lighthouses

PHILADELPHIA, Pa., August 6—Through the
generosity of A. Atwater Kent, president of the
Atwater Kent Mfg. Co., of this city, Secre-
tary Hoover's plan to equip all the isolated and
remote lighthouses with radio receiving sets has
succeeded, despite the fact that Congress has
made no appropriation for such equipment. Mr.
Kent has made a gift of 200 five-tube sets and
speakers, a sufficient number to outfit all major
stations, at which the men are cut off for long
periods from the outside world.

In offering his contribution of 200 sets, Mr.
Kent wrote Secretary Hoover: "I can think of
no group of people to whom radio would mean

more than to these keepers and their families,
cut off as they are for long periods from either
contact or communication with the outside
world. I consider it a privilege to do my bit
toward relieving their isolation and loneliness."

H. H. Southgate, of the Federal Telegraph Co., is making a trip throughout the Western trade in behalf of the new line of kelkter radio re-

ceivers.

Sales Representative Wanted

Who is now calling on the radio and electrical trade, to
sell our new, wonderful cone

loud speakers. Exclusive ter-
ritory and big commission.
Give references and full par-
ticals.

Hermann Thoren
Ste. Croix, Switzerland

Manufacturer of Europe's Most
Celebrated Phonograph Motors

Cabinet type motors of from 3 to 10 rec-
ords playing capa-
city. Superior quality.

At moderate prices.

L. H. JUNOD & CO.
104 Fifth Ave.
New York

Solo Agents for the U. S. A.
The NEW Models of
GILFILLAN RADIO
New Features and Strong Selling Points

Model 10
Compact and powerful—hand-carved Walnut cabinet. Five-tube Neutrodyne including “power” tube.
Two Vernier action controls. Two Radio and two Audio Stages. Registers full scale on cone speaker.
Operates with Battery eliminators, if desired.
Size: 19 1/4 in. long, 9 1/2 in. high, 10 in. deep.
Plenty of range and marvelous Tone with exceptional selectivity.

Price without accessories $90

Model 20
In beautiful hand-carved medium sized cabinet. Six-tube Neutrodyne including “power” tube.
Single Vernier action control. Three Radio and two Audio Stages. Specially selected Cone Speaker.
Space for all Batteries or Battery Eliminators.
Size: 42 in. high, 17 in. wide, 16 1/2 in. deep.
Wonderful Tone, Range and Selectivity.

Price without accessories $175

Model 30
Handsome mahogany console. Six-tube Neutrodyne with all units shielded in copper (including one
“power” tube).
Two Vernier action controls. Three Radio and two Audio Stages. Special Cone Speaker registering
full scale. Space for all Batteries or Battery Eliminators.
Size: 51 in. high, 30 in. wide, 20 in. deep.
Great range, with marvelous Tone and Selectivity—a superior set in every detail.

Price without accessories $350

These new Gilfillan models are most attractive in design and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY.

Place orders through your jobbers for early delivery. Send for beautifully illustrated circular, giving full details, to our nearest office.

GILFILLAN BROS. INC.
25 Wilbur Ave. 1815 Venice Blvd. 2525 W. Penn Way
Long Island City, N. Y. Los Angeles, Calif. Kansas City, Mo.
Warm Weather Fails to Retard Sales of the Dealers in Cincinnati Territory

Portables and Less Expensive Larger Instruments Lead Demand Although Finer Models Also Are in Favor—Local Appearance of Record Artist Also Stimulates Business—The News

CINCINNATI, O., August 9—Talking machine dealers report that the demand for instruments and records has been quite good in the past few weeks, instead of the season into consideration. Business is decidedly better than it was at this time last year, all agree, and there is every indication of a brisk trade in the early Fall. During the Summer most of the call has been for the less expensive instruments and for portable machines, but this does not mean that there are no sales of the more expensive instruments. The improved machines, together with the great amount of publicity that has been given them, have greatly stimulated the public interest.

Great Welcome for Brunswick Artist
An event that created great interest here last month was the appearance of Vincent Lopez, Brunswick artist, who had his orchestra at Castle Farm for a week. Mr. Lopez was met at the train by a large delegation of business men, under the auspices of the Junior Chamber of Commerce and including members of the local Music Merchants' Association. After a parade through the business section he was taken to the City Hall, where Mayor Murray Seawright presented him a huge key to the city, covered with gold and more than a yard long. A feature of the visit of Mr. Lopez was a recital he gave in the store of the Geo. P. Gross Co.

Expect Busy Fall
According to Geo. P. Gross, business is on the up-grade. "The market is now better than it was at this time last year," he stated, "and I confidently expect a large demand for talking machines and records in the early Fall."

Mr. Gross has been pushing the portable talking machines and records. He has a separate store for radio, and this, he stated, has been as busy as could be expected.

In Bankruptcy
The final report closing the case of L. B. Eichhold, bankrupt dealer in talking machines and other musical instruments, who did business at 2111 West Eighth street, Price Hill, was filed in the United States District Court recently, by the referee in bankruptcy, Charles T. Greve. It shows the liabilities of the concern to have been $47,366, and the assets realized $16,632.

W. J. Purnell Optimistic
"The demand in our talking machine section is better than it was at this time last year, and taking the season into consideration the demand for the Starr instruments and Grossett records is good," stated W. J. Purnell, of the local branch of the Starr Piano Co. "General business is getting better and I look for a good demand for talking machines to come in the early Fall." J. H. Saber, who has been in San Antonio and Corpus Christi, Tex., for some time, has rejoined the Starr's local sales force.

Columbia Viva-Tonal Portable
At the local branch of the Columbia Phonograph Co., of which Miss Rose Helberg is manager, there is now on display the full line of the new Viva-Tonal, the $300 machines, retailing at from $90 to $300. All of these have the three-spring motor, it was explained.

Diamond T Radio Mrs.
Stage Sales Convention

Representatives From Michigan, Indiana, Illinois and Wisconsin Schooled in Features of Radio Line—Instructive Addresses

Diamond T Radio Mrs., South Bend, Ind., manufacturers of radio receivers, held a two days' district sales convention for fifteen representatives from Michigan, Indiana, Illinois and Wisconsin territories on July 23 and 24. The salesmen were given a course of instruction during the first afternoon of the gathering at the main office and factory, being schooled in the principal features of the five and six-tube receiving sets and other equipment by which the company produces. Clyde L. Smith, president; Bert Gerphrede, secretary-treasurer, and leading salesmen, delivered the addresses and gave the demonstrations. That evening the visitors were entertained at a banquet at the LaSalle Hotel at which time Mr. Smith, Mr. Gerphrede and several of the sales representatives made addresses. Mr. Smith, in delivering the principal address of the evening, forcibly pointed out the Diamond T policy to the salesmen and dealers. He also outlined some of the various methods of effectively presenting the company's product to the trade. In demonstrating the new model Diamond T receivers to his salesmen and dealers, he pointed out its various advantages and spent some time in the new high and low-pitch horn, exclusively patented by the firm.

Other talks on salesmanship and selling methods were given by Mr. Gerphrede, H. A. Thompson and Henry Tweed, of the South Bend staff; Walter Kinley, Williamson, Mich.; D. D. Pratt, Jackson, Mich., and Walter N. Haufschmidt, Milwaukee, Wis., sales representatives.

Three dealers, William T. Boyd, Indianapolis; Clarence Irwin, Morris, Ill.; Lester Hammond, Mishawaka, Ind., also spoke.

At 8:20 o'clock South Bend Tribune radio station, WSIT, broadcast a special convention program consisting of vocal numbers and special songs directed to every man in attendance at the meeting. The program was arranged by Mr. Smith for his guests and was received over one of the Diamond T models.

On the following morning the dealers who visited the factory for a business session. The combined factories of the company are now using floor space aggregating 40,000 square feet. The firm is continuing the erection of more buildings this Fall to care for increased production, and the organization during the year and a half since its inception has risen to a position of prominence in radio manufacture.


The South Bend gathering was the first of four district conventions held for the staff of fifteen Diamond T sales representatives before the opening of the Fall season and the Eastern district convention will be held at Buffalo, N. Y., August 13 and 14; the Northwestern convention at Minneapolis, Minn., September 3 and 4, and the Southern meeting at Atlanta, Ga., September 24 and 25.

Theres Profit and Satisfaction in Selling CEC Radio Tubes

CECO tubes are being advertised to your discriminating customers in the pages of the big magazines and Radio Journals they read.

Are you prepared to supply the demand?

A Type of CEC for Every Radio Need

You insure customers satisfaction every time you make a sale of CECO.

They are "best by test" in the laboratory—"best by performance" in the home.

Two New, Wonderful Tube Developments

The new enlarged CECO Plant located in Providence, R. I., the largest in the world devoted exclusively to Radio Tube Manufacture.

The design of the new cabinets is a most pleasing departure from the conventional and they have been very much admired by persons of artistic discrimination. Business has been better than fair with us right along, and with these new instruments it is going to take a big climb right away," was the enthusiastic comment of Miss Helberg. "When having a show and selling sections to many dealers from other places, and all of them marvel at this new instrument, its beauty and its wonderful reproduction.

Farmers Buying Again

"Business is fair in our territory, much better than it was at this last year," said A. H. Bates, of the Otoro Talking Machine Co., wholesale distributors, the demand from the farmers is best at this time, due to the fact that the farmers have had good crops and are in better financial condition than they have been for some time and the outlook is general.

Ahaua Featuring Portables

Louis H. Ahaua, proprietor of the Brunswick Shop, is featuring portable talking machines with success through the vacation season. "Business is as good with us as can reasonably be expected at this season," said Mr. Ahaua. "There is every indication that the Fall trade will come up early and we have made our preparations accordingly."

The Tubes of LONG LIFE

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Announcement Extraordinary—
New Garod Receiver—
No Batteries! - - No Objectionable Hum!

1. Always ready at full strength!
2. No bother or muss!
3. Thunderous volume or control to a whisper!
4. Amazing tone—Garod quality plus!
5. Only ½¢ an hour to operate!
6. Years ahead of Radio field!

Garod Dealers now have big Sales Advantages!

By harnessing electricity of the house circuit to the new Garod—by the elimination of perceptible hum—by improving even the famous tone qualities of the old Garod—by doing all this simply, practically and at the lowest operating cost known—the new Garod Model EA has attained the ultimate in Radio construction.

Garod performance—
an achievement

When your customers listen to the new Garod, to its power, its sweetness, its inexhaustible energy, its crystal-clearness—they will feel they are in the living presence of the performing artist himself. The new Garod has no moments of weakness. Always—clear and firm beyond expectations.

By a simple turn of the control you can demonstrate a volume of glorious dance music that will flood a ballroom. By another turn, you subdue Garod to a gentle, melodious sweetness suitable for the tiniest room in the home.

Initial costs of Garod are low while maintenance cost is almost negligible. Power tubes insure long life for all tubes—Garod plugs into AC—110 to 125 volts, 60 cycles. No "A", "B" or "C" batteries needed. No charger. Just a smooth, continuous flow of unlimited power from the ordinary house circuit.

Now is the time for all dealers who represent Garod to lay plans for the Fall Harvest of this new Garod triumph. Write for information.

GAROD CORPORATION
Belleville, N. J.

The Garod Franchise

Authorized Garod Dealers are guaranteed in unmistakable terms, territories, discounts, security against depreciation of Garod products, security against unfair competition, by the Garod Corporation. Distributors or other Dealers, an unusual form of consumer satisfaction, substantial advertising backing. If your locality is not yet covered by a Garod representative, write for particulars.
Radio Corp. of America Prepares Service Booklets

National Service Division of Radio Corp. Prepares Instructions for Dealers to Enable Them to Give Better Service to Patrons

Two booklets, designed to assist RCA authorized dealers to render prompt and efficient service to the retail customer on Radios, Radiotrons and Uni-Rectrons, have been prepared by the National Service Division of the Radio Corp. of America.

It is pointed out that it is of paramount importance that service be rendered at the point of sale and it is obvious that where the dealer is thoroughly conversant with repairs to be made, a more prompt response to a customer's appeal for service can be given. The National Service Division also states that the value of direct dealer service to individuals is based on good will, and it is obvious that efficient service assures for the wise dealer many replacement sales of accessories.

Freshman Masterpiece Sets at Sesqui-Centennial

Display of Freshman Receivers in Quaint Home Setting at Philadelphia Exposition

The Chas. Freshman Co., New York, manufacturer of the well-known line of Freshman Masterpiece receivers and other radio products, is operating a unique display at the Sesqui-centennial exhibition in Philadelphia. The scene depicts a quaint cottage with wood-shuttered windows, and climbing trellis vines reaching to a green-shingled roof. This picturesque setting is augmented by novel table lamps, wicker furniture and a small white picket fence around the booth.

The arrangement of Freshman Masterpiece receivers has brought forth much favorable comment, according to Sidney E. Finklestein, special field sales engineer, who is in charge of the exhibit. Mr. Finklestein stated that visitors from all parts of the world have been entertained at the Freshman booth and that many sales of the new receivers have been made.

Latest Model of Stevens Speaker Has New Feature

An ingenious device, which is claimed to insure equal distribution of sound in all directions, is one of the features of Model "E," the new type Stevens speaker which has been added to the line of radio speaker products manufactured by Stevens & Co., of New York City.

Model "E" is said to include all the technical features of the latest model "A," with the exclusive Burtex seamless conoidal diaphragm providing resistance to damping, and the unique Stevens balanced armature unit tuned to the diaphragm. This attractive speaker may be used with console or cabinet models or hung upon the wall.

Ray E. Clark Passes Away

Ray E. Clark, Edison dealer in Kenmore, a village on the outskirts of Buffalo, died suddenly following an attack of pulmonary poisoning on July 15. Mr. Clark was a member of the firm of Hamilton & Clark. He was thirty-three years old, a veteran of the World War, and active in many civic organizations and clubs. He was a director of the Buffalo Retail Furniture Association, and an officer in the Kenmore Business Men's Association.

Mr. Clark had been in good health up to about two hours before his death. He was contemplating a fishing trip over the weekend with Floyd F. Barber, another Kenmore music merchant, who was with him at the end.

Symphonie's Atlantic City Salon Wins Music Lovers

People From All Over the Country Display Keen Interest in Symphonie Reproducer Concerts at Popular Summer Resort

The Symphonie Sales Corp.'s Atlantic City Salon has proved to be a marked success, according to Lambert Friedl, president, and with the arrival of the hot spell, which is bringing the yearly flood to the country's best-known summer resort.
This interesting book describes our September Release of Okeh Records.

Can You imagine what YOUR PROFITS would be like if you had for sale records so varied in classifications that every customer's choice could be gratified?

Yet how many dealers are worrying along apologizing, because they haven't got THE RECORD to suit the EXACTING TASTE.

In a complete stock of Okeh Records, which is the pride of every Licensed Okeh Record Dealer, there are the latest popular lyrics and melodies, unequalled European Orchestrals, music of all foreign countries, Old Time Tunes by our mountaineers, the most profit-making Race Records manufactured.

Just think about it! It surely justifies your consideration... plan to increase your Fall Business! We stand behind the truly interested Licensed Okeh Record Dealer FOR SUCCESS. We want to tell you how easy it is to become such a Dealer. Just a few lines from you indicating your interest, will give us the pleasure of communicating the details of our plan.

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York, N. Y.
Early Ordering in Anticipation of a Busy Fall Features Trade in Milwaukee

Sales Hold Up to a Satisfactory Level Throughout the Territory—Local Dealers Plan to Attend Detroit Convention—Harry M. Hansen Now Manager of Radio Specialty Co.

MILWAUKEE, Wis., August 7—Despite the fact that July is usually a slow month with the music trade, a number of talking machine and radio jobbers state that conditions this year are much more favorable than they were a year ago. New instruments that have been introduced in the talking machine line are in demand, and orders are being received for those that have not yet been shipped to the trade. In radio, Fall orders are coming in a little earlier than they did last year, and the outlook for Fall is considered very encouraging.

Radio dealers are looking for the opening of Fall business about the first of September, but the first heavy buying on the part of the general public will probably start the latter part of that month when the Wisconsin Radio Trades Association will hold its fourth annual radio exposition at the Milwaukee Auditorium.

Plan to Attend Convention

A large number of local manufacturers, jobbers and dealers are planning to attend the convention of the Federal Radio Trades Association to be held in Detroit, August 15 and 16. According to present plans, a group of members of the Northwest Association in Minneapolis will motor to Milwaukee, where they will join the Milwaukee group in forming a large motor caravan to make the trip by automobile.

H. M. Hansen in New Post

Harry M. Hansen, for nine years truck sales manager for the Curtis Automobile Co., Reo distributors, has entered the radio field as manager of the Radio Specialty Co., which has exclusive distribution in this territory for the Atwater Kent line. Frank Olson, for twenty-one years an officer of the Curtis Automobile Co., has become a stockholder in the Radio Specialty Co., and has been elected vice-president of the concern.

Experts Big Freed-Eisemann Sales

David M. Kasson, vice-president and manager of the Interstate Sales Co., which distributes the Freed-Eisemann line, is taking an optimistic view of the coming season. He states that orders are already coming in for the new Freed-Eisemann models despite the fact that no deliveries can be made at present.

Brunswick Sales Gains Reported

"If Fall business comes up to all expectations, this will be the biggest year Brunswick ever had," declared Carl Lovejoy, Brunswick representative in this territory. "I believe that this June was the biggest June ever recorded for this territory, and July showed an increase of approximately 100 per cent over last year. The Panatrope is going over fine shape, and dealers report a good demand for them, not only in Milwaukee, but also in Madison, Sheboygan, Fond du Lac and other cities of the State. And I am going right after the Panatrope business this Fall."

The first two models of the mechanical Brunswick have arrived, and from the manner in which they have been received I believe they will move out as fast as the factory can make them. Record business is showing a tremendous increase over last year. All in all, I feel that no one can be too enthusiastic about the present outlook for Fall."

Advance Orders for New Sonora

"We are receiving a few advance orders on the new Sonora phonographs, and we anticipate a very heavy demand as soon as we receive shipments on the new models," stated G. K. Purdy, manager of the music department of Yahr-Lange, Sonora distributor. "At present our interests lie principally with the Super Ball antenna, which is going over wonderfully well."

Pachy Co. Chartered

Incorporation papers have been filed for the Pachy Radio Supply Co., which has been operated under a partnership by Morris B. and Samuel Pasch. The business has been incorporated to handle wholesale and retail radio receiving sets and supplies of all kinds, as well as electrical supplies. Capital stock is listed as sixty shares of $100 each. Incorporation papers were signed by Morris B. Pasch, David Charnes and Bernhard F. Burholz. Two stores have been operated under this name, at Wells street and at Fond du Lac avenue.

Foreign Installations Made by Van Veen & Co., Inc.

Dealers in Panama and Porto Rico Install Equipment Manufactured by Van Veen

The popularity of Van Veen talking machine warehousroom equipment is not confined to this country, as proved by the recent report of two foreign installations made by Van Veen & Co., Inc., New York City.

A complete installation of four 9 x 9 demonstrating rooms, together with a record department, was shipped to the warehousrooms of Albert Lindo in the city of Ancon on the Isthmus of Panama. The entire installation was done in oak and is said to be the first completely soundproof installation on the Isthmus. A record department was installed by Van Veen & Co. in the establishment of M. Lopez Polanco in the city of San Juan, Porto Rico.

These foreign installations in addition to the regular business of Van Veen & Co., Inc., in this country, have kept the factory decidedly busy and are pointed to by Arthur L. Van Veen, president of the company, as an indication of the activity of the talking machine dealer.

A New Principle of Reproducer Construction

Featuring the NEW AIR PUMPING DIAPHRAGM in the Quali-Tone De Luxe Reproducer

"Anomibrotory"

— Model "R"—

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Nickel Plated</th>
<th>Gold Plated</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Flat back reproducer which can be used for a number of purposes.</td>
<td>$7.50</td>
<td>$10.00</td>
</tr>
<tr>
<td>B</td>
<td>Reproducer made to fit the Columbia tone arm.</td>
<td>12.00</td>
<td>15.00</td>
</tr>
<tr>
<td>C</td>
<td>Producer made to fit the Victor tone arm.</td>
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<td>High quality DRAWN BRASS arm and reproducer complete.</td>
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<td>High quality DRAWN BRASS arm and reproducer complete.</td>
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Attractive discounts to jobbers and dealers.

The Quali-Tone De Luxe reproducer with its indestructible metal diaphragm is the result of months of laboratory work wherein our acoustic experts discovered and overcome many deficiencies in other reproducer marketed too quickly. It represents the present crowning achievement in phonograph acoustics. We have supplied the trade for years with quality equipment, but this is our greatest and most outstanding achievement. You must really HEAR the Quali-Tone to KNOW what it really can do with reproduced music.

Distributors to Manufacturers

DURO METAL PRODUCTS CO.
2619-59 N. Kildare Ave.
Chicago, U. S. A.

Distributors to Dealers and Jobbers

NORTHWESTERN PHONOGRAPH WORKS
218 S. Washington Ave.
Chicago, U. S. A.
Look at these prices!

Look at the prices on these pages! Study the console models that Mohawk dealers will sell at these prices in 1926-27! Do you know of values even remotely approaching these? Have you ever seen a line more obviously salable, more certain to bring quick, big profits? The Mohawk dealer of all dealers is surest of success in the coming season. Who else can sell a one-dial, 6-tube, shielded set for $65.00? Who else can sell table and console models of beauty comparable to the splendid One-Dial Mohawk line at the prices displayed here? There’s only one answer — no one! There’s only one move to make — write, or preferably wire, today, for full details of the Mohawk dealer proposition for 1926!

Mohawk Corporation of Illinois
Established 1920—Independently Organized in 1924
2220 Diversey, at Logan Boulevard, Chicago

To Distributors: A few, very few, jobbing territories remain open. What is said here to the dealer applies to you. A wire will bring our representative if your territory is one of those still open.


WINONA—Shielded. Rich walnut, hand-rubbed piano finish. Full piano-hinged. 10½ inches high, 13¼ inches deep, 24 inches long. List price . . . . $80


Mohawk Corporation of Illinois
GENEVA— Shielded. Rich walnut, hand-rubbed piano finish. Front full burl walnut, inlaid. Loud speaker built into dome. Self-contained battery compartment. 44 inches high, 16½ inches deep, 32 inches wide. List price...

$185

POCAHONTAS— Shielded. Colonial design in burl walnut inlaid and rich two-toned, hand rubbed piano finish walnut. Built-in loud speaker with 5-foot horn. Self-contained battery compartment. 45½ inches high, 29 inches wide, 20½ inches deep. List price...

$300

CHEROKEE— Shielded. Rich walnut hand-rubbed piano finish. Full piano-hinged, 10½ inches high, 13¼ inches deep, 15½ inches long. List price...

$65

Prices sort of the Roughes slightly higher. Canadian prices 10% higher.

SENeca— Drawer. Mohawk one-dial, six-tube shielded radio set in walnut drawer, interchangeable in all Mohawk console models. 8¾ inches high, 12½ inches wide, 10 11/16 inches deep. List price...

$57.50

Farrand Distributors for 1926-27 Season Announced

Farrand Mfg. Co.'s Wholesale Representation in Key Cities and Central Points Practically Guarantees Overnight Delivery

The Farrand Mfg. Co., Thompson avenue at Court street, Long Island City, N. Y., manufacturer of the Farrand cone type speaker which won so much critical acclaim last season, recently announced its distribution arrangements for the 1926-27 season. With few exceptions the Farrand distributors of last year are continuing their activities. Under the Farrand Co.'s arrangements the key cities of the country are all well covered and these central points of distribution make possible practically overnight service and deliveries to all points of the country.

The Farrand distributors operate in exclusive and semi-exclusive territory based on the population served. This not only assures protection to the jobber but makes for a healthy arrangement with the retail outlets.

During all of last season, with products selling at popular prices, under the distributing system arranged by the Farrand organization it was possible to maintain standard prices in all territories. The Farrand organization and its distributors were quite energetic in upholding the highest standards of retailing. The following is a list of the Farrand distributors who in addition to selling the Farrand speakers also handle Junior and Junior models, will this season present the new "Farrand Power Speaker," the "Farrand B Eliminator" and the "Farrand B Amplifier-Eliminator:


Gennett Portophone Well Received by the Public

Dealers in All Localities Send Large Orders to Starr Piano Co. for New Portable Instruments—Attractive Dealer Sales Aids

RICHMOND, Va., August 6—Officials of the Starr Piano Co. are delighted with the reception which the trade and public has accorded the new Gennett Portophone, the portable phonograph recently placed on the market. From all sections of the country dealers are sending in large orders and the factory is working to full capacity to produce the Portophones in sufficient quantities to meet the demand. The Portophone, which weighs sixteen pounds, has a cabinet fifteen and one-half inches wide, eleven and one-quarter inches deep and weighs five pounds. The cabinet is firmly dovetailed, rounded corners covered with metal fittings and is covered with a water-proofed leatherette covering. The instruments are made in a variety of colors including black, red, navy blue, green, gray and tan.

Features of the Portophone are the strong motor which can be set to play without winding; the winding crank, which is detachable and is carried in a socket inside the case, and the record album with a capacity of eleven records.

The Starr Piano Co. recently prepared and distributed to its dealers two circulars illustrating and describing the Portophone in detail. One of these circulars contains a description, as follows, giving illustrations showing the many uses the portable can be put to, and pictures its desirability as an adjunct to outdoor life.

Radio Has Big Influence on World Communication

David Sarnoff, Vice-President of Radio Corp. Gives Interesting Address Before Federation of University Women in Holland

"Radio has come to have a profound influence upon the world's system of communication," declared David Sarnoff, vice-president and general manager of the Radio Corp. of America, in a recent address at the Biennial Conference of the International Federation of University Women at Amsterdam, Holland. This aspect of Mr. Sarnoff's New Radio Development May Affect the Auxiliary Language Movement.

"Language, after all, is the servant of communication," said Mr. Sarnoff. "Radio has swept away the physical barriers of communications. No nation now need be dependent solely upon thin strands of cable. No country need fear the strangling of the national voice through the cutting of a cable in time of war or destruction in time of peace. Radio, through the institution of broadcasting, is the first universal system of one way mass communication developed by man. No other agency can speak with a single voice, and, at the same instant, to millions of people separated by hundreds or thousands of miles. Tests already made proved the complete practicability of telephonic communication by radio across the ocean. Musical programs broadcast by powerful transmitting stations from Europe and the United States have been heard in the Antipodes. Mr. Sarnoff predicted that the influence is not far distant when the listener in America will be able to hear clearly and distinctly broadcasts from Europe, and programs transmitted by American stations will in turn be easily audible throughout the continent of Europe."

The Strad-O-Vox Corp., New York, manufacturer of the instrument, said that the same schedule in bankruptcy, listing liabilities at $12,064 and assets at $33,706, the main item being stock.
Make the Perfected
ONE DIAL SHAMROCK
Your LEADER

Model A
DE LUXE TABLE TYPE
Perfected Single Dial Control
A handsome cabinet of duo-tone, satin finish, French Walnut, exquisitely designed with space for double duty batteries. Can be operated from house current with most any standard equipment.
Price $95
Slightly higher West of the Rockies

Model B
THE CONSOLETTÉ
Perfected Single Dial Control
Beautifully finished in duo-tone French Walnut, the most popular of wood effects—with built-in loud speaker and separate B battery. Can be operated from house current with most any standard equipment.
Price $130
Slightly higher West of the Rockies

Model C
CONSOLE GRAND
Perfected Single Dial Control
A supreme achievement in radio and cabinet construction. Magnificently finished with matched Diamond-Grain effect. More than ample space for A & B Batteries. Can be operated from house current with most any standard equipment.
Price $275
Slightly higher West of the Rockies

Have you considered a plan of merchandising for your store this Fall that will surely make profits?
You must carry a one-dial set. The increased demand for this type of radio has grown tremendously.
But—here's the crux of the whole situation—you must make certain that your one-dial set has perfect selectivity and tonal qualities. Most any set will give good volume.
Of course we're partial. Naturally! Having built the one-dial Shamrock we know every wire in it. We've tested every condenser with our especially built equipment before placing it in a Shamrock set. We know that every part will perform perfectly because it is a standard Shamrock part!
But test the Shamrock yourself! Examine it. Play with it a bit. Learn for yourself that Shamrock is the one-dial set perfected. Its popularity spread from coast to coast in a single year.
Here's a worthwhile suggestion. Use the Shamrock one-dial set as a leader—for eye value it can't be beat! Priced exceedingly moderate. Feature it—Shamrock helps you by advertising nationally! Ask your jobber or write direct to Dept. 24.

SHAMROCK
RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS

SHAMROCK MANUFACTURING COMPANY
Main Office and Factory: 196 Waverly Ave., Newark, N. J.
Interesting Addresses Feature Dinner
Meeting of Baltimore Columbia Dealers

Columbia Wholesalers, Inc., Hosts to 125 Columbia Dealers and Trade Representatives—W. C. Fuhr, Vice-president of Columbia Phonograph Co., Delivers Optimistic Talk

BALTIMORE, Md., August 7—The Columbia Wholesalers, Inc., this month tendered a big dinner, at the Emeron Hotel, to 125 Columbia agents in this territory. The dinner was followed by demonstrations of four of the new type Viva-tonal Columbia phonographs. The new instruments were mounted on a large platform, the beautiful color schemes showing up attractively against the background of a large gold curtain. Dealers were instantly impressed with the unusual cabinet designs, and exquisite decorations of models 6-10, 7-10 and 8-10 especially. They were also impressed with the splendid structure of these new models, but the enthusiasm reached its highest mark when they had a chance to really hear the wonderful reproducing qualities of the instruments. As late as midnight that night out-of-town dealers were in the office of the Columbia Wholesalers playing over and over again records on the various new type instruments. Although no effort was made to solicit business during this meeting dealers ordered heavily.

One of the interesting features of the meeting was the apparatus installed by the Physics Department of the Johns Hopkins University. This apparatus consisted of large glass vessels, the inside dimensions corresponding in proportionate dimensions to the newly invented tone-chamber of the new Viva-tonal Columbia phonographs. The inside of the wine glass was steamed with cork dust. One of the professors of the university then demonstrated the new principle known as the Chlaven wave principle using this apparatus.

The address of welcome was made by L. L. Andrews, president of the company, after which Wm. M. Swartz, vice-president, presented statistics showing the astonishing growth of Columbia sales in this territory. He brought out that record business in the month just past was 484 per cent ahead of the same month in 1925. This was the fifteen consecutive month in which Columbia sales had shown substantial increases over the same month of the previous year. Also the number of Columbia dealers in this territory has gone from 387, when he and Mr. Anderson took over their business in 1921, to a total of 454 dealers on their books to-day.

W. C. Fuhr, Vice-president of the Columbia Phonograph Co., next addressed the meeting, with a statement as to Columbia's splendid financial condition and the astonishing growth of the Columbia Co. itself, having purchased one of the biggest competitive phonograph companies of Europe and South America. Mr. Fuhr also emphasized the liberality of the Columbia Co. in the way of record return privileges, advertising allowances, prevention of price cutting, dealer protection, etc. He then demonstrated the new instruments. After the dinner the Columbia Wholesalers, Inc., treated the dealers to a boat ride down the bay, having chartered a special steamer for this purpose.

Good Record Demand

The special radio broadcasting of the “Ipana Troubadours,” from New York City, every day evening during the past week has greatly helped sales by this popular organization. Dealers in this territory continue to “clean up” on the old-time numbers and race records, in which the Columbia also does tremendous business. Ethel Water, the famous colored comedienne, appeared at the Baltimore Royal Theatre recently, her presence being advertised by a full-page advertisement placed in local papers by the Baltimore dealers. The management of the theatre thought so much of this advertisement that they had over a hundred copies pasted over the front of their theatre, feeling that the best way to draw a crowd was to let the public know that this artist was an exclusive Columbia record artist.

Dealers in this territory, as well as those in nearby states, have been astonished at the tremendous sales of a sermon recorded by the famous negro preacher, Rev. J. M. Galls. No one guessed this record would sell as well as it did until suddenly colored people began to

Bristol Phon New Phonograph Device Is Shown to Trade

Bristol Co. Announces New Product to Be Used With Old Type Phonographs—By Its Use Old Instruments Can Be Electrified

WATERBURY, Conn., August 7—The Bristol Co., of this city, well known as a manufacturer of recording instruments and the Bristol Audiphone

LIKE LIFE ITSELF!

LIKE life itself! Is the verdict of musicians and laymen who have heard that marvelous new musical creation—the Viva-tonal Columbia.

“Like life itself!” from the highest treble to the deepest bass. Notes that were never before reproduced for the human ear astonish the enthusiastic listener.

The new Viva-tonal Columbia is offered in a carefully worked out range of attractive prices and artistic models. Write us for details.

Columbia Wholesalers, Inc.

L. L. Andrews Wm. H. Swartz
Exclusively Wholesale
205 W. Camden St., Baltimore, Md.

The Bristol Bristolon loud speaker, is introducing a new product in the talking machine field which has been named the Bristolon. The Bristolon is a device which makes it possible to operate an old type of phonograph electrically and it is claimed that it gives it a tone rich, smooth and of great volume. This improved result is available with any phonograph which has an even-running motor and a correctly balanced turntable.

It will greatly improve the performance of the old-style record, the manufacturer says, but, when used to play the new-process, electrically recorded records, it will bring out all the tonal depth, clarity and range.

When the Bristolon is to be used it displays a regular type phonograph and utilizes a radio speaker either horn or cone type. It can be operated through the medium of a radio power speaker, such as the RCA 104; but, this, with the normal radio speaker either horn or cone type, is not compatible with speaker only. In the first two instances a 15-volt battery is required, but with speaker only an ordinary 6-volt storage battery is used. It is said that, in volume and quality, the reproduction compares very favorably with a small orchestra for dancing.
Here it is again
and with what a bang!

New and Improved
FRESHMAN
MASTERPIECE

QUALITY
with 100% reserve
POWER
ALL METAL
SHIELDED
FRONT AND SUB-PANEL
LICENSED
CONE SPEAKER

"The Aristokrat"

GENUINE
MAHOGANY

$99.50

SOLD TO AUTHORIZED
FRESHMAN DEALERS ONLY

CHAS. FRESHMAN CO., Inc.,
FRESHMAN BUILDING, NEW YORK
2626 W. Washington Blvd., Chicago
Big Improvement in Business in the New England Field Predicted for the Fall

Most Concerns Operating With Small Forces During Vacation Season and Plans Are Under Way to Launch Vigorous Campaigns After Labor Day—Trade News of the Month

Boston, Mass., August 9—The trade has entered upon the last of the Summer months, a period in which stagnation by common consent will have reached bed-rock. It also is vacation month for most of those in the trade. But with the advent of Labor Day a changed situation will be faced, for then everyone will be home and on the job and then, too, will begin the exodus from shore and mountains, for schools and colleges will be opening shortly thereafter.

Then should begin better business, at least the radio and phonograph dealers are all expecting a marked improvement all along the line.

Columbia Dealers Visit Headquarters

This past month most of the Columbia dealers paid a visit to Manager Elly P. Park's Boston Columbia headquarters to inspect the new Victor phonograph, on which the Columbia Co. has been at work for some time. There has been general enthusiasm for this new instrument, and judging by the orders placed by the dealers there is going to be some difficulty in filling deliveries, for there is every indication that this new product will go big this coming Fall. Manager Parks went over to New York a day or two ago to consult with the home office relative to the Fall business. The Columbia record business was very good during July. G. P. Donnelly and his son, George L. Donnelly, of the Columbia staff, also have been over in New York. Son Donnelly, as soon as he returned from the Metropolis, started in as field representative for the Columbia Co. and will make frequent trips through the Maine, New Hampshire and Vermont territory. Up to now he has been supervisor of merchandise for the Boston end of the business.

Platt Spencer on the Road

Platt Spencer, who lately has been in the Brunswick offices at 80 Kingston street, has again gone out the outside and is now traveling in the interests of this line in such places as Providence, Pawtucket and Woonsocket, R. I., Fall River, New Bedford and Boston. Recently he gave demonstrations of the new Panatrope to an interested group of people at Narragansett Pier, R. I., and one of the happy results was that he was able to dispose of three high-priced models.

Business generally at the Brunswick headquarters is reported to be showing a marked improvement. July made an even better showing than did June and the net business for these past three months is considerably ahead of the same months last year. Several new men, added to the Brunswick personnel as mentioned in last month's letter, are making good under the careful tutelage of Harry Spencer, head of the Boston Brunswick headquarters. H. Emerson Yorke, Chicago representative of the Brunswick, who was here in Boston for a number of weeks, has gone back West after a season that will mean much to the intelligent development of Brunswick business here in New England.

Herbert Shoemaker Visits the Trade

Manager Herbert Shoemaker, of the Eastern Talking Machine Co., has for some weeks past been spending three days each week among the dealers and this plan he will continue until September. His last visit was among the dealers of western Massachusetts, New Hampshire and Vermont. His calls on the trade are doing a lot to encourage a feeling of optimism among the dealers. Mr. Shoemaker reports that in practically every place he has visited thus far business is not only good but is showing a marked improvement week by week.

Vacation Time at J. H. Burke Co.

Vacations are about the most pressing item of news at the headquarters of the J. H. Burke Co., Sonora distributor. Tom Burke is in Canada, where it is so dreadfully dry; Ray Burke is down on Cape Cod and Dick Keyes also is on the Cape, Dan Lynch, of the traveling staff, is in Maine. When everybody else has returned from their holidays Joe Burke, head of the concern, will likely run up to Saratoga for the races. Joe says he is expecting

shortly to receive the new Sonora radio and phonograph models.

Boosting Record Sales

By way of stimulating sales in Victor goods the Eastern Talking Machine Co. and the Oliver Ditson Co., wholesalers in this line, re-launched the Blue and Black Seal records early in July with the result that all the Victor retailers had special sales which went a long way to increase the month's showing in net results, for literally thousands of the records were passed over the counters. Not only has the sale been well advertised in the store windows but the newspapers were used to good advantage.

A. Harvey Home From Alaska

Winthrop A. Harvey, head of the C. C. Harvey Co., is back home from his several weeks' trip to Alaska whither he went with members of his family. Francis White, manager of the talking machine department of this large establishment, has been on a motor trip with his family.

T. N. Mason in New Post

It is good news to all his many friends to learn that T. Norman Mason, who has long been identified with talking machine interests in New England, has been appointed executive representative in the New England territory for the Splitdorf Electrical Co., a concern which has years of service and experience behind it. Mr. Mason was for a number of years with the Columbia Graphophone Co. and later was with the A. C. Erismann Co.

The Phonograph Monthly Review

A new magazine, The Phonograph Monthly Review, will make its initial bow to the general public on September 15. The publication, which is being brought out by the Phonograph Publishing Co. of Boston, will be devoted entirely to the best interests of the phonograph industry and is expected to become a medium by which the phonograph enthusiast may obtain information on all subjects relating to new developments, etc., in the phonograph field, according to the announcement by the publishers.

The Sterling Radio Co., Kansas City, Mo., is exclusive distributor of the Audak Ultraphonic reproducer, made by the Audak Co., New York, in this territory. The company reports a big demand for the reproducer.
The New Saxophonic Instruments with the Magic Voice

Be in clover to offer your trade twelve models of the new Saxophonic Consoles and Uprights

Write at once for booklet and special discounts. Be first to sell these instruments to your trade who are ready to receive them.

PLAYER-TONE TALKING MACHINE CO.
Office and Sales Rooms: 632 Grant St., Pittsburgh, Pa.
FOR

Blackman

WE ANNOUNCE WITH PLEASURE OUR
APPOINTMENT AS DISTRIBUTORS FOR
FADA RADIO

Manufactured by F. A. D. ANDREA CO., New York City

Our twenty-five years of experience as distributors for the Victor Talking Machine Company has given us very definite standards in the selection of companion lines in this new and great radio industry.

As prerequisites we insist upon integrity, financial strength, business judgment, sound sales and advertising programs—and last but not least, radio merchandise second to none in workmanship and performance.

This we demand not merely for our own protection but for those who year after year have profited with us as dealers in the products which we have distributed.

Fada Radio meets these requirements. Therefore, it is with confidence that we recommend this outstanding line to our dealers.

We invite our dealer friends to join with us in the sale of a great line of radio sets: The 1926-1927 Fada Radio Line.

Franchise applications are now being considered. Telephone or call for demonstration. Do not delay. Act today.
### Reliable Radio Merchandise

Made By Responsible Manufacturers

And

Distributed

By

**Blackman**

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Federal Ortho-Sonic Wholesalers Gather in Buffalo for First Annual Convention

Tremendous Gathering of Distributors at the Hotel Statler Is Tribute to the Success of the Radio Products Manufactured by Federal Radio Corp.—L. E. Noble, Vice-President and General Manager of Company, President—Important Addresses Delivered—Plans Outlined

The first annual convention of Federal Ortho-Sonic wholesalers was held August 2 and 3 at the Hotel Statler, Buffalo, N. Y., and this gathering of representatives from all parts of the country reflected concretely the tremendous progress which has been attained by Federal Ortho-Sonic radio receivers during the past year. The purpose of the convention was to present to these wholesalers the Federal Ortho-Sonic line for the coming season and the enthusiastic reception accorded the sets indicates that without question Federal wholesalers everywhere will give this product exceptionally strong representation during the coming season.

Lester E. Noble, vice-president and general manager of the Federal Radio Corp. and well known throughout the radio and phonograph industries, presided at the convention and was responsible in a large degree for its outstanding success. Mr. Noble is generally recognized as one of the foremost merchandisers in the radio industry and his many years experience in marketing standard products has been an important factor in the remarkable strides made by the Federal organization throughout the past twelve months.

The convention opened on Monday, August 2, when a very interesting meeting was held in the Fillmore Room of the hotel at which Mr. Noble briefly outlined the company's plans and policies for the coming year. There will be no change in the sales methods utilized by the Federal Radio Corp. the past year in cooperating with its wholesalers and retailers, for as Mr. Noble pointed out, the company's sales plans had received the unqualified endorsement of their representatives everywhere. The policy of giving Federal wholesalers exclusive representation in territories throughout the country was continued and the wholesalers in turn expressed their intention of giving the Federal dealer franchise only to those retailers in their territories who could give the Ortho-Sonic line adequate representation.

After luncheon on Monday the meeting was continued in the Fillmore Room with a series of important addresses by various executives of the Federal organization. A. C. Stearns, advertising manager of the company, gave the wholesalers a detailed resume of the company's advertising plan for the coming season and these plans include a far greater expenditure than last year. The newspaper campaigns will be particularly impressive and will represent efficient cooperation between the company and its wholesalers and retailers. National magazines will be used to excellent advantage and, in fact, the Federal Ortho-Sonic advertising campaign will reach practically every class of prospect in every section of the country. Mr. Stearns also presented some very handsome oil paintings which will be utilized as the basis for artistic window displays and give the wholesalers their first view of a very effective display featuring the Ortho-Sonic set which is shown in the accompanying illustration. L. C. F. Swinehart, representing Henri, Hurst & McDonald, Chicago, one of the leading advertising agencies in the country and responsible for the Federal Ortho-Sonic campaign, gave the wholesalers a most interesting and complete outline of the Federal publicity campaign for the coming season, showing in detail just how the company is planning to give its wholesalers an advantageous chance to sell Ortho-Sonic.

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On Tuesday, August 3, the morning was devoted to an inspection of the vast Federal plant and this portion of the program was one of the most interesting events of the convention. The Federal plant is one of the finest factories in the Buffalo district, as well as a recognized model in the radio industry. Every part entering into the manufacture of Federal Ortho-Sonic sets is made in the Federal plant, and the visiting wholesalers were amazed at its magnitude and the tremendous resources at the disposal of the Federal manufacturing organization.

On Tuesday afternoon a number of interesting talks were made on various features of the Federal manufacturing and sales policies. W. B. Henri, president of Henri, Hurst & McDonald and widely known in advertising and merchandising, U.S. nationalities, furnished the wholesalers with concrete data as to sales and merchandising problems, based on his many years' experience as a merchandising expert. L. C. F.

Federal Ortho-Sonic Distributors at Informal Dinner in the Grill Room of the Hotel Statler and retailers every possible form of advertising co-operation. At the close of the meeting the entire body was conveyed to the Clifton Hotel, Niagara Falls, Ont., where dinner was served and the Niagara Falls illumination keenly enjoyed.
THE TALKING MACHINE WORLD

line for the coming year was beyond the slightest criticism in any detail, and, in fact, the whole of the various features of the product. The Ortho-Sonic line for the coming season includes the A-10 five-tube table model, $75; the D-10 five-tube table model, $100; D-3 five-tube console to match the D-10 Ortho-Sonic, $80; the E-10 five-tube console, $60; all for a better line of D-40 five-tube Highboy, built-in loud speaker, $200; B-20 five-tube model, $100; B-30 five-tube model, $120; B-35 five-tube model, $150; B-36 five-tube console, built-in speaker, $250; E-10 six-tube model, $150; E-5 Console to match the E-40, with ample space for both batteries, $100; E-6 six-tube Highboy, with illuminated scale acting as a pilot light, built-in speaker, $800; F-10 seven-tube console designed for use with loop only, $250; F-5 Console model to match the F-10, with ample space for all batteries, $90; F-4 seven-tube Highboy designed for use with loop only, illuminated scale, acting as a pilot light, built-in speaker, $400; C-20 seven-tube table model, operating on integral loop, $250; C-30 seven-tube model, operating on integral loop, built-in loud speaker, $300; C-35 seven-tube Highboy model, operating on integral loop, built-in speaker, $400.

The art models comprise the F-50 English Period, $900; the F-60 English Period, $700; F-70 English Period, $900, and the F-70 Gothic Period, $1,000.

The wholesalers in attendance at the convention were:


Louise Henry Junod, Trade Figure, Dies Suddenly

Swiss Consul, Head of L. H. Junod & Co., Importers of Phonograph Motors, Dead From an Attack of Acute Indigestion

The many friends of Louise Henry Junod, Consul General of Switzerland and head of the firm of L. H. Junod & Co., importers of New York City, were deeply shocked to learn of his death from a sudden attack of acute indigestion at his home, in New York, on the morning of August 3. He was 65 years of age.

Mr. Junod was born in Neuchatel, Switzerland, and early in his career became interested in the American trade of Swiss manufacturers. At the age of 22 he was sent to the United States as the representative of Steiger & Co., manufacturers of laces and embroideries in St. Gall, Switzerland. So successful was his business that after a few years Mr. Junod decided to make New York his permanent home. He then organized the firm of L. H. Junod & Co. and became the selling agent for several other Swiss firms, including Herman Thorens, of St. Croix, Switzerland, manufacturers of phonograph motors.

During the World War Mr. Junod, in his capacity as Consul General of Switzerland, took over the affairs of the German Consulate in New York, having charge until 1922.

R. E. Thompson Mfg. Co. in Process of Reorganization

A friendly action resulting in the appointment of an equity receiver for the R. E. Thompson Mfg. Co., manufacturers of radio apparatus, was brought July 28, before Judge Rynson in the United States District Court at Newark, N. J. Judge Rynson appointed Thomas Fitzgerald, treasurer of the Thompson company and John Milton, an attorney, as receivers. Action was brought by the holder of one of the company's two-year notes in order to make possible a reorganization of the Thompson company, according to R. E. Thompson, chairman of the board. It is understood, Mr. Thompson said, that steps will immediately be taken to secure $425,000.

Arthur D. Geisler Retires From Victor Jobbing Field

Prominent Figure in Victor Wholesale Trade Resigns as President of N. Y. and Chicago T. M. Co.—No Successor Is Named

Arthur D. Geisler, who for the past twenty-five years has been a prominent figure in the talking machine circles, has resigned from the presidency of the Victor Talking Machine Co., 251 West Fifty-seventh street, New York, and the Chicago Talking Machine Co., 12 North Michigan avenue, Chicago. The resignation was accepted at the annual meeting of the company by Mr. A. D. Geisler. His resignation, which he has had under advisement for some time, will take place immediately. Mr. Geisler's successor will not be chosen for the present.

"Both companies will continue as wholesalers of the products of the Victor Talking Machine Co."

The entire business career of Mr. Geisler has been connected with Victor merchandise. He was first connected with Sherman, Clay & Co., of San Francisco, and later was a factory representative of the Victor Co., for a period of 25 years. Later, he became associated with both the New York and Chicago companies. It has been known to those associated with Mr. Geisler for some time that he was desirous of devoting his entire time to private affairs.

Both the New York and Chicago Talking Machine Companies are composed of veterans in the talking machine business who are highly capable of keeping the organizations prominent in the field which they occupy.

Radio Corporation Showing for the First Half of 1926

Reports Surplus of $1,870,531 as Compared With $1,537,276 for First Half of 1925

The Radio Corp. of America for the second quarter, while reflecting seasonal weakness, shows an improvement over the 1925 quarter, resulting in a surplus instead of a deficit.

Gross returns from sales, commission and other income were $7,653,438, a year ago, $7,584,465. Expenses, depreciation, costs, taxes, etc., were $7,573,418, against $4,975,518, leaving a surplus of $82,920 against a deficit of

ILSEY'S GRAPHITE PHONO SPRING LUBRICANT
Ilsey's Lubricant makes your phonograph last longer. It is prepared in the proper consistency, will not run on or become oily, and never needs replenishing. Its original form indefinitely.

Put up in 1, 5, 25, and 50 cents for dealers. This lubricant is also put up in 4-ounce cans to fall at 25 cents each.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for sample

ILSEY-DOUBLEDAY & CO., 229-231 Front St., New York

$91,053 as announced for the 1925 quarter.

Total surplus for the first half of the current year was $1,870,531, against $1,537,276 in the first half of 1925.

Radio World's Fair to Be Largest Ever Held

Leaders in the Industry to Exhibit Their Product at Madison Square Garden on September 13—A Mammoth Affair

During the week beginning September 13, radio as an industry will demonstrate more dramatically than ever before the rightful assumption of a place of prominence in American business circles. President John G. Irwin, general manager of the Radio World's Fair which opens at Madison Square Garden on that date, Mr. Irwin states that all space has been sold and that seating will be provided on the upper balconies, all of which will be open to view from any part of the immense auditorium.

Exhibits and their decorative settings will represent an output of $1,000,000, according to show officials. Attendance has been estimated at 500,000 people, in addition to approximately 10,000 jobbers and dealers from all parts of the North American continent, who have signified their intention to visit the Radio World's Fair this year.

Events of national and international importance will be staged during the two weeks' broadcast, such as the Deutsche program will be produced before the microphone in the central broadcasting studio of Madison Square Garden. Many features of the Fair will be one of the most interesting ever held by the radio industry.

Brunswick Representative Visits the Omaha Branch

OMAHA, Neb., August 5—O. P. Harris, special representative of the Brunswick Co., spent several days in this city visiting the local branch the latter part of last month and during his stay conducted a Panatrace demonstration in course of which some interesting sales talk to Brunswick dealers of this city and outlying territory. Mr. Harris also gave a special demonstration for the benefit of the sales staff of the Schmeisser & Mueller Piano Co., Brunswick dealer.

Allege Patent Infringement

PHILADELPHIA, Pa., August 5—An action alleging infringement of the neuro-duct radio patent was filed against the Atwater Kent Mfg. Co. in the United States Eastern District Court of Philadelphia to-day by the Hazelene Corp. and Independent Radio Manufacturers, Inc. The suit brought is under the patent No. 1,535,858 covering "Method and Means for Neutralizing Capacity Coupling in Audion."
The Standard by which all reproducers are judged and valued!

The REPRODUCER
Makes or Mars the Reproduction

Put an ULTRA REPRODUCER (Phonic)
on an old type talking machine
and listen to its performance. —

Your customer will get the same
reaction. — — — — — — —

The ULTRA (Phonic) Reproducer
revives interest in recorded entertain-
ment — creates new record sales — builds prospects for the new
talking machines — for only the revolutionary new machines surpass the wonderful tonal qualities of ULTRA Reproducers. — —

The AUDAK
565 Fifth Av
The Lens Makes or Mars the Picture

Above are copies of same photo taken with two different lenses—

It Is the Same With Reproducers

The new electrically cut records are so remarkably true to the original performance, that almost any reproducer is bound to give fair results, but,—

It requires an ULTRA-sensitive — an ULTRA-perfect — in other words an ULTRA (Phonic) Reproducer to bring out the tremendous detail and beauty—everything —recorded on these records.

COMPANY, Inc.

Enue, New York
Pfanstiehl Products Built to Please Buying Public

Policy of Chicago Manufacturer of Pfanstiehl Radio Receiving Sets Designed to Keep Line Ahead of the Public Preference

Public preference, passed on from consumer to dealer, dealer to distributor or factory representative, and so on, down the chain to the manufacturer, is the instrument which actually guides the maker of any product in designing and perfecting a product. In the radio industry, this is particularly true, and the Pfanstiehl Radio Co., Chicago, manufacturer of Pfanstiehl receiving sets, has followed this method of operation, in deciding upon the technical details, method of operation, and cabinet styles, in its new 1926-27 line of radio products which will be illustrated and described in this publication in the near future.

According to the Pfanstiehl executives, whose statements are based on findings and experience in the field during the past few months, the dealer last year opened the season by buying cheaper models and swelling to the higher priced sets later. This year the situation seems to be reversed, with the retailer placing his orders for the more costly models. Tone quality, selectivity and simplicity of operation are the strongest guiding factors in set buying, with distance as the fourth consideration. This is also a direct reversal, for two years ago “distance getting” was of prime importance, and improved tone quality was a minor factor.

In cabinet construction the Pfanstiehl executives point out that there is a very noticeable trend toward narrower cabinets, which conserve floor space, yet secure the same amount of cabinet space increased height.

The opinions outlined above have been gathered from Pfanstiehl field representatives, dealers, and from the chain of Pfanstiehl distributors, who are all active in the field, maintaining close contact with the dealer. It was recently announced that the sales of the Pfanstiehl Radio Co. at this time are double those of the corresponding period of 1925, and the reasons assigned are lower list prices and longer discounts. The firm also takes a just pride in announcing that nearly 100 per cent of the dealers who handled Pfanstiehl products last year are on their authorized dealers list again this year.

Columbia Co. Visitors

Westervelt Tecbane, manager of the Atlanta, Ga., branch of the Columbia Phonograph Co., has returned to Atlanta after a few days’ visit to the company’s executive offices in New York.

W. S. Parks, manager of the Boston branch of the Columbia Phonograph Co., and his family were recently in New York, on a combined business and pleasure trip.

O. Abramson, of the New Orleans branch of the Columbia Phonograph Co., has just come North on a week’s visit to the executive offices in New York, and the factory at Bridgeport.

Pathe Corp. Announces the Pathephanic Phonograph

New Pathe Instrument Based on New Development of Acoustical Sound Reproduction—Being Produced in Four Models

The Pathephanic Phonograph & Radio Corp., Brooklyn, N. Y., is now in production on its newest product, the Pathephanic. The Path Phonograph & Radio Corp., one of the old-established radio concerns in the talking machine industry, has long been looked to as an authority on sound reproduction. The Pathe Co. in this country has well-equipped laboratories and in addition works in conjunction with the laboratories of Pathe Freres in France. The Pathephanic is the result of a long period of careful research and experimentation in this field, and several months ago reached the point of acoustical perfection, where President Widmann was ready to place the name of Pathe upon it.

The Pathephanic represents the newest development in talking machine manufacture and is a far cry from the old type of talking machine. Its principle of reproduction brings out the many hidden tones in the record. It is pointed out by H. N. McMenimen, manager of the Path Co. and the Pathephanic the phonics makes even the old type of record sound like a modern recording. The Pathephanic is reproduced in four models, every one of which has the new Pathephanic reproduction. These four models cover a wide range in both design and price.

Behind the new Pathephanic in both its production and merchandising have been the personal efforts of H. N. McMenimen. Mr. McMenimen is well known in the talking machine trade and for many years was connected with the Path organization. Upon his retirement, Mr. McMenimen returned to the company and since then has given his entire attention to the new instrument. At the music show in June the Pathephanic was shown to the trade for the first time and, since its initial showing, much interest has been manifested in the Pathephanic throughout the entire country. Mr. McMenimen has spent considerable time in the selection and establishment of representative jobbers throughout the country and shortly expects to complete this very vital division of distribution. Through the intense effort of the entire Path organization the new instrument has been produced for Fall business.

A new market for American-made radio sets is seen by the Commerce Department in reporting that a broadcasting station is to be built at Mukden, China. A tax of fifty cents on tube sets will be levied.

Dealers and Jobbers have told us this New Minerva Line is the “greatest buy in RADIO to-day”

Every model has the looks, the quality, tone and mechanical perfection to make it sell and stay sold. Not to mention “prices that are right.”

Cabinets, from beautiful nut-brown Walnut, highlighted, to our exclusive Chinese Renaissance model, in Mandarim Red or Delecto Green, with decorated panels. “A new THRILL in cabinet work.”

Sets are six-tube, single dial, resistance coupled. Wide range of styles at the prices. Write us for the details.

Minerva Radio Co.

Minerva Studio Console $150
Minerva Deluxe $200

Thorola Progress in Oklahoma, Texas and Louisiana Marked

Carl D. Boyd Appoints H. Merrithew Thorola Representative for Three Important States—The Business Outlook Is Excellent

CHICAGO, Ill., July 29—Carl D. Boyd, sales promotion manager of the Reichmann Co., of this city, manufacturer of Thorola radio sets and loud speaker products, returned recently from a very successful trip through the South and Southwest. While in Texas Mr. Boyd appointed Harry Merrithew as Thorola representative in Oklahoma, Texas and Louisiana, with headquarters at 801 Ross avenue, Dallas, Texas. Mr. Merrithew is very well and favorably known throughout the entire Southwest with the electrical, hardware, radio and automotive trade and will do a splendid job of cooperation with Thorola jobbers as well as handling dealer promotion sales work by men who will be under his employ in the three States covered.

Mr. Boyd states that the Thorola line is being very well received by jobbers throughout the South and Southwest with every indication of an exceptionally active business this Fall. General conditions throughout the Southwest are excellent, with crops in splendid shape, and Mr. Boyd points out that it is particularly noticeable that Texas this year will be less dependent upon cotton than heretofore. Cotton will, of course, be the principal economic mainstay but the wheat crop in Texas this year has been remarkable in its yield, and the corn and oats crops have also been very satisfactory.

Okeh Record Sales Increase

Harry Fox, manager of the New York distributing division of the General Phonograph Co., New York, reports that sales of Okeh and Odeon records for the month of July were most satisfactory, showing an increase over the month of June and over the total sales for July of 1925. In addition, the sales volume for the month was considerably increased by the dealer demand for the Wolt Masterphonie line of phonographs, which are distributed by this company. Portables are in considerable demand and the Berg Artoe and Carryola portables are selling in brisk fashion during the Summer months.

Anna Selma Lehman Arrives

Phonograph dealers and the many friends of "Sigge" Lehman, New Jersey salesman for Okeh and Odeon records, were delighted to receive a "Babygram," announcing the arrival of a daughter, Anna Selma Lehman, July 18. Mr. Lehman has been associated with the sale of Okeh Records for several years and has a host of friends who offer sincere congratulations.
SHOWERS

The ideal in radio receiving sets—this is the set in the Showers Console Radio. Six tubes, one dial control. You can see by examining the above picture that the Showers receiver is of all-metal shielded construction. It differs from any radio receiver now on the market—it is tomorrow's radio, today. Experts predict a new style in radio manufacture after inspecting the Showers set. *It's the tone quality that convinces them.*

Model 556. Top 17" x 24".
Height 50".
Mahogany Only

To have been in business 56 years is much. To have grown during the full 56 to the position of the largest furniture manufacturing organization in the world is more. Showers Brothers Company has always stood on the fair dealer policy of a full commercial value and protection for the dealer's money. Every dealer selling radio should know what Showers is doing. Showers Console Radio values will be the standard of value comparison. Our exclusive selling franchise is a valuable business asset to own. Write to the Chicago office at once for full details.

Model 448. Top 17" x 32".
Height 40".
Walnut Only

SHOWERS BROTHERS COMPANY
BLOOMINGTON, INDIANA

Radio Division—1517 Tribune Tower, Chicago, Illinois
Announcing the New and Complete Line of Eagle Chargers

The long-experienced radio merchant knows that his average customer is a crank, and has been forced to keep his shop looking like a national radio exposition in order to satisfy these exacting buyers. There are, perhaps, a hundred different makes of chargers on the market, good, bad and indifferent: but each commands a few sales because it claims to do a certain job differently or better than the others. Here, then, is a way out of the profitless overstocking of "ten brands to please ten customers"—a comprehensive and complete line of chargers that not only meets all present-day demands but anticipates those of the future.

Quality—Performance—Price—Whatever customers ask for, there's an Eagle Charger to satisfy their wants. Furthermore, the increasing number of charger buyers will be "Eagle" buyers when our nationwide newspaper campaign "talks" to your customers this Summer and Fall. Study these pages carefully, compare the performance of these instruments with the demands of your customers, bear in mind the growing popularity of chargers and place an order with your jobber to take care of the mighty profitable business that this Fall will bring. If your jobber can't supply you, get in touch with "Charger Headquarters" at once.

**NEW MINERVA RADIO LINE ANNOUNCED TO THE TRADE**

In the new 1926-27 line of Minerva radio receivers being introduced at the present time by the Minerva Radio Co., 827 Irving Park boulevard, Chicago, III., are incorporated several new features which have been widely commented upon. Painstaking thought and effort have been involved in the production of cabinet designs and the Minerva special Chinese Renaissance model, which is in the Chinese motif, is a striking piece of furniture. The cabinet is hand-painted and the panels are decorated by hand, the prime colors being a choice of mandarin red or delecto green. E. R. Schultz, general manager of Minerva Radio Co., states that already he has orders on file for several hundred of this particular model.

In addition to the Chinese model there are several receivers encased in handsome walnut cabinets, high-lighted, and each cabinet has been designed so as to place it in the fine furniture class. The Minerva receivers feature single-tube tuning, resistance coupling and simple construction throughout, each set being strongly built to insure long life. Mr. Schultz, in announcing the new products, states that the line has been built upon a "quality plus low price" basis to enable dealers to meet any type of competition and that he feels sure that the coming season will be the most successful experienced by the company thus far.

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**THE TALKING MACHINE WORLD**
Again Amplex Sets

A New Standard

Six Tubes—Two Dials—Harmo-Sonic*

From the deep sonorous roll of the organ to the clear, bell-like high "C" of the soprano, just close your eyes and imagine the broadcaster is in the same room with you. Unequaled selectivity—each station, far and near, comes in as if it were alone on the air, cutting out that interfering station easily so that you listen only to the one you want.

A supreme achievement of quality and price.

Twelve months ago it was claimed impossible!

But twelve months of constant, untiring research and experiment by Amplex engineers composing the laboratory whose precision instruments have been for years endorsed, recommended and specified by many of the most prominent radio engineers and technical publications in the country—combined with the tremendous savings possible through Amplex volume production, has erased "impossible" and produced the

Amplex

Harmo-Sonic

General Specifications

The radio expert will marvel at the technical features embodied in the Amplex Harmo-Sonic at such a low price. Six tubes—two-dial control using only two condensers—minimizing the number of movable parts—modified straight line T. R. F., using air-wound solenoid coils and solid brass condensers, giving the sturdiness, selectivity and sensitivity—resistance-coupled detector and three stages of resistance-coupled audio frequency (Harmo-Sonic)*, which with "C" battery and power tube connections gives the quality of reproduction unsurpassed and power enough to spare—volume control of the plate resistance type—selectivity switch provided not only for roof and long antennas but also to help tuning. Automatic filament control for ease in handling and efficiency, concealed wiring and assembling of a sturdy system of riveting and flexible connections beneath the genuine bakelite panel equipped with U X sockets and colored cable so that ruggedness and sturdiness make for long life. And housed in an attractive, sloped front, solid walnut finished cabinet at a price that sets a new standard in radio.

* A type of amplification that synchronizes the over tones and the middle tones as well as the rich, sonorous beauty of the basso profundo.

AMIPLLEX INSTRUMENT LABORATORIES

88 West Broadway

New York City

Here are other Amplex models

A Revelation in Sound Reproduction

"Imperial High Boy"

Price $129.50

The Imperial Harmo-Sonic is a combination of the Amplex Harmo-Sonic receiver combined with a new scientifically constructed loud-speaker unit and tone chamber, thirse cushioned to prevent mechanical disturbances—result of years of laboratory experiment and research. The cabinet is of five-ply genuine walnut or mahogany, hand-rubbed, two-toned and beautifully finished. Fit to grace the perfectly appointed drawing-room.

"Compact Low Boy"

Price $69.50

Similar to Model 49, combined with a compact battery compartment console, only 12 inches wide and 8 inches deep. Compactly designed to occupy very little space. Without loud speaker.

"Model 49"—Price $49.50

Sloping front cabinet, handsome Duo-Tone walnut finish and decorations, gold decorated panel equipped with Vernier dials.
Western States Sales Co., Radio Jobber, Opens Offices

Well-known Radio Executive and Salesmen Head Organization Which Will Distribute Radio Products in Pacific Coast States

LOS ANGELES, CAL., August 4—A new manufacturers' agency, the Western States Sales Co., Inc., has recently been formed for the purpose of actively representing radio manufacturers on the Pacific Coast whose sales in this territory have hitherto not been fully realized. Because of the unusual character and experience of its personnel, the Western States Sales Co., Inc., offers distinct advantages to manufacturers who are desirous of extending their sales influence in this rich radio territory.

The members of the new organization are: B. R. Hassler, president; George J. Lane, vice-president, and E. W. Kennard, secretary and treasurer. Mr. Hassler was for the past three years general sales manager of the Colin B. Kennedy Corp., St. Louis, and for two years prior to that time was in charge of the Kennedy Corp.'s Pacific Coast sales. Because of his wide contact he brings to the new organization an exceptional grasp of manufacturers' sales problems and their solution.

Mr. Lane for the past three years has been in charge of California sales for the Kennedy Corp., while Mr. Kennard has for a similar time been in charge of the Kennedy sales in the Central and Northwest. Both Mr. Kennard and Mr. Lane are well-seasoned radio salesmen, with a wide trade following, and with Mr. Hassler form a trio whose personal acquaintance with jobbers and dealers on the Pacific Coast is probably unequalled.

The headquarters of the Western States Sales Co., Inc., are at 1632 South Los Angeles street, with district sales offices in San Francisco and Seattle. From each of these centers an adequate sales force is traveled to effectively cover the States of California, Oregon, Washington, Montana, Idaho, Utah, Nevada and Arizona—all important trade fields.

Southeastern Sales Staff of James K. Polk Meets

Semi-annual Sales Meeting of Staff of James K. Polk, Inc., Well-known Distributing Firm, Held at High Point, N. C.

ATLANTA, GA., August 6—The members of the sales staff of the southeastern division of James K. Polk, Inc., distributor of Sonora radios and phonographs, Okeh records, Honest Quaker parts, Caswell portable phonographs and other products, held a semi-annual sales meeting at High Point, N. C., the latter part of last month. During the meeting the accompanying photograph of the salesmen who are chiefly responsible for the success of the Polk organization was taken. Reading from left to right they are: P. C. Brockman, secretary and director of sales; B. W. Whiteman, Alabama and Tennessee representative; C. C. Alexander, southern Florida representative; O. C. Miller, Virginia representative; W. Shepherd Miller, South Carolina and northern Georgia representative; T. J. Buitell, south Georgia and northern Florida representative; J. Warren Butler, North Carolina; Chas. J. Roy, in charge of Richmond, Va., office.

Club Circus Purchased by G. Clayton Irwin, Jr.

The invasion of Greenwich Village by the radio industry has just been announced by G. Clayton Irwin, Jr., having purchased the Club Circus, at Sixth avenue and Fourth street, New York. Mr. Irwin is general manager of the Chicago Radio Show, the principal exposition conducted officially on behalf of the radio industry by Mr. Irwin in partnership with U. J. Herman.

Following extensive alterations the club will open under the new management early in September. Mr. Irwin states that it is his intention to make the Club Circus the entertainment headquarters of the radio industry.

Otto Heineman to Europe

Otto Heineman, president of the General Phonograph Corp., sailed August 14 on the S. S. "Homerick" for a five weeks' trip abroad. Mr. Heineman will visit London, Berlin and other important trade centers, returning to New York with Mrs. Heineman, who went abroad some time ago. Mr. Heineman expects to be back in New York about September 20.

The chairman of the various committees in charge of arrangements of the third annual radio industries banquet, which is scheduled to be held September 13, were appointed at a recent meeting of the banquet committee, held in New York.

When we say the Trinity Line is unequalled at the price, we prove it by comparison and we make our comparison with sets that cost from 30% to 50% more than Trinity.

The astounding values which BEACON offers are possible only because BEACON is the Broadcast Receiver Division of the world's largest radio parts plant. BEACON builds its own cabinets, moulds its own bakelite, produces its own condensers, rheostats, jacks, binding posts, horns, etc., etc. No other manufacturer profits on these parts.

The dealer who enthusiastically exploits the merits of Trinity and who associates his good name with Trinity performance, can do so knowing that his profits are permanently protected by the largest institution of its kind. Trinity values will always excel! The BEACON method of manufacture is a positive assurance of this fact.

Trinity Five Tube Compact Cabinet

$50 (2-T-61)

Trinity Six Tube Table Model

$75 (2-T-61)

Trinity Six Tube Bio-Phonic Console

$150 (2-T-61 Console)

Trinity Five Tube Compact Cabinet

Appeals to people desiring a high-quality receiver of compact size and light weight, and can be mounted on library table or floor cabinet. Mahogany, dark mahogany, with rounded edges.

Trinity Six Tube Table Model

Has three pairs of radio tubes. Type light on panel, genuine automotive bakelite, 27' x 15', 8' x 15', 50% more receiver volume in a compact cabinet. Receives two bands, 50% more receiver volume in a compact cabinet.

Trinity Six Tube Bio-Phonic Console

Linen in molded plastic is moulded to high grade receiver cabinet, gives light on panel, 27' x 15', 8' x 15', 50% more receiver volume in a compact cabinet. Receives two bands, 50% more receiver volume in a compact cabinet.
Cleveland Dealers Report
Brisk Portable Demand

Local Columbia Branch Receives Viva-tonal Phonograph—Trade Intensely Interested—Association Holds Special Meeting

Cleveland, O., August 7.—Business for this time of the year has now been launched, and the dollards, has naturally been somewhat quiet, but not unusually so. Large numbers of portables have been sold and also records. Practically every dealer has made a drive on this type of machine, but aggressive methods were necessary to get the business. Radio jobbers report that the retail trade is ordering in good quantities in preparation for Fall.

The local Columbia branch received its Viva-tonal models, which created a great deal of interest and enthusiasm in the trade. Branch Manager H. J. Mueller and his staff have been kept busy demonstrating the new machines.

The newly decorated demonstration room has been the subject of many compliments.

Several of the large downtown stores held picnics for their employees, which proved very enjoyable affairs. The Dreher Piano Co. held theirs at the "Regnitz," a resort noted for its fine meals and fine grounds for amusement purposes. The Wurlitzer Co. held their picnic at the Shore Club at Willowick Park.

Members of the Cleveland Music Trades Association held a special meeting at the Hotel Statler, July 29, which was presided over by President Anthony Mares. Luncheon was served. The object of the meeting was to consider plans for entertaining a delegation of music merchants from Detroit. They will be invited some Sunday during August after their convention.

The new Victor portables were received by the Cleveland Talking Machine Co. Victor distributors, and shipments were made at once to the trade on a large number of back orders. The trade are well pleased with both the tone and appearance of the new machines. The company has added W. F. Cooper to its sales force. He is well known to the trade through his previous connections with Victor and Brunswick. Two other salesman have also been engaged, G. A. Weatherwax and J. C. Hilderbrand.

The Newman Stern Co. has been appointed distributor for the "Gradeon" for northern Ohio and is now appointment dealers to handle the device. It has been advertising it extensively and effectively.

The Ohio Music Merchants Association will discuss the following four subjects at their convention in Columbus, August 13, 14 and 15:

- "Advisability of Having Musical Instruments Nationally Priced."
- "The Ohio Carrying Charge Schedule."
- "Methods and Means of Increasing the Interest of Ohio People in Playing the Piano."
- "Group or State Advertising Through Newspapers and Billboards to Boost the Use of the Piano."

Speakers include: F. N. Goodman, of Toledo; Secretary Ruxford C. Hyre, of Cleveland; Roy A. Maypole, of Detroit; Otto B. Heaton, of Columbus.

The July business of the local Brunswick branch has been very good, both Panamoreos and the mechanical models moving well. In anticipation of a still further increase this year, which is predicted by L. S. McLeod, branch manager, has put two new salesmen on, Carl Meyers and Walter Bielman. E. S. Germain, district manager, took a party of salesmen to the factory at Muskegon, where they inspected the entire plant.

A committee of prominent Cleveland radio jobbers is busy arranging details of the convention of radio jobbers and dealers that is slated to take place at the Hotel Hollenden on September 21 and 22. It will be the first convention of this kind that has ever taken place in this city and the trade from all over Ohio and adjoining States is expected to be well represented.

Plaza Music Co. Reports
Large Portable Demand

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of the Pal and legal portable talking machines, is continuing this branch of its business at the height of its capacity during the month of August. Sales of portables, according to L. J. Weil, of the advertising and sales promotion department of the company, have far exceeded all expectations.

The recent warm weather which has been more or less continuous after a fairly mild Spring undoubtedly accounts for the increased activity in the portable line.

The Plaza Music Co. looks forward to the coming Fall being the third season in which the sales of portables proved themselves as all-year-round merchandise. Therefore, with no letdowns in the demands during August, a continued activity in sales should be noted during the balance of the year, the Fall indications being especially favorable.

Announcing
WORKRITE
1927 Models

The New WORKRITES embody every down-to-the-minute improvement that is practicable

All models use six tubes—two stages radio, detector, one stage transformer coupled and two stages resistance coupled. Three way switch giving "Off, Soft, Loud," straight line broadcast condensers, battery cable and cabled wiring, beautiful cabinets and panels, gold trimmings, wired for new power tubes and power unit supply. One or two dial control of new design.

WORKRITE Radios are backed by a conservative, well financed company with 17 years of manufacturing experience, five of them in radio. This means reliable, standardized manufacturing methods on an economic basis. It means that you are selling a line that will be on the market next year.

WORKRITE Radios are sold by exclusive franchised dealers. Such a franchise is valuable this year and years to come. You can make some real profits on this line. Your territory may be open—write today.

The WorkRite Manufacturing Co.
1823 E. 30th St., Cleveland, Ohio
Branch: 536 Lake Shore Drive, Chicago, Ill.

DISTRIBUTORS—Some excellent territory is still available for the WorkRite line.

WORKRITE
SUPER NEUTRODYNE RADIO SETS
The Newest Development

THE NEW

Pathephonic

REG. U. S. PAT. OFF.

BACK of this marvelous new reproducing instrument is the thirty-five years experience of the Pathe Co. and Pathe Freres in Paris.

The collaboration of the laboratories of both these companies has resulted in the Pathephonic, an instrument that is superlative in sound reproduction.

The Pathephonic reproduces old records that never can be replaced equal to the new recordings. Only your ear will ever explain this instrument to you. Your own knowledge of music can be the only judge of its performance.
NOW READY
for the
Fall Season

Four Models—Wide range in designs
and prices

Model No. 125 - - - $125.
Model No. 175 - - - $175.
Model No. 225 - - - $225.
Model No. 275 - - - $275.

Every model equipped with Pathephonic amplification.

Act Now—

There will be a very limited number of dealer and distributor fran-
chises granted. Fill in the attached coupon and mail today.

Pathe Phonograph & Radio Corp.
20 Grand Ave., Brooklyn, N. Y.

Gentlemen:
Please give me full information regarding
my territory.

______________________________
______________________________
______________________________

Radio Corp.
20 Grand Avenue
BROOKLYN, N. Y.
American-Bosch Announces the New "Cruiser" Model

New Model Receiver Contains Several New Features Including "Unified Control"—Encased in Handsome Walnut Cabinet

SPRINGFIELD, MASS., August 5.—Directly in line with the demand for efficiency and simplicity of operation in radio sets, combined with beauty of appearance, is the new Cruiser model of the American Bosch Magneto Corp., illustrated herewith. This is a five-tube set embodying two stages of Bosch-balanced radio frequency amplification, detector and two stages of Bosch-designed audio amplification, the whole thoroughly shielded and encased in an attractively designed cabinet. In point of range and volume alone, it is claimed by Bosch engineers that the Cruiser leaves nothing to be desired.

The "Unified Control" concentrates in one hand all tuning operations, thus reducing the selection of stations to a simple movement. Two tuning knobs are provided. Two other knobs complete the control system of the Cruiser. One of these, the Amplifier, is claimed to be a Bosch innovation in simplified control. When first turned on the Amplifier acts as a current switch and lights the tubes, and when advanced further it becomes a volume control which regulates the sound from a whisper to dance volume. The other knob is the Clarifier, giving the effect of a long antenna for distance and a short antenna for selectivity. Provision is made in the Cruiser to take advantage of the power tubes, separate battery connections being provided to take care of the high plate and grid voltages required.

The cabinet is richly finished in walnut with simple and dignified lines. Unusual quietness of operation is claimed to be one of the features of the Cruiser, and it is said to be immune to stray discharges of electricity excepting those picked up unavoidably by the antenna. The Cruiser may be used with various lengths of antennas, but a wire approximately 100 feet long is recommended.

Officials of the Bosch Corp. claim that the Cruiser is a worthy companion to other Bosch products which have made the name a synonym for precision engineering over a long period of years.

Mu-Rad Corp. Celebrating Sixth Year in Radio Making

Featuring Six-Tube Sets Under Name of "The Mu-Rad Super-Six Receiver"—Interesting New Sales Plan Benefits Retailers

The Mu-Rad Radio Corp., Ashbury Park, N. J., is celebrating its sixth year as a manufacturer of radio receiving sets. In its current literature it also notes that this is the sixth year of radio broadcasting. This season the Mu-Rad organization is confining its activities to the manufacture of six-tube sets, marketed under the name of "The Mu-Rad Super-Six Receiver." It is at present making a special sales drive on a very unique table model with single dial control. The set is equipped with the Mu-Rad "B" eliminator and space for 125-volt "B" battery and compartments for "B" battery and trickle charger. The Mu-Rad Super Six set operates with power tube, has exceptional volume controllable to a mere whisper and gives faithful reproductions, it is said.

The Mu-Rad Radio Corp. has evolved a new sales plan for the 1926-27 season. This is known as the "Mu-Rad 'Golden Rule' Policy." It has some very original and constructive ideas in radio merchandising. It embodies protective territory features, small commitments, territorial sales quotas, bonus features and fixed plan for exchange.

All Mu-Rad receivers are sold on a twelve-months guarantee. The guarantee covers defects in material and workmanship and where serial numbers are not mutilated and seats remain unbroken or unremoved the Mu-Rad organization makes good defective products, or complete replacements. This guarantee also covers damages in transit from the factory, provided these are promptly reported. There is also a guarantee on pre-stripped, on maintenance, on deliveries, also covering the inquiries in distributors' territory and specific causes covering the Mu-Rad advertising in particular territories.

The Mu-Rad organization has outlined a very intensive sales drive which includes co-operation and sales help for the distributor and retailer, covering circular matter, window displays, electrotype, etc., it is an elaborate and detailed arrangement and speaks well for the confidence the Mu-Rad organization places in its products, and its capacity to achieve results.

Radio Cabinet Trend Is Toward Period Design

Simplicity to Be Most Popular in Cabinets. According to Pooley Co., Inc.—New Models Announced by This Firm

The popularity of the floor cabinet radio of period design this season will be greater than ever before, according to the Pooley Co., Inc., Philadelphia, Pa., maker of Pooley cabinets with Atwater Kent radio. As in the radio set itself the trend in cabinet design is toward simplicity. Accordingly, the Pooley line for this year is marked by a rich simplicity in finish that is Pooley Model Speaker No. 2200 destined to find favor with the buying public.

Although new models have been introduced it is interesting to note that Model 1600 R-2, which proved such a big seller last year, still continues in high favor during the current season and is one of the leaders of the line. This model, equipped with the Atwater Kent Model 30, a six-tube one-dial set, is now known as Model 1630 R-2.

Among this year's models which have rapidly become popular is the Pooley speaker known as Model 2200. This speaker is attractively housed in a cabinet of the Stuart style finished in English brown mahogany. It has all the qualities of Pooley construction, including the Pooley built-in horn and Atwater Kent radio speaker unit. It is an artistic product.

Demand for Record So Big Dealer Drives to Factory

Unable to Wait for Shipment in Transit, New Jersey Dealer Motors to Columbia Factory to Secure Order for New Race Record

The recent Columbia race record release "Dean's Black Train Is Coming," coupled with "Need of Prayer," exhortations by the colored evangelist, Rev. J. M. Gates, has been given a great reception by record fans. An interesting example of the demand for this record is the experience of G. & K. Korn, Columbia dealers of Newark, N. J. Having sold a great number of this recording, an order for 1,000 additional records was rushed to the New York wholesale department of the Columbia Co. On finding that the entire stock was depleted and a new stock was in transit from the factory, Mr. Korn stated that he was unable to wait, the demand was so strong, and motored to the Columbia factories at Bridgeport, Conn., to have his order filled. The Broad and Market Music Co., also situated in Newark, N. J., has also felt the demand for this record and recently placed a simple order for 1,000 of the records.

Assets Sold at Auction

The assets of the Duplex Radio & Condenser Corp., Brooklyn, New York, were recently sold at auction for $36,750. The sale was held through an order by the Federal Court in Brooklyn.
The Swanson King Portable

with Heineman Motor

Tone quality guaranteed to equal any portable machine, regardless of price. Large tone chamber; brass tone arm; improved reproducer.

Equipped with $7.50 value Phonic Reproducer at no increase in price. Equals machines costing 50 per cent more!

Tilting record pocket carries 18 records. Expanding side of pocket permits easy access to records. An exclusive feature.

There Is a Distributor Near You

ATLANTA James K. Polk, Inc., 181 Whitehall St.
CINCINNATI Sterling Roll & Record Co., 137 W. 4th St.
CLEVELAND Ried-Lyons Co., 1231 Superior Ave., E.
DETROIT Consolidated Talking Machine Co., 2942-2949 Gratiot Ave.
MIAMI, FLA. Kurt Heineman, 136 N. E. 9th St.
NEW ORLEANS Janius Hart Piano House, 123 Carondelet St.
NEW YORK CITY General Phonograph Corp., 15 W. 18th St.
PHILADELPHIA Everybody's Talking Machine Co., 810 Arch St.
PORTLAND, ORE. L. D. Heater, 469½ Washington St.
PUTNAM, CONN. Frank R. Wittman Phonograph Supply Co.
RICHMOND, VA. Richmond Hardware Co., 101 S. 14th St.
SAN FRANCISCO L. D. Heater Co., 1609 Polk St.
ST. LOUIS Silverstone, Inc., 412 N. 12th St.

Consolidated Talking Machine Co.
227-229 West Washington Street

CHICAGO
UNITRON CHARGER TUBE

Adapted for use in any bulb type of charger, this new Unitron 15 type electrolytic charging tube has three great features. It is perfectly non-inductive of current cost, has no filament or other fragile, warmable parts and through its use the charge will deliver either direct or a-c and d-c current through any type of charging battery or power supply, at the setting of the operator. It is guaranteed in a new equipment for two years and never to fail. A little faster water now and then in all the attention ever needed, these may and may never bear as ordinary 3 gauge-charging tubes, and its few sockets. Rate.

Price $4.50

For use in meters where tube is in horizontal position, an adapter is needed. (Price $2.00.)

UNITRON CONTROL

The Unitron Control enables you to draw current for both your "A" charger and "B" eliminator from a single light socket, and to control them both from the switch located in the operating panel of your radio. When you turn your set on, the "B" eliminator is thrown in and the "A" charger is cut out. When the set is turned off the reverse is accomplished.

Complete with Connections, Price $10.00

UNITRON NO-BEE--TYPE No. 135

For sets needing up to 150 volts—"B" power that is incomparably more. Two-valve vacuum, a 75 to 100 for 150 volt transformers, 75 to 150 for single-light sockets, 100 for 150 for 3-stage, Chimes equipped with the new Unitron two-valve electronic radio, which is guaranteed new to a five-year replacement basis for the first year, a 10-year replacement basis for the next five years. Once attached, never needs further adjusting, is available to the operator. Unitron Mahogany finished case. D.518. Price $40.00

COMPLETE WITH UNITRON TUBE $40.00

UNITRON A-B COMBINATION

For one compact device, 15" x 8 x 5" high, 150 volts of "B" power and "A" battery charging of 76 amperes. Two snap switches. Pull one—"A" battery charging. Pull the other—"B" power from inside the set. The new Francis-Holbrook Unitron G.E. Tubes that are guaranteed five years. No power is of aluminum possible. One connects with the battery and delivers a few current back; the other permits regulating and changing the battery for the proper type of operation. Price $16.50. Mahogany or Beech. Price $15.00. 6 x 8 x 5" high. R.C.A. adapter tube can also be used.

PRICE COMPLETE WITH UNITRON TUBE $57.50

UNITRON CHARGER No. 0

For extra reducing of radio or automobile batteries subjected to heavy drain, this rectifier fits a great need. Charging rate 6 amperes. A readout switch permits any reducing of "B" batteries up to 150 volts, using lower charging. Price $5.00. Complete with Beech or Mahogany No. 0. Tube, which is guaranteed to deliver over ten hours. Charging rate is the heavy square full strength. Reverse-Needles. Can be permanently connected to the set. Unitron D.10 Mahogany finished case. D.678 6 x 8 x 5" high.

COMPLETE WITH TUBE $25.00

Announcement

Ten Light-Socket that Meet Every

GIVE it to them—with Unitron Power Devices. There is Unitron power to cover every need, from trickle charging a four volt "A" battery—to eliminating 150 volts of "B" battery.

The Unitron line is complete. Sales no longer are limited to higher priced buyers. There is Unitron power service for radio fans in every price class.
of
Power Devices
Radio Need

Years before radio came, Unitron power devices were tested and proved and widely sold for industrial service. And now—by national magazine advertising, the Unitron name is known to millions of radio fans. It means silent radio power delivered with amazing new economy.

FOREST ELECTRIC COMPANY
NEWARK, NEW JERSEY

In Canada:
Forest Electric Company, Ltd., 22 Eastern Ave., Toronto

UNITRON NO-BEE TUBE

True solution to tube diffusion in all single-tube "B" stations. No elements to break or wear out. Special strength design practically prevents arcover. Different Rectifying elements made of metals guaranteed two years and will last a lifetime. Has special "A" type tube base, which fits standard sockets. Its tube is in a small removable tube separate only a little mineral water every few months. Voltage remains constant at all tones, eliminating any loss of signal strength, etc. 6.5V. Amazing operating economy.

Price $6.50

UNITRON TRICKLE

An unusual electrolytic "A" trickle charger—ably does double duty—charging speeds, controlled for three-way switch. Thus the result is kept to a minimum. Primarily connected on battery, can be turned off or used as a low voltage switch, or can be kept charging continuously. Rectifying elements guaranteed two years and will last a lifetime. Simple, Can't be overcharged. Case will absorb a lot per hour, then keeps charging. Reduces tube to 20 per cent per hour when battery is charging. New "D"-brass case, size 3" x 3" x 1/8", light. R. C. A. Ulitc.

PRICE COMPLETE WITH UNITRON TUBE $32.00

UNITRON NO-BEE—TYPE No. 90

For sets using up to 80 watts—the ideal lightweight "B" power. Voltages up to 150 volts for detector circuits—a d.h up to 240 volts for amplifiers at 100 watts. Equipped with new Unitron Electrolytic Tube, which is guaranteed for two years and will last many more. Unitron power can be used for circuits in possible: Connect the battery to the same as batteries and required in the set. Can't be overcharged, economical and simple. Only 150 volts, a cost of $18.00. Size 11" x 11" x 6", weight 11 lbs. "A"-case, size 3" x 3" x 1/8", light. R. C. A. Ulitc.

PRICE COMPLETE WITH UNITRON TUBE $32.00

UNITRON CHARGER No. 90

A three-pronged battery charger for new or used "A" batteries, up to 300 volts of new "B" batteries. Three way switch permits this flexibility. Can be used even while set is working. All charging is accomplished by use of the same charging clamps. Overcharging is impossible. The system can be used for small or large batteries. Voltages are 120 and 240 Volts. For use with any battery. Sizes are 11" x 11" x 6", weight 11 lbs. "A"-case, size 3" x 3" x 1/8", light. R. C. A. Ulitc.

Equipped with a new Unitron Electrolytic Tube and through its use the charger will deliver either a steady charge of 6 volts or an alternate charge of 12 volts, depending on the setting. The tube is the same as for the Unitron No. 90 and lasts for many more. The Torrid No. optional or the Ray-O-Vac No. 3725R bulbs also can be used.

COMPLETE WITH TUBE $18.00

UNITRON "A" POWER

An excellent 30-volt, 8-ga. stranded "A" Battery, patented with Unitron Travel Charger and Unitron Control in a compact case. Attached to set, then plugged into house light socket. That is all—"A" current comes right through, flows all out evenly. Once service starts, can't overcharge. Current cost less than a tenth of a cent per hour. Newton, dependable, guaranteed safe. Handsome metal case, size 11 3/4" x 8", height. 9.40.

$18.00

CLIP AND SEND THIS ONE TODAY!
All Branches of the Quaker City Trade
Making Preparations for Fall Drives

Normal Summer Demand for All Lines Enjoyed by Retailers—Spirit of Optimism Manifest in Activities in Anticipation of a Busy Fall—Trade Activities of the Month

Philadelphia, Pa., August 9.—While rainy days intermingle with torrid weather have marked the passing month and interfered greatly with the enjoyment of outdoor life and business generally it did not mar the improved summer trading in the various lines of talking machines and the growing demand for new records.

While the summer trading is bringing about its normal demand for portables and the lower-priced instruments in seashore, mountain and country resorts the city trade has been responding to the needs of the patrons for the more expensive styles. A few of the stores have been featuring clean-up sales on the used machines and disposing of them to customers in the shore resorts or camps.

With the August days the wholesalers began the campaigns for Fall orders and advance holiday business. Road representatives are now prepared to canvass for the forthcoming Autumn demand in both machines and records and will stress the needs for early buying to provide against possible shortage as was in evidence when belated purchasers pored into the market in the late Fall of last year.

Guarantee Co. Outgrows Quarters

With a business that has expanded beyond the capacity of the present location the Guarantee Talking Machine Supply Co., 109 North Tenth street, has recently removed to larger quarters where a speedier service is available as a result of adequate facilities for the manufacture of its specialties, the Keen Tone and Guarantee portable talking machines and the nationally known Guarantee repair parts and accessories. The two upper floors of the building at 35 North Ninth street have been acquired and the firm now is occupying the premises, expecting to be entirely settled in the new home sometime this month. With the more adequate facilities of manufacture a twenty-four-hour repair service is to be adopted so that dealers desiring repair parts will be able to have their shipments made within the day of receipt of orders.

With the retirement from the firm of Jacob H. Keen the entire ownership of the Guarantee Co. passed into the hands of his former partner, William H. Pommer, who will continue the business with vast improvements in the manufacturing and sales services and expanded production. Mr. Keen has been associated with the company for past four years.

Prepared for Busy Fall

Mid-Summer sales in the old-style Victor records have been featured throughout the month by the Philadelphia Victor Distributors, Inc., 835 Arch street, and have fairly well cleaned out stocks so that all available space may be devoted to the new Fall supplies. The combination of sales of the old-style records have added in the disposition of the newer electric recordings. Sales representatives of the company will begin their Fall sales campaign among the dealers in the present month and Vice-President and General Sales Manager Harry A. Ellis is prepared for brisk business.

H. Koosker Back at Desk

H. Koosker, of Koosker & Smith, Quakertown, Pa., who has been confined to his home a sufferer from measles, is back at his desk; fully recovered and ready to take the attack and ready to carry out the preparations for the Fall business in the talking machine department of the music house.

Sales to Traveling Artists

With the appearance of Sousa and His Band at Willow Grove Park, in this city, the Philadelphia Victor Distributors through Manager Raymond J. Boldt, of the record department, tied up with the engagement of the famous director by featuring and exploiting his recordings. Special window displays were set up in order to boost the sales of the Sousa recordings. Another exploitation tie-up with the dealers was that of the special smoother for the window on "Why Do I Always Talk About Music," by a new artist on the Victor staff, Maurice Gunsky, who has won laurels on the Pacific Coast as a popular song tenor.

Bright Outlook for Brunswick

In cooperation with Brunswick retailers, Philadelphia Branch Manager George A. Lyons has been making the rounds of the trade upstate, conducting sales talks and familiarizing the dealers with the new types of machines that were introduced to the local trade in the past month. The Seville model of the Brunswick line has been stocked ready for distribution and is in extensive demand. Manager Lyons spent the greater portion of the month going among the dealers and working in conjunction with the sales force, thus gaining an indication from the successful launching of the new Brunswick in this territory that it will be as popular as the old styles were when first put on the market and that the repeat orders will be far in excess of the anticipated number. G. H. Nelson has been added to the sales organization and will specialize in records, covering the local territory.

Valley Forge Line Widely Popular

A coast-to-coast distribution now is being enjoyed by the manufacturers of the Valley Forge main springs and repair parts as a result of the past six weeks to the Pacific States, made by Irvin Epton, of the J. A. Fischer Co., 730 Market street, in the interest of the local management. While with the increased sales of the Valley Forge line, the sales manager has been receiving orders from the trade, the Warm-Phonics are designed in the new dull finish to correspond to the cabinet construction. From all indications it will repeat the favorable reception given to the other Valley Forge parts and accessories and already has been extensively ordered by the trade.

While the sample of the new V. F. screw holders for the insertion of screws in talking machines was a huge success upon its introduction the new assortment of sizes in these screw holders, just brought out by the Fischer Co., has been given a great reception. Following the experiences with the four-inch V. F. screw holders the firm has added six, eight and ten-inch holders. Its readily adjusted attachment to the screw-head is not only a factor for perfect workmanship but an economy in time saving. A folder is being sent to the trade describing the new product.

Mr. Epton will spend the month of August touring the South.

A Fellow of "Ike" Walton

For the last few days trade associates of Manager and Buyer Edward Enslin of the music department of the N. Sannelburg & Co. department store, have been hearing tales of prowess with the reel and hook in the waters just off the coast of Beach Haven, where he spent his vacation days in piscatorial pursuits.

On Tour of Europe

A nine-weeks' tour of Continental Europe began with the sailing of the De Graces of the French Line, on August 4 from New York for one of Philadelphia's popular trade associates.

TRILLING & MONTAGUE

And

KOLSTER RADIO

6 and 8 Tubes—Outdoor or Indoor Aerial or Loop

"Suits every condition and satisfies without end."

A man is known by the company he keeps. Likewise, what he is reflects in what he does. To know the men and resources behind Kolster Radio is to be confident that the product possesses unusual merit and will be the means of making pleasant and happy the days of children.

We are proud to be associated with the Kolster line as distributors in Eastern Pennsylvania and Southern New Jersey, and glad to have this increased opportunity of serving our friends and friends-to-be.

You will be in good company by hooking up with

KOLSTER RADIO

And

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

49 North Seventh Street Philadelphia, Pa.
Only in a POOLEY can you get all these advantages

1. The built-in Pooley (patented) floating horn, in combination with the celebrated Atwater Kent reproducing unit, produces a volume, clarity and truth of tone surpassing anything radio science has yet developed.

2. Pooley beauty of design and finish, which speaks for itself; Pooley construction, which makes a Pooley Cabinet a valuable and permanent piece of fine furniture.

3. Atwater Kent Receiving Set, factory-installed by experts, and tested after installation. Tubes and batteries instantly accessible. These points save you and your customers trouble.

4. Strong national advertising, telling millions of people the facts of Pooley outstanding quality and the enjoyment of owning a Pooley.

5. The Pooley line has an established value in people's minds. Don't risk your future—build sure success on a firm foundation. To see the Pooley models, get in touch with your Pooley distributor.

THE POOLEY COMPANY
1600 Indiana Avenue Philadelphia, U. S. A.

The new Pooley Cabinet Speakers—for the new demand in radio

The need for better sounding, better looking speakers is met in full by the new Pooley Speakers. Golden voiced, with the patented Pooley horn. Handsome little wall tables in design, doubly useful. There's a big sale for them. Both of these speakers will accommodate Atwater Kent Receiving Sets Models 35, 30 and 20 Compact on their tops.
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 90)

among the fair sex, Miss Mary Frances Gallagher, daughter of J. P. Gallagher, talking machine dealer, 4226 Lancaster avenue. Miss Gallagher will spend her vacation days traveling through France, Switzerland, Italy and other Continental points.

Distributing Kolster Radio
Trilling & Montague, wholesale radio distributors of this city, have announced the addition to their line of the Kolster radio receiving set, made by Federal-Brandes, Inc. This gives Trilling & Montague a particularly well-rounded line of radio receiving sets, as it is also distributor of the Zenith set, the Grebe Synchronoscope and Crosley line. In anticipation of busy times ahead, Trilling & Montague have announced the appointment of three new men in the Philadelphia territory. Arthur Gerbig will cover the northwest; Joseph Cohen the northeast section of the city and Joel Levitt will cover South Philadelphia and West Philadelphia.

Honest Quaker Products Popular
Everybody’s Talking Machine Co., Inc. of this city, maker of Honest Quaker main springs and talking machine repair material, reports decided activity in the Honest Quaker line as well as equally good business in the Oak and Odeon record department. Phil Graboski, president of the company, who recently returned from a trip which extended as far as the Pacific Coast, left almost immediately for the convention held by James K. Polk, Inc., at High Point, N. C. In spite of the exceedingly hot weather President Graboski has already succeeded in clearing up most of the many details that awaited his homecoming.

A Busy Wholesaler
The Victor wholesale department of H. A. Weymann & Son, Inc. of this city, has been exceedingly busy during the last month, due to the local clearance of the Black and Blue Label mechanically recorded records. The service department has sent several letters to the dealers giving helpful suggestions in the setting of the old style records. The window of the Weymann store on Chestnut street gave valuable hints to other dealers in the way of a window trim that would help dispose of a large quantity of the old records. In the Weymann window the records were heaped in a huge pile with an attractive background and the announcement of the special price.

The approaching Fall season is full of genuine opportunities for the Victor dealer. It is a Victor year.

Planning out your Fall activities now gives you an advantage. This advantage will be converted into dollars and cents as the year advances.

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia

(Continued on page 94)
65% of all service calls are wasted time and money

In every section of the country there are dealers who are actually losing money on the sale of radio sets. Alarming numbers of them—large and small alike—are just breaking even. Surprisingly few are earning the margin they should.

The high cost of servicing is blamed for this unhealthy condition. Dealers are forced to guarantee service—yet its cost steadily and relentlessly eats up profits.

Careful figures prove that 65% of all service calls are the result of "A" battery failure. To eliminate profit-killing service costs you must eliminate the cause of "A" battery trouble. And that is exactly what Unipower does!

Unipower, radio's first complete "A" power unit, was invented for the man who wants radio enjoyment without trouble. It was to rid him of the inconvenience of dry cell renewal—of battery recharge. No one foresaw that it would also solve an ugly dealer problem.

Double profit for dealers

Unipower is doing just that for hundreds of dealers. By selling it with the complete set they forecast all that 65% of service cost. If they don't sell the customer when he gets his set they have a perfect opportunity when he first calls for battery service.

When you've sold Unipower, you've solved two problems. The customer has full, unfaltering "A" power direct from his light socket, at a minimum of expense. You have a double profit—from set and Unipower—that will not suffer from deadly and unnecessary service costs.

There are several booklets and a price list about Unipower which we urge you to read. A postcard with your name and address will bring them without cost or obligation.

The Gould Storage Battery Co., Inc.
250 Park Avenue, New York

Unipower

Radio "A" power that cannot fail
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page page 92)

Mr. Dealer

A few dollars invested now may bring you in hundreds this Fall and Holiday time. Do something the other fellow has not thought of.

1—Radio operators can log local and distant stations.
2—Talking Machine Records can be kept free from dust and dirt.
3—The retailer can build Good Will and Business with this disguised advertising medium.

Write for sample and we will tell you all about it. Now is the time.

PHILADELPHIA BADGE CO.

942 Market Street
Philadelphia, U. S. A.

Murray, general manager of the Hurley Co., announces, in Bridgeton, N. J., is now on the road to recovery. The accident occurred while he was motoring near the New Jersey town when his car collided with another. It will be several weeks before he is able to leave the Bridgeton Hospital.

In New Retail Post

Having recently severed her connection with the Joseph Hein Co., 3000 North Broad street, Miss A. Lennon is now associated with the Ertelt store recently opened at 5617 North Fifth street, where she will assist in the talking machine and record department.

Moves to Larger Quarters

The music room of the State College, conducted by Carlisle Taylor, has been removed to larger quarters. The music room, formerly on the campus, at State College, Pa., facing Beaver street, has been removed to South Allen street, where the many patrons from the college will continue their patronage of the music department and its supplies of talking machines and records. In the new location larger quarters have been provided and four hearing booths installed.

Launches Drive on New Machines

A drive has been made by the sales staff of the Linton Co. for the installation of the Victor Cromwell Electrola in the leading clubs and restaurants of the city. Through demonstration concerts at the Elks Club, Northeast Shrine Club and the Boothby Restaurant the Linton Co.’s staff has been able to convince the membership that a Cromwell is an excellent substitute for the summer orchestra.

Ready for a Busy Fall

In readiness for the Fall activities the Penna Phonograph Co., 913 Arch street, is adding the new sets of the Zenith and Fada radio, for which it is local distributor. The new batteryless set, the Zenith, which may be connected with the house current, will be ready for distribution this month, while the new Fada sets in the six-tube with loop operation and the eight-tube with loop operation and copper shielding for protection will be ready for trade shipments in September. Manager Earl G. Dare, of the radio department, is looking forward to a brisk Autumn demand for the new sets of the very latest improved radio devices.

Ertelt’s Store Remodeled

Ertelt’s now has been converted into a very modern talking machine and music emporium. The store, located at 2135 North Front street, following the recent fire in the building next door and which damaged considerable of the side walls of the Ertelt establishment, has been remodeled with the repair to the damaged portions, and greatly enlarged to accommodate the talking machine section. The entire interior has been redecorated.

J. L. DeBreuil on Vacation

John L. DeBreuil, of the Philadelphia headquarters of the Sonora Phonograph Co., who has been vacationing in New Hampshire throughout the mid-Summer days, is to return to his desk the early part of August and will begin campaigning for the Autumn supply of Sonoras to the dealers upon his return.

Growth of Atwater Kent Retailers

Atwater Kent radio in the Philadelphia territory has made great strides during the past year, according to a report from the headquarters of the company in this city. In Philadelphia County there are sixty-three Atwater Kent retailers. In 1922 eleven of this number carried Atwater Kent radio exclusively. This year there are nineteen exclusive dealers out of the sixty-three. Of the remainder twenty-eight carry Atwater Kent radio and only one other well-known line.

Studying European Stores

Arthur Victor, head of the large Buffalo furniture concern bearing his name, is in Europe studying construction and arrangement of furniture and department stores, in anticipation of refining and enhancing the present plans for his new store which shortly will be erected on the present site of the Majestic Theatre. The Victor store, which carries talking machines and Federal radio sets exclusively in its music department, has occupied its present location for twenty-five years. The new store will be directly opposite the Mohawk street entrance of its present store.

Engagement of Frank Fingrud Is Announced

Secretary of Everybody’s Talking Machine Co. Engaged to Wed Miss Fanny Stern—Couple Receive Congratulations of Friends

Philadelphian, Pa., August 2—Announcement has been made of the engagement of Frank Fingrud and Miss Fanny Stern of this city.

Frank Fingrud

Frank Fingrud is well known in talking machine circles as secretary of Everybody’s Talking Machine Co., Inc., of this city, maker of honest Quaker main springs and talking machine repair materials, and is a brother of Sam Fingrud, treasurer of the same company. At a recent reception tendered the young couple a host of their friends gathered to express well wishes and Mr. Fingrud’s many friends in the talking machine trade are adding their congratulations as the good news is being spread.

N. Y. Columbia Wholesale

Dept. Reports Good July

E. F. Guttenberger, manager of the New York wholesale department of the Columbia Phonograph Co., reports that Columbia record sales for the month of July were far in excess of the sales for the same month last year. Harmony records are also selling in brisk fashion and the demand for the new Vita-tonal Columbia phonographs far exceeds the supply of instruments despite the fact that carloads are constantly being received. Portable phonographs continue to sell in a most satisfactory fashion so that all in all the sales volume for the month reached large proportions.

SOPORTUNITY in the Victor business is greater today than ever before.

Victor dealers in our territory should make the most of this opportunity by availing themselves of our service likewise greater today than ever before.

Victor Wholesalers

H. A. WEYMANN & SON, INC.

The Crosley 1927 Radio Achievements

The Crosley 1927 Radio

The Crosley 1-Tube "Pop"—$6.75—A double-tune, set, over which listeners have probably heard radio signals the greatest distances.

The 4-Tube—$9.25—$9.75—A 4-tube receiver of amazing efficiency. Already proven its right to a permanent position in the Crosley line. CRESCENDON equipped.

The 5-Tube—$13.75—$14.50—This 5-tube tuned radio frequency set incorporating the CRESCENDON—a spectacularly popular model.

The 5-Tube RFL-75—$15.50—True cascade amplification; non-oscillating, non-fatiguing, regardless of how it may be mishandled.

The 5-Tube RFL-90—$19.50—Introducing the 5-tube single control with drum station selector. Solid Metal Chassis. Musicones built in—4 inches high.

The 5-Tube RFL-95—$20.50—Introducing the double drum station selector! Solid mahogany cabinets. Musicones built in—single room for batteries and all accessories, 41 inches high, 30½ inches wide.

The Crosley 1927 Radio

Single Control

Selectivity

Contrast the surpassing performance of this new type of Crosley Radio with what has hitherto been considered radio perfection.

Crosley mass production reaches its highest peak in giving the world this incomparable value. So magnificent are the radio engineering achievements in this new model that the price is positively astonishing.

Six Amazing Features of This Wonder Radio

1. All Metal Shielded Chassis

The metal shielded chassis is divided into three compartments. The units shielded from each other prevent interference as well as external coupling. This improves the Crosley Radio so conclusively that it has been deemed necessary to issue patents. A double step in advanced radio design. Never offered before in sets of moderate price.

2. Power Tube Adaptability

3. Crescendon Control

Crescendon Control affords unusual volume from distant stations. In cases where an ordinary radio ear must strain to catch the station many leagues away, the turn of the Crescendon on a Crosley swells the reception to roof-filling volume. Already giving great satisfaction.

4. Acuminators

(From "Acuminare," meaning "To sharpen")

Herefore single dial control sacrificed selectivity. By means of these Acuminators, very fine tuning is accomplished—providing a new means of effecting progressive step in advanced radio design. Never offered before in a set of moderate price.

5. Graphite Station Selector

All stations found instantly on this one single control. It revolves smoothly under slight pressure. Stations are written on the drum. Stations from one end of the wave band to the other are easily brought in at all times—IN THE SAME PLACE.

6. Solid Mahogany Cabinet

Prices slightly higher West of the Rockies.

The Musicones

The announcement of the new Super-Musicone is predicated on the success of the Regular (12-inch cone) Crosley Musicones in replacing hundreds of thousands of old type loud speakers.

Keep in mind that it is the exclusive Crosley patent, and its performance which makes possible its wonderful performance.

Super Musicone (16-inch Cone) $14.75
Musicone Regular (12-inch Cone) $12.50

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,131,140 or, under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending.

The Musicones

For Dealer Franchise Write Dept. 26, Crosley Radio Corporation, Cincinnati, Ohio
PITTSBURGH, PA., August 8—Business conditions in the talking machine trade for the past month have been fairly good. This condition, it was pointed out, was brought about by the use of judicious advertising methods and the diplomatic approach to prospective patrons.

Demonstrations of Interest Prospects

Practically all of the Brunswick and Victor dealers held, despite the warm weather, daily recitals on the Panathrope and the new Orthophonic, with the result that quite a number of persons who, under ordinary conditions, never would have been interested in either of the instruments, heard them and if sales were not made at once, they are in progress.

Brisk Record Business

Record business has been good right along. The popular dance numbers appear to be the leaders in sales and this is due to the large number of portable machines that have been sold for use in camps and other outdoor places.

Plan Pittsburgh Radio Show

Pittsburgh’s first annual radio show will be held the week of October 4 in Duquesne Garden, under the auspices of the Pittsburgh Radio Association. Accommodations will be made for 109 booths. The garden will be redecorated and elaborately illuminated, and it is also announced that the display of radio outfits and accessories, together with talking machines, will be one of the most complete ever shown outside of New York City. James A. Simpson has been retained as managing director of the exhibit.


Organize Pittsburgh Radio Council

A radio council of the Pittsburgh Chamber of Commerce has been organized with Mr. Hill as chairman and Mr. Russell, vice-chairman. The object of the new organization is to promote the radio interests of Pittsburgh and vicinity. A luncheon and round-table discussion of the various radio problems will be held at the Chamber of Commerce every Wednesday at 12:15 p.m.

Ideal Phono Parts Co. Busy

Due to largely increased business, the Ideal Phono Parts Co., Inc., has added to its space at the offices, 604-16th Fifth avenue, Pittsburgh. Paul Susseleman, president, in speaking to The Talking Machine World representative, said: “Our business has shown an increase past month of 200 per cent and we are more than pleased at the outlook for Fall trade. The demand for the merchandise that we carry has kept up well. Our staff of traveling salesmen, who cover the whole East in Western Pennsylvania and the adjoining territory, have sent in most flattering reports relative to business.”

The Ideal Phono Parts Co., Inc., is a Pennsylvania corporation of recent formation and has a large and well-equipped display and stockroom. The Carryola Master and the Carryola Cub portables are distributed while the new Carryola superphonie reproducer is meeting with popular favor. F. E. Schuyler is vice-president of the corporation and H. B. Susseleman is the secretary and treasurer. The offices of the corporation are maintained on a mezzanine floor in the rear of the show and display room.

It was rumored that the corporation is planning to open branch offices in Cleveland and Detroit. When questioned concerning this Mr. Susseleman stated that while negotiations were pending the word was too early at present to make any definite statement regarding the plan to extend operations.

In New Home

The Henricks Piano Co., Brunswick dealer, has moved from 909 Liberty avenue to the second floor of 134 Sixth street. Arthur W. Armbruster is the general sales manager.

American Bosch Radio on Exhibit

During the week of August 18 the American Bosch Magneto Corp. held its 1926-27 season radio exhibition at the Fort Pitt Hotel. The exhibit was under the direction of the O. M. C. Supply Co., of Pittsburgh, distributor of Bosch products. There was a comprehensive display of the Bosch lines of radios and accessories. Throng of persons interested in the radio trade viewed the Bosch exhibit and interviewed the demonstrators in charge of the display.

King Radio on Display

During the week of August 2 a demonstration of King radio receivers was held at the William Penn Hotel under the auspices of the Keystone Radio Corp., of Pittsburgh. The display was held for the benefit of radio dealers throughout Pennsylvania, West Virginia and Ohio. Quite a number of persons attended the display.

J. G. Barnes, manager of the Keystone Radio Corp., was in charge.

Bright Outlook for Player-Tone

The outlook for Fall business by the sales department and distributing office of the Player-Tone Talking Machine Co., of Pittsburgh, is regarded as exceptionally bright. The management is keenly alive to the needs of the retail dealers and has in readiness to offer them a new phonograph, the Player-Tone. According to the officials of the company this new invention has made possible the crowning achievement of sound reproduction and is one of the features of the new saxophone instrument. The Model 173, console grand, and Model 200, The Sonnet, are the popular sellers.

T. Raul Sales Manager of Harold Herbert, Inc.

The friends of Theodore Raul, pioneer radio executive and well known throughout the trade, will be pleased to hear of his appointment as general sales manager of Harold Herbert, Inc., Long Island City, manufacturer of radio receivers. Mr. Raul, who is affectionately known as "Ted" in trade circles, stated to a representative of The World that the Herbert line will be sold only through responsible distributors, who are now being appointed in various territories in the United States and Canada. A new line of receivers is being manufactured in an extensive plant covering 25,000 square feet, equipped with all modern facilities. Details of the line will shortly be announced to the trade, according to Mr. Raul.

New Spartan Radio Speaker

The Spartan disc speaker, equipped with a specially designed semi-balanced armature disc unit, and a diaphragm of impregnated pulp composition, is a new member of the line of radio apparatus manufactured by the Spartan Electric Corp. of New York. It is encased in an attractive cabinet finished in polished walnut. Besides the decorative value of the cabinet, it is said that the new speaker produces an acoustical effect that is highly pleasing.

E. A. Duker, who for the past three years has been manager of the Boyer Music Co. in Mishawaka, Ind., has been transferred to the management of the Boyer Music House, Inc., 200 South Main street, South Bend, Ind.
Maybe—there is a difference

Dear Mr. Dealer:

What should you expect of a Portable Phonograph, in order to sell it without sales resistance. We believe:

VOLUME and DEPTH of TONE—EYE VALUE—MECHANICAL EXCELLENCE—PROFITS.

The new Add-a-tone Soundbox puts the tone in the same class with a small cabinet machine and makes it incomparably superior to ordinary portables.

The inside is lined with leatherette the same as the outside; the record compartment is detachable and the turntable cover matches in color—thus presenting striking eye value.

And which other portable can boast of the SILENT motor, which has an endless worm-gear wind, not the ordinary sprocket wind. PROFITS?—Liberal discounts and rapid turn-over make them a foregone conclusion.

Try a sample and convince yourself!

Sincerely yours,

The Ideal Phono Parts Co., Inc.

FS/AS

P.S. Lowest Retail: "Master"—$25.00; "Cub"—$15.00; "Flapper"—$25.00.

IT'S NOT

"JUST ANOTHER PORTABLE"

BUT—

The CARRYOLA!

— NATIONALLY ADVERTISED —

FACTORY DISTRIBUTORS

The IDEAL PHONO PARTS Co.

MAIN OFFICE: PITTSBURGH, PA., 614-16-18 FIFTH AVE.
Well, Sir, How About It?

Are you rubbing shoulders, in a friendly way, with good, sound profits? Nothing makes a man happier! If that's how it is with you . . . here's to more success! And it's human nature to want more profits.

And Here Is How to Get Them—

Write to us about a licensed Okeh Record Agency! Now, that's easy! And you will learn a lot about MORE PROFITS . . . Isn't that what we all are after . . . sure it is. Well, let's get together.

Sensational Records—Each in Its Way

Records

Best Popular Vocal and Dance Records.
European Orchestral of Highest Merit.
Old Time Tunes.
Race Records by the Greatest Race Artists in America.
Something to Remember!

Consolidated Talking Machine Co.
227 W. Washington St. Chicago, Ill.

BRANCHES: 2957 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.
Cool Weather Following Wave of Intense Heat Stimulates Business in Middle West

Talking Machine and Record Sales of Encouraging Volume Are Enjoyed by the Trade Throughout the Middle Western Territory—Cautious Buying Features Radio Demand—The News

Chicago, Ill., August 7—Cool weather during the last two weeks of July brought with it an increase in talking machine demand for the dealers in Chicago and Middle Western territory. A heat wave of intensity struck this section during the early part of the month and sales in practically every line of business took a downward slump. However, because of the public interest which has been incited by the new type phonograph and the cashing-in by the dealer on this interest, sales totals for the month are well in advance of those of the preceding year, and, in addition, manufacturers have placed in the retailer’s hands such a variety of styles and such a width of price ranges in the new machines that he has many sales advantages not granted to him twelve months ago.

Record sales showed an encouraging increase over those of June, ranging in many cases from 15 to as high as 50 per cent gain. Dealers generally are utilizing records as one of the main profit items in their stock, and, in addition, realize that the continual advertising of discs will bring prospects to the store who will be attracted by other merchandise, be it talking machines, radio receivers and accessories, or musical merchandise.

The Radio Situation

Radio sales figures were not as high during the month of July and the early part of August as might have been expected. The reason usually assigned is that of caution of the buying public, which is ever on the alert for new and improved merchandise which is expected to be on the market this Fall. The situation is not as bad as it was in 1925, and with manufacturers studying and attempting to eradicate this problem, next year should bring an increase in Summer radio profits for the retailers. Many new products have already been placed on the dealers’ counters for consumer inspection and approval, and it is interesting to note the close similarity between several features in the new receivers and reproducers and the improved phonographs. The tone chambers of many of the new sets embody the same idea and general construction of the improved talking machines, an added feature upon which the music dealer may capitalize, since he is thoroughly familiar with the various details and selling points of perfected sound reproduction.

The New Gold Set Arouses Enthusiasm

Considerable comment and interest were exhibited by the Chicago retail music and radio trade at an advance showing of the new Garod electric power set at the Webster Hotel late in July by Hudson-Ross, Inc., Chicago, distributors for the Garod Co., Belleville, N. J. Robert Himmel, president of Hudson-Ross, Inc., told The World reporter that it was the first time in his radio experience that so much enthusiasm was displayed at a first demonstration of a new product before a group of case-hardened radio experts who attended the demonstration. Hudson-Ross, Inc., will distribute Garod products in a territory consisting of the northern half of Illinois and northwestern section of Indiana. An active campaign is being prepared at the present time, by means of which the firm will personally service all Garod accounts in that territory. When asked his opinion of radio trade conditions in this territory, Mr. Himmel stated that he was very optimistic regarding the approaching Fall and Winter season.

Tells of Targ & Dinner Co.’s Progress

The August issue of Items of Interest, a monthly periodical published by Targ & Dinner, a Music Co., wholesalers’ and manufacturers’ representative, Chicago, recently made its appearance and was aptly devoted to the showing of merchandise which moved fast during the Summer months. Banjo ukuleles, Cameraphon portable phonographs, ukuleles, and larger size portable phonographs are all illustrated and described in an attractive manner. The firm is also sponsoring an active sales drive on its five-minute course on ukulele, banjo, mandolin, violin and harmonica instruction.

Famous Artists Make Columbia Records

W. C. Fields, vice-president and general sales manager; A. Thallmeyer, sales manager, foreign record division, Columbia Phonograph Co.; Arthur Bergh and Frank Walker, of the Columbia recording laboratories, were visitors to the Chicago office of the Columbia Phonograph Co. throughout the month of July. The quartet visited Chicago and the Middle West in the interest of the recording by this galaxy of Columbia talent now entertaining the Chicago public. Paul Ash, Good His Orchestra; Ted Lewis and His Band, Ruth Etting, Art Kahn and His Orchestra, Ford & Glenn, and Charles Cook and His Dreamland Orchestra, were among the artists who made Columbia records last month during the visit of the Columbia executives. Mr. Bergh and Mr. Thallmeyer, together with A. J. Heath, manager of the Chicago Columbia office, visited the Columbia branch in the Twin Cities during their July visit.

C. S. Tay Returns from Motor Trip

C. S. Tay, president of the Tay Sales Co., Chicago, Sonora distributor, returned to Chicago on July 30 from a three weeks’ motor trip throughout the East. Mr. and Mrs. Tay visited the latter’s former home at Frederick, Md., and spent a week in New York, where Mr. Tay visited the Sonora executives. The couple motored back through Pennsylvania and upon his return to headquarters Mr. Tay was elated to find a tremendous increase in July sales over those of the preceding month.

The Tay Sales Co. now has its complete staff of five salesmen covering the territory of the State of Illinois, eastern Iowa and northwestern Indiana. George S. Pierce, formerly of Belden Mig. Co., was the most recent addition to the staff and he assumed his new duties the last week of July.

R. L. Wickes Convalescing

R. L. Wickes, treasurer of the Fletcher-Wickes Co., Chicago, makers of phonograph tone arms, sound boxes, and radio loud speakers, has been confined to his home through illness for the past four months. His many friends in the trade will be glad to learn that he is now convalescing and is on the road to recovery.

Gulbransen Registering Piano Featured

The Gulbransen registering piano and new small upright piano were recently featured very effectively at Chicago Heights, III., by Coppotelli Brothers music store. The merchants of the town held a Pageant of Progress with a number of displays in a big tent. On the opening night the Coppotelli booth was the center of attraction with a musical program featuring the Gulbransen registering piano.

The Gulbransen was featured by Coppotelli Brothers, together with phonographs and radio sets. On Friday night they held a Christening, when everyone had a chance to supply a name and slogan for the new small model upright, for which the Gulbransen Co. is seeking a name.
By means of prizes Coppotelli Brothers obtained many coupons filled in with information as to whether or not the contestants had various musical instruments in their homes, thus furnishing leads which will be used in future selling.

Midwest Radio Trades Association Elects
At the regular meeting of the Midwest Radio Trades Association held at the Electric Club, Chicago, on Friday, July 30, the following officers were elected for the coming year: Robt. T. Devlin, president; A. C. Stewart, Diversy Radio Co., secretary; Joseph Lazar, Lazar Music Centre, first vice-president; J. J. Dryfuss, Henry Hyman Co., second vice-president. The board of directors will consist of Arthur S. Alter, Harry Alter & Co.; Leonard Lynn, Lynn Radio Co.; J. Herdan, Herdan Radio Co.; E. W. Rose, Eureka Radio Co.; J. M. Redell, Kurtz-Kasch Co.; C. B. Bilde, Able Tool & Engineering Co.; Frank Reichmann, The Reichmann Co. The newly elected officers assumed the duties of their various positions on the day of the election.

Arthur S. Alter gave a short address on the trade tour to be sponsored September 20 to October 5 by the Midwest Radio Trades Association and stressed the fact that such a project is not necessarily limited to financial gain to those who participate in the venture. He pointed out that the tour includes many things of an educational nature and will give the manufacturers an opportunity to become better acquainted with the dealers and jobbers in the cities where their products are displayed.

The Midwest Radio Trades Association has endorsed two radio shows this Fall—the Chicago Radio Show, to be held in the Coliseum, and the Radio World's Fair, which is to be staged in Madison Square Garden, New York.

Big Time Planned for Picnic, Sept. 19

The Midwest Radio Trades Association will hold a picnic for its members and their families on September 19, at Klein Grove, Lincoln and Crawford avenues. The picnic will start early in the morning and will last until evening and among its features will be races, contests and sports of all nature. Special events have been arranged for ladies and children and among the prizes will be radio receivers, batteries, tubes and other accessories. The Association has challenged the Radio Manufacturers Association to an indoor baseball game, which is destined to be the feature of the outing. Chester Ristow is chairman of the committee in charge of all picnic arrangements and will be assisted by A. C. Stewart, newly elected secretary of the organization.

Some Columbia Happenings
Miss Ruth Etting, popular Columbia recording artist, recently completed a very successful week's engagement at the Oriental Theatre. She then opened at the Uptown Theatre, traveled the Balaban & Katz circuit of Chicago moving picture houses, and will return to the Oriental within the next few weeks. The sale of Miss Etting's records has been greatly stimulated by her Chicago appearances, as she features her latest releases, and her appearances are advertised larger than any star appearing at the Oriental Theatre, with the exception of Paul Ash and His Orchestra, also Columbia artists. The Chicago Evening American has been publishing daily the serial romance, "The Good Bad Girl," and Paul Ash, who wrote the words and music of a song bearing the same name, introduced it at the Oriental Theatre. The Columbia Phonograph Co. has arranged to record this number with Miss Ruth Etting as the artist, accompanied by Paul Ash and His Orchestra.

Donald Lindley, famous concert soloist, recently joined Paul Ash and His Orchestra at the Oriental Theatre and was immediately made a feature of the act. He is an exclusive Columbia artist, formerly associated with Ross Gorman, New York, and when first appearing in Chicago his records have been enjoying a fine sale.

New All-American Sales Representatives
The All-American Radio Corp., Chicago, manufacturer of All-American receivers and radio parts, recently appointed McDonough Bros., Atlanta, Ga., as its sales representatives in Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina and North Carolina, effective July 1. The George Hamburger Co., of Denver, Col., was appointed All-American sales representative for Colorado, Wyoming and New Mexico, effective June 15.

Popularity of Diamond T Radio
B. D. Pratt, sales representative in the eastern and northern sections of Michigan for the Diamond T Radio Mfrs., South Bend, Ind., recently made an interesting survey for the executive offices of his firm and the results as tabulated are shown below. Mr. Pratt, who has been serving dealers in this territory slightly over a year, called during the recent months and the Diamond T retailers that were established last year and who had ordered one sample receiver or more. All of his calls were made in small towns. Out of a total of one hundred and seven calls, one hundred and one dealers were thoroughly satisfied with Diamond T receivers and announced their intention of continuing to handle the line. Six dealers were uncertain or dissatisfied, and of this number several were small institutions just starting in business, who handled no other brand of radio. Such a record is one that the firm can be proud of with pride and of which his firm may be justly proud.

Fine Display of Stromberg-Carlson Line
One of the most publicized Alliances between a dealer and its company is demonstrated by the radio salon of the Haenicg Electric Co., authorized Stromberg-Carlson dealer of Springfield, Ill. As the accompanying photograph shows, the salon has a homelike atmosphere. It has been laid out so that the Stromberg-Carlson products may be displayed to their best advantage.

The salon contains a decidedly Stromberg-Carlson exhibit. All models of receivers and speakers are so arranged that they may be plugged in and operated when desired. The position of the cone speaker in front of the fireplace demonstrates the advantage of having the speaker separate from the receiver.

Interest in Radio Keen This Summer
Despite the prophesies and statements of the pessimistically inclined consumer interest in radio is not lagging this Summer. To determine the extent of Summer radio reception and the interest in radio programs during the vacation months, an impromptu test was recently made by Charles Garland, broadcasting director of WBBM, Stewart-Warner Air Theatre, Chicago. He made only one announcement during the evening, asking for telephone calls or telegrams from distant listeners. In answer he received seventy-five replies, of which thirty were from long-distance points. California, Louisiana, Florida, New York, Virginia, Alabama, Montana, North Dakota, Kentucky, Indiana, Ohio, Minnesota and Wisconsin all heard the program, without any inconvenience due to atmospheric conditions.

The Stewart-Warner Air Theatre functioned as the recent convention of the Benevolent and Protective Order of Elks, which was held in Chicago, by broadcasting the dedication service of the National Memorial headquarters building.

(Continued on page 102)
What receiver will sell this fall?

ERLA
and
RFL
have built a
new set to
meet these
demands

Realizing that the demand this year is for better radio reception... knowing that your need is for a trouble-proof set, the Electrical Research Laboratories have joined forces with the finest scientific brains in the country to meet that demand.

The new Erla (RFL) Monodic Receiver is the joint achievement of our own engineers and the world-famous Radio Frequency Laboratories of Boonton, N.J.

Banishes Squeals
The Erla (RFL) employs principles that are new and notably in advance of present standards. These new principles banish completely squealing, "blooping," and distortion. Other manufacturers have attempted this. But have never succeeded save by sacrificing distance and volume. In the new Erla (RFL) there is positive gain in reception, and equally important, an ease and certainty of operation that now puts distance, volume and selectivity at the command of every member of the family!

Four great improvements
Here in detail are the four great improvements which this master stroke of engineering accomplishes:

1. Squeals and howls completely done away with in tuning, automatically. No expert manipulation of knobs needed.
2. Radiation—annoying broadcasting of squeals into neighboring antennas eliminated.
3. Harshness and fuzziness of tone, resulting from regeneration, eradicated, and reproduction of sound made entirely natural and undistorted.
4. Stations inaudible with most receivers—except when manipulated by experts—now brought in loud and clear by anyone. Vastly improved selectivity. A fool-proof set
To you the most important feature of this amazing new set is that it is transportation-proof...
and fool-proof when installed.

It lets you devote your time to selling with no worries about the set itself. Send the new Erla (RFL) out in the original package. It will be found O.K.

In exquisite cabinets
The new Erla (RFL) Monodic Receiver is put up in the most artistic cabinets in Erla's history. These cabinets make the new Erla, in eye value as well as performance value, the outstanding profit opportunity on the market today.

Prices are materially under comparable competitive receivers. Our famous one-profit system of manufacture makes possible these extremely low retail prices, yet allows distributor and dealer adequate margins.

Send today for the full story
Don't sign up for any radio line, no matter how attractive the offer may seem, until you receive the new Erla (RFL) proposition. Send your name at once for complete information. Be in line for a franchise provided your territory is open. Just write your name and address on coupon, clip and mail.

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ERLA
ELECTRICAL RESEARCH LABORATORIES, CHICAGO
ing on July 14. The building was erected by the organization in commemoration of thousands of its members who died in the war. One of the features which marked the service was a song recital by Marjorie Maxwell, noted star of the Chicago Civic Opera Co. and Ravinia Opera Co. In addition to Miss Maxwell, John K. Tower, former Governor of Pennsylvania, and a number of men prominent in Eildon took part in the ceremony.

Klafka & Holicky Progress

Klafka & Holicky, music dealers at 3905 West Twenty-sixth street, recently made extensive improvements in their establishment. Several of the booths were turned out in order to enlarge the piano display and to exhibit their products to better advantage. Klafka & Holicky handle the Gulbransen piano, Columbia phonographs, Fada, Atwater Kent, Crosley and Garmin radio receiving sets. J. F. Holicky, together with his brother, Joseph Holicky, conduct the business.

R. H. Woodford Returns From Extensive Trip

R. H. Woodford, sales manager of the radio division, Stewart-Warner Speedometer Corp., Chicago, returned a few weeks ago from an extensive trip throughout the northeastern section of the United States and Canada. After spending a few days at the Chicago headquarters of the firm, he departed during the second week in August for Winnipeg and Vancouver, returning to the Stewart-Warner offices about the middle of August.

Harry C. Kruse Visits Canada

Harry C. Kruse, manager of the dealer service department, Brunswick-Balke-Collender Co., departed on July 30 for Toronto, Canada, where he spent his vacation.

Oro-Tone Co. Introduces New Tone Arm

A new brass tone arm of air-tight construction, in the popular curved style, is being introduced at the present time by the Oro-Tone Co., Chicago, maker of the Oro-Tone reproducer and other phonograph equipment. The arm, which is known as Model C-1, has an entire length of 16 inches and measures 9½ inches from the center of the base to the needle point. One of the features of the arm is its new style base, which swings on two rows of ball bearings, and the tone arm proper extends into the throat of the tone chamber. It is of durable construction through the use of loose joints, and the base and throwback are extremely rigid, yet operate freely.

Samples of the Model C-1 arm will be ready shortly after the middle of August, according to Leigh Hunt, treasurer and general manager of the firm.

A. J. Kendrick Attended Seattle Convention

A. J. Kendrick, general sales manager of the phonograph division, Brunswick-Balke-Collender Co., left the Chicago headquarters of his firm the middle of July to attend the Western Music Trades Convention at Seattle on July 27, 28, 29, where he delivered an address at one of the meetings. On his way to the coast he visited the Brunswick branches in Minneapolis, Seattle and Portland, and before returning to the Chicago office late in August he intends to stop at branch offices in San Francisco, Los Angeles, Salt Lake City, Denver and Omaha.

New Distributors for Howard Radio Co.

The Howard Radio Co., Chicago, manufacturer of Howard neotnydrome receiving sets, recently appointed the Commonwealth Edison Co. to act as its exclusive distributor in the city of Chicago. In making this appointment the Howard executives stated that they were attempting to serve the best interests of Howard dealers in Chicago by centralizing their distribution in such a way that both sales and service can be given in the best possible manner. They further explained that the arrangement will assist the department, assure close co-operation with the trade.

At the same time, the North Ward Radio Co., Newark, N. J., was appointed distributor of the entire line of Edison, Kent, and Herbert Fink, president of the North Ward Radio Co., is enthusiastic regarding the possibilities for Howard sales in his territory.

The Howard line for the 1926-27 season will consist of a five-tube neotnydrome, six-tube neotnydrome and seven-tube shielded neotnydrome, the latter operating from a loop. In addition to the above models, a console will be introduced at a later date embodying the shielded instrument.

Mid-West Radio Trades Ass'n Arrange Tour

A fifteen-day tour, which will give radio manufacturers an opportunity to display their products in leading trade centers throughout the Middle West, has been arranged by the Mid-West Radio Trades Association. The exhibitors will leave Chicago on September 20 and return on October 5, the itinerary calling for stops in the following cities: Joliet, Peoria, Rock Island, Davenport, Muscatine, Cedar Rapids, Waterloo, Dubuque, Freeport, Rockford, Beloit, Janesville and Kenosha.

The tour will be made in a special train consisting of four sleeping cars, three baggage cars, one diner and one club car, and the total expense to each exhibitor, exclusive of meals, amounts to $720. Before arriving in the various cities the posters and regularly printed advertising will announce to the public the coming exhibition, and in some cases the displays will be maintained in the train instead of a hall or auditorium in the town. From 10 a.m. to 2 p.m. each day the exhibition will be open to dealers and jobbers and at 2 p.m. the doors will be thrown open to the general public.

The executives of the Midwest Radio Trades Association point out that the tour will not only be of financial advantage to the exhibitors, but will also give them an opportunity to become better acquainted with the jobbers and dealers and to acquire a fuller appreciation of radio merchandising problems in cities of that size. A number of manufacturers have already committed their intention to maintain displays in the trade tour and the September issue of The World will carry a list of those who will participate.

Vesla Non-Microphonic Radio Tube

The Vesla Battery Corp., Chicago, a firm long prominent in the automotive field, recently introduced to the trade the Vesla non-microphonic radio tube, one of several radio products manufactured by the firm. In making the initial announcement the executives of the firm stated that the non-microphonic tube is an answer to the plea of radio set owners for a tube that will give long life without fluctuation which will produce the pure tones of the broadcast. The cutaway view of the Vesla tube shows a bridge-like construction which holds all of the parts of the element unit in alignment. Jars and jolts in handling tubes sometimes bend the element unit out of alignment with the sensitive filament wire that runs up through it, thereby disturbing the relative position of the filament, grid and plate. A spark plug in an automobile might be taken as an example, for there must be a gap of a certain distance in order that the spark be perfect. With this new type of construction the greater part of the possibility of injury in shipping, in opening and handling by the dealer, and in carrying and placing in the set by the owner, is said to be eliminated. The Vesla non-microphonic X-201-A tube retails at $2.00, and X-199 tube lists at $2.25.

L. M. E. Clausing With Stewart-Warner

Leroy M. E. Clausing, a member of the U. S. Naval Radio Research Laboratory of the Bureau of Standards, Washington, D. C., was recently appointed chief engineer of station WBBM, the Stewart-Warner Air Theatre owned and operated by the Stewart-Warner Speedometer Corp., Chicago, manufacturers of radio receiving apparatus. Mr. Clausing was formerly chief engineer of station WBB, where he installed the transmitting station, and he also spent several years at the Great Lakes Naval Radio Laboratory and at the trans-Atlantic re-
First

and Permanent

for Manufacturers, Jobbers and Dealers

OUT of the maelstrom of unsupported claims Oro-Phone stands supreme as the first reproducer with a super-sensitive diaphragm and balanced stylus control applicable to all phonographs.

This priority, acknowledged and evidenced by the U. S. Patent Office, should be the deciding factor for all jobbers and dealers in the selection of a reproducer of this type.

Oro-Phone was first—and is permanent!

First to bring that "new tone" and wide range of tone values to all phonographs

Permanent as a selling proposition for all jobbers and dealers, opening up to them an avenue of sales which heretofore did not exist.

Sensible manufacturers, jobbers and dealers are never misled by circus ballyhoo methods and cries of "Wolf!" Merit always reaps its reward. Stock and sell the Oro-Phone—the first super-sensitive reproducer—the one "NEW TONE" reproducer with years of experiment and development back of it—the one new type reproducer with tangibly permanent sales value—backed by a sterling parent organization whose slogan always has been and always will be "quality first."

THE ORO-TONE COMPANY
Dept. A., 1010 George Street
Chicago, Illinois

ORO-PHONE
ceiling station at Belmar, N. J. Mr. Clasing is installing at WBBM a new transmitter of the latest design, using six water-cooled tubes. The station is increasing its power from 1,500 watts to 10,000 watts to improve the quality of its broadcasting, but at the same time not materially increasing its volume. It is said that the new power of the station will not create any extra disturbance in the ether since it is planned to modulate the augmented volume of sound.

Find Great Activity in Twin Cities

A. J. Heath, manager of the Chicago office of the Columbia Phonograph Co., during a recent visit to Minneapolis and St. Paul found most of the dealers in the Twin Cities enthusiastic over the new Columbia Viva-tonal instruments. “When I consider the splendid accounts now handling the line in the Twin Cities,” said Mr. Heath, “I feel assured that Columbia will do a very substantial business in Minneapolis and St. Paul during the Fall and Winter months.”

Mr. Heath recently announced that W. L. Sprague, for many years manager of the Minneapolis Columbia office, has re-entered the employ of the Columbia Co. as a special sales representative in the Chicago and Minneapolis district. Mr. Sprague will act as a special traveling assistant to Mr. Heath and will maintain headquarters in Chicago and Minneapolis.

Producers Mfg. Co. Incorporates

The Producers Mfg. Co., of 89 East Jackson boulevard, Chicago, has been incorporated with a capital stock of $15,000 for the purpose of manufacturing and dealing in phonographs, parts thereof, attachments and records, as well as musical instruments of all kinds. The incorporators are Isaiah Allison, Frank C. Hasse and Charles B. Moore.

Visitors to Gulbransen Plant

Among the recent visitors to the Gulbransen Co. factory were E. J. Henderson, of the W. T. Brown Piano Co., Jacksonville, III., and Mr. and Mrs. W. H. Buhls, of Sheboygan, Wis., Mr. Holmes, who is sales manager of the Buchheiser Music Co. of that city, stated the demand for Gulbransen instruments is so good in Sheboygan that he motored to the Gulbransen factory, accompanied by a truck which picked up Gulbransen instruments that were on rush order.

Another dealer who visited the Gulbransen offices was G. J. Benedict, of E. L. Benedict & Sons, of Clarinda, Ia., who was accompanied by Mrs. Benedict. This firm also maintains stores at Shenandoah and Red Oak, Ia., and has been attaining favorable publicity in its territory recently through intelligent use of radio.

A visitor from the South was Mrs. J. T. Sullivan, who is employed by the El Paso Piano Co., El Paso, Tex. Mrs. Sullivan spent only a few days in Chicago, returning directly home. E. A. Pear on Trip

E. A. Pear, president of the Consolidated Talking Machine Co., Chicago, manufacturer of Swanston portable phonographs and Okeh record distributors, left on July 26 for a two weeks’ trip, during which he visited the Consolidated branch offices at Minneapolis and Detroit. He spent a week at each branch and returned to Chicago August 9.

Interesting Chat With George A. Pearson

The promotion of a prominent radio authority that leading receiver manufacturers would come in time to purchase principal parts entering into their product instead of building them themselves has caused a number of leading set makers to alter their views on the subject. The problem has been the subject of earnest thought and debate among radio manufacturers, and George A. Pearson, president of the Electrical Research Laboratories, Chicago, takes a diametrically opposite stand to that given above.

“It has been the history of dominant manufacturing enterprises,” said Mr. Pearson, “that the economies resulting from manufacture of essential parts within their own plants has been an outstanding factor in their success, and to this the radio industry will prove no exception.

“In the automobile industry a situation quite analogous to that now obtaining in radio existed not so many years ago. There were two camps of automobile builders, manufacturers and assemblers. The assemblers strove valiantly to justify their plan and method of operation, employing the selfsame arguments that are so eloquently marshaled in radio to-day, i.e., the supposed greater skill and experience of the parts specialist, and the savings arising out of his concentration upon a particular line. One manufacturer went even so far as to advertise a standardized car, manufactured entirely out of proved parts with an independent national reputation. A roll call of automobile manufacturers of to-day reveals with startling clarity which of the two camps held the fundamentally sound point of view. Ford, Dodge, Studebaker, Buick, Nash, Cadillac, Packard, Hudson, Humphrey, these and others that have survived the struggle for supremacy are without exception truly manufacturers and not assemblers.”

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Here is the radio your customers have been demanding. Here, in the Perlesz, are all the requisites of the perfect receiver—remarkable distance range—hair-line selectivity—tuning ease—stability—volume—true tone—fine appearance. In the Perlesz, promises to which you have been accustomed become facts through actual performance.

**A Complete Line**

Perlesz receivers are offered in seven, eight, and nine tube models, in a variety of cabinet styles, for table and semi and full console designs. The prices range from $275 to $1000. Production is established. We have an attractive proposition for distributors and dealers. Write us today.

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**One-Dial Control**

Only one dial is needed to operate the gang-mounted condensers in the Perlesz. These perfectly-matched, straight-line-frequency condensers space the stations evenly over the speedometer-type dial and cover the entire broadcast waveband. Both rotor and stator plates of the condensers are die-cast for permanent alignment and all Perlesz condensers are guaranteed accurate within one micromicrofarad all over the scale—only attained with die-cast, precision condensers.

**All-Metal Construction**

Mechanical perfection has been attained in the Perlesz receivers by the use of an all-metal chassis which is an original and exclusive Perlesz feature. This insures absolute rigidity and perfect stability of the working parts. It provides a firm, non-warping foundation for the various units and prevents dielectric losses, including stray magnetic fields. This insures extreme accuracy in tuning.
Eight New Radio Models Are Announced by the Stewart-Warner Speedometer Corp.

One Reproducer, Three Console and Four Table Model Radio Receiving Sets Complete the Matched Unit Radio Line Manufactured by This Nationally Known Organization

Eight new models, including one reproducer, three console and four table model receivers, have just been introduced to complete the comprising two stages of radio frequency amplification. All the latest improvements in radio design, such as new and improved sockets, cushion supports, a spring suspension socket for the detector tube, noiseless volume control, and elimination of jacks, have been included in the new Stewart-Warner models.

L. E. Parker, Stewart-Warner chief radio engineer and a vice-president of the Radio Manufacturers Association, personally conducted laboratory tests on each model, and the tests indicated that they have an exceptionally beautiful tone quality, selectivity, and are capable of securing distance reception.

Model 365 is a five-tube table set with two-dial control, small in size, and its bronze-finished metal panel and sides harmonize with the walnut top and base. The five-tube circuit is registered under the Navy patents. Model 365 lists for $65—west of the Rockies, $67.50.

Model 375, also a five-tube two-dial control receiver, is an ideal set for those desiring a console model that requires very little floor space. This model also embodies the five-tube circuit registered under the Navy patents and includes a built-in reproducer and ample storage space for all batteries and battery charger. The

Stewart-Warner Model 355
Matched-Unit radio line manufactured by the Stewart-Warner Speedometer Corp., Chicago. These models are to be placed in the hands of Stewart-Warner distributors and dealers early this Fall, and they will be shown at the principal radio shows throughout the country, including the Radio World’s Fair, Madison Square Garden, New York City, September 13, and the Chicago Radio Show which will take place at the Coliseum, October 10 to 17. The seven radio receivers and the reproducer comprising the additions to the Stewart-Warner line are known respectively as models 345, 350, 355, 360, 365, 370, 375 and 415.

Models 345, 350, 355, 360, 365, 370, 375 and 415 are equipped with one-dial control and six tubes, comprising three stages of non-oscillating radio frequency amplification. Models 365, 375 and 370 are equipped with a two-dial tuning control and five-tube.

Stewart-Warner Model 350
Cabinet work is of best quality walnut. Model 375, which stands forty-five and a half inches high, retails for $175.00—west of the Rockies, $182.50.

Another table type receiver somewhat larger in size than model 365 is included and is model 370. The top, base and sides of this five-tube, two-dial control set are finished in walnut to harmonize with the bronze-finished metal panel. It embodies the same type of circuit as is found in Models 365 and 375, and lists for $75.00—west of the Rockies, $77.50.

Model 345, a six-tube, one-dial control receiver, is the smallest of the additions to the Stewart-Warner Matched-Unit radio line. Its compact construction lends itself to any setting in the home and its cabinet is of solid walnut with the top and sides paneled to relieve the simplicity of design. A high-grade vernier arrangement assures ease of tuning and the “B” battery consumption on this model, as well as on the other models, compares very favorably with that on any five-tube set. Model 345 retails at $80.00—west of the Rockies, $82.50.

Model 350, a six-tube, one-dial receiver, is similar in mechanical construction to model 345, except that it embodies a built-in reproducer and uses the same actuating mechanism found in the new model 415 reproducer. The cabinet work of selected walnut, designed by a leading furniture authority, makes this receiver one which should be greatly desired by the housewife. The set will list at $110.00—west of the Rockies, $113.00.

In model 355, a six-tube, one-dial control set, is a verdigris bronze-finished panel, with government bronze ornamentation in high relief, lends a distinctive touch of beauty in addition to providing perfect electrical shielding. Stewart-Warner’s modified straight-line frequency variable condensers, used in this and all of the other new models, are carefully matched to the tuning inductances, thus assuring absolute accuracy for single-dial control. The cabinet design of this model is the creation of several leading furniture authorities and the finest of grain walnut is used. A built-in reproducer, ample storage space for all batteries and the battery charger are other features of model 355, which will retail for $150.00—west of Rockies, $157.50. The largest model in the Stewart-Warner line is model 360, a six-tube receiver with one-dial control. The cabinet is of William and Mary period design, together with the high quality walnut used in its construction, makes this model very attractive. A built-in reproducer, storage space for all batteries and the battery charger, a double-range voltmeter and ample drawer space are other attractive features in model 360. It will retail for $400.00—west of the Rockies, $412.50.

The new reproducer, known as model 415, seems destined to achieve immediate popularity. The actuating element, working on a unique principle developed in the Stewart-Warner laboratory, is capable of supplying tremendous volume with great range without distortion. In appearance the reproducer resembles the drum headlight of an automobile except that it is somewhat larger and shallower. This model lists for $300.00—west of the Rockies, $313.50.
The success which has attended Caswell portables is not without foundation. There are fundamentally sound and logical reasons for it.

Caswell was the first to introduce, foster and practice the "golden rule" policy of merchandising. Caswell distributors and dealers are protected from "fly-by-night" competition, for Caswell portables are sold only by distributors and dealers who do business on a legitimate basis.

Caswell was the first to build individuality and distinction into the manufacture of portables. When Caswell entered the field, it established a new standard of comparison.

Caswell was the first to introduce new mechanical refinements. The 1926 Caswell portables stand head and shoulders above the field from the viewpoint of tone and volume alone.

Caswell was the first to build real value into portable phonographs and trade has followed wherever Caswell Models have been shown.

Questioned selling worth—or, real sales value—which do you prefer?

There is no question as to the worth of the Caswell franchise. Caswell's success proves it. There is no better time than now to reap the advantages that are yours with Caswell. Write for the complete Caswell story.
Trade Interested in New Showers Radio Receiver

Six-Tube Receiver Being Marketed by Showers Bros. Has Some Distinctive Features That Are Finding Favor With the Trade

Favorable comment and considerable interest throughout the trade have been received by the Showers radio receiver, recently introduced to the music trade by Showers Bros., Co., the radio division of which is established in Chicago. The set, which is produced hereafter, is a six-tube receiver, with a power tube in the last audio stage, or a special detector tube, or both, optional with the purchaser. The tube sockets are of the full floating type, resting in rubber, a feature which is said to eliminate microphonics bowels. The set embodies an improved six-tube tuned frequency circuit consisting of two stages of radio frequency, one detector and three stages of audio frequency. The set is manufactured under license granted by the U. S. Navy Department.

Chassis is constructed entirely of heavy-gauge aluminum scratch brushed and lacquered. All forming and punching in the process of manufacture is done by accurate dies, resulting in a uniform product, and the all-metal construction affords both a strong rugged framework and considerable shielding from local interference. All stations are tuned in by one knob, which gives a very fine adjustment can be made to take care of variations in local conditions and for extremely distant reception. The vernier controls are on a four-and-one-half-to-one ratio and individual tuning of condensers is one of the features of the set. Number one condenser on the left may be used to regulate the aerial, and the other condensers, number two and number three, are tuned together. After installation in the set each condenser is tuned separately to provide increased efficiency and a maximum degree of reception.

The panel is of bronze, artistically etched, with the dial markings in gold on a black background. The knobs, also of bronze, carry out the general pleasing design of the panel. The Showers receiver has been designed to give faithful reproduction of all tones so that the lowest drum beats and the highest notes of the flute are reproduced just as they are broadcast.

The set is furnished in two different cabinet designs. Model 556 is a console finished in mahogany with the large Foley amplifying horn at the extreme top and equipped with a large battery compartment. Model 448, also a console, is finished in walnut with the amplifying horn to the left of the panel and a large battery compartment below it. The cabinets are designed to harmonize with the present trend of living-room furniture, and the amplifying horn is a development of many years of acoustical research by Professor A. L. Foley of the University of Indiana.

1926-27 Mohawk Radio Models Being Marketed

New Line of Six-Tube Sets Feature One-Dial Control— Receivers Shielded and Housed in Artistic Cabinets—A Wide Selection

The complete line of Mohawk 1926-1927 radio receivers is being introduced to the music trade at the present time by the Mohawk Corp., of Illinois, Chicago. The firm, which has produced one-dial control receivers for the past three years, embodies the same principle in its new line of six-tube sets. Each set is shielded, and is housed in artistic cabinets of new design.

The Seneca is a drawer type set which may be installed in any one of four console cabinet models. It measures 12 1/2 inches wide, 8 1/4 inches high, 10 11/16 inches deep, and the front panel is in rich walnut with a hand-rubbed piano finish. The Seneca retails for $57.50. The Cherokee is a table model finished in hand-rubbed walnut, listing for $65.00. The Winona is also a table type receiver with a "B" battery compartment, artistically finished in walnut and listing at $80.

In the console line the Pochahontas model, one which seems destined to evoke considerable interest in the trade, contains the one-dial six-tube shielded set, and is equipped with a built-in speaker and battery compartment. The Pochahontas stands 45% inches high, and its exterior is of Colonial design finished in two-tone, hand-rubbed burl walnut. The Pochahontas will list for $800. The Geneva is a console model with the built-in speaker in the dome, contains a battery compartment and is finished in burl walnut. The Pontiac, standing 46 inches high, and the Chippewa, standing 40 1/2 inches high, are also consoles with built-in speaker and battery compartment, finished in hand-rubbed walnut, and making a fine appearance.

The entire line has been designed to meet practically every radio need, from the small table set to the large and artistic Pochahontas model.

Radio a Safety Factor

Radio, which has proved an indispensable adjunct to maritime safety, is rapidly becoming an equally important factor in land transportation. After many experiments, the Chicago, Milwaukee & St. Paul Railway has perfected and is installing a system of radio communication over its 11,000 miles of track.
N.B. Next month's issue will illustrate and describe the new Toman tone arm—which many experts pronounce to be absolutely the best, for use with long amplifying horn—producing really wonderful results.

The Toman Reproducer
(Patent applied for)

Metal diaphragm. Practically indestructible. Warranted for two years.

Wonderful, deep, rich, mellow and powerful tone.

Surpassed by none.

Will sell itself on quality and volume of tone. We challenge comparison.

Changes an old style talking machine to the new type—deep, rich, mellow and powerful tone.

A marvelous invention.

Send for sample NOW!

On approval (5 days) to any responsible dealer.

Style V—to fit old style Victor.
Style O—to fit Orthophonic Victor.
Style C—to fit Columbia.
Style P—to fit Heineman, Vitanola and Blood tone arms.

Retail Prices

Nickel Plated $7.50
Gold Plated $10.00

Write for dealers' and jobbers' discounts
We claim that this is absolutely the best reproducer made, and will appreciate having YOUR OPINION, after trying it.

Retail Prices

Style 10 Nickel Plated Gold Plated $12 $15

Manufactured by
E. TOMAN & CO.
2621 West 21st Place
Chicago, Ill.

Sales Distributor
WONDERTONE PHONOGRAPH CO.
216 No. Michigan Ave., Chicago, Ill.
Cable Address—"Wondertone Chicago"
Cable Codes—Western Union—A.B.C. (5th Edition).
New 1926-27 Fansteel Line Is Being Introduced

Balkite Radio Products Now Represent Well-rounded Line—Chargers and Power Units Have Won National Popularity

The new 1926-27 line of the Fansteel Products Co., North Chicago, Ill., manufacturer of Balkite radio power units, is now being introduced to the radio and music trade. The line contains six products, all but one of which are new, and has been so designed as to provide for radio set owners a ready and convenient means of securing power for their receivers from the light socket. The trickle charger for “A” batteries, one of the outstanding developments last year, when over 200,000 of this particular product was sold, is again included in the line. The trickle charger, once connected to the batteries, is left on operating intermittently at a high rate; it operates continuously at a low rate, thus automatically keeping the battery at full power. The trickle charger eliminates a large amount of attention to the battery and converts it into a complete radio power unit, supplying “A” current from the light socket. It may be used as a trickle charger with any six-volt “A” battery and with four-volt batteries it may be used as an intermittent charger, or as a trickle charger if a resistance is added. It is noiseless in operation and in most instances can be used during reception. The trickle charger operates from 110-120-volt AC current, and is furnished in models for both 50 and 60 cycles, priced at $10.

The new Balkite charger with both trickle and high charging rates is designed for either four or six-volt “A” batteries. It has two charging rates, a low rate which, when used on continuous or intermittent charging, usually will be enough to keep a storage battery at full power, and a high rate for heavy duty use. Thus it can be used either as a trickle or an intermittent charger and combines the advantages of trickle and rapid charging. Its large capacity makes necessary the addition of water only five or six times a year when used as a trickle charger and the visible electrolyte level makes it easy to see when the charger requires filling. The new Balkite charger retails for $49.50. The new Balkite “B” replaces “B” batteries entirely and supplies plate current from the light socket. It is made in three models, the first being the Balkite “B”-7, recommended for sets having five tubes or less and requiring 67 to 90 volts, and is priced at $27.50. The Balkite “B-5” is recommended for sets from five to eight tubes, including power tubes, where 90 to 135 volts are required. This model lists at $42. The Balkite “B-3” has a very high output and will serve practically any standard set on the market, including the largest. It is especially designed for sets using the new UX112 and UX112 power tubes and meets the needs of very large sets where both audio and tone quality are required. Its low resistance circuit is said to give excellent regulation over the entire operating range and it has sufficient volume for hall or auditorium use. The Balkite “B-V” retails for $69.

The newest Balkite product is the combination radio power unit, which when connected to the “A” battery furnishes automatic power to both the “A” and “B” circuits. It is controlled by the filament switch on the set and is automatic in operation. Once connected to the battery and set and plugged into the light circuit it delivers full even current to both circuits whenever the set is turned on. This Balkite combination may be installed in a few minutes, and since it is automatic in operation it may be placed near the set or in a remote location. The new product will serve any set now using either a four or six-volt “A” battery and requiring not more than thirty milliamperes of “B” current at 135 volts. The Balkite combination power unit operates from 110-120 AC current, is furnished in models for both 50 and 60 cycles and is priced at $59.50.

In announcing the new Balkite line, Ronald Webster, secretary of the Fansteel Products Co., made the following announcement: “The make-up of our new line for the coming season is based on our experience of the last year. The Balkite trickle charger, because of its immense popularity, has been continued practically untouched. We have also revised the old popular Balkite battery charger to include the popular trickle charger feature. The new Balkite charger combines the best features of two of the most popular chargers on the market.”

All Balkite radio products have been designed as permanent pieces of equipment and are said to be noiseless in operation. They are all built in conformity with standards set by the Underwriters Laboratories and their sale will be backed by an extensive advertising campaign.

B-Eliminators will constitute a large volume of the year’s radio merchandise. They will arrive on dealers’ shelves in all manner of adjustment, no matter how caring, for the best checking. It will be necessary to adjust and fit them to the particular requirements of the set with which they are to be used if dealer service grief is to be avoided.

Send for Descriptive Circular No. 1030.

NEW

The Jewell new B-Eliminator tester is now available for testing and adjusting outputs of B-Eliminators. It can also be used to indicate total current draw of any set.

Jewell Electrical Instrument Co.
1650 Walnut Street
Chicago
26 Years Making Good Instruments

Perlesz Radio Mfg. Corp.
Introducing a Radio Line

Seven, Eight and Nine Tube Receivers Now Being Marketed by Chicago Manufacturing Organization

CHICAGO, ILL., August 6—A complete line of seven, eight and nine-tube radio receivers is being introduced to the radio and music trade by the Perlesz Radio Mfg. Corp., of this city. The outstanding features of the Perlesz sets are one-dial control of ganged condensers, and an all-metal construction which furnishes a mechanical efficiency assuring extreme selectivity and tone quality. The Perlesz receivers are supplied in a variety of cabinet designs including table models, semi-consoles and full consoles with a price range of $275 to $1,800. The line has been designed to furnish a complete range in models and in price, as either of the seven, eight or nine-tube sizes may be procured in table models, semi-consoles or full consoles, all furnished in walnut. The set contains a “B” battery compartment and the console is equipped with a built-in loud speaker and a compartment in which all batteries, the charger, eliminator and other accessories may be stored. The panels in each set are of glass, so that the internal mechanism may be clearly seen by the operator.

The Perlesz Radio Mfg. Corp. is headed by C. A. Norton, president; H. Perlesz, vice-president; A. C. Lippert, vice-president; E. E. Jewell, secretary-treasurer, and A. M. Landaker, sales manager. The above-mentioned officers are the same as in the Norlipp Co., with the exception of Mr. Perlesz, and through this firm are marketed such automobile accessories as Keystone radiator caps, expansion levers and onyx handles. In the automotive field the Norlipp Co. has a national distribution through recognized automotive jobbers, but Perlesz radio receivers will not be confined to distribution through automotive jobbers alone, for it is the intention of the executives to distribute through music trade, electrical supply and strictly radio jobbers. Several sales representatives, Stoner & Heath, Inc., New York; The Ekko Co., Chicago, Ill.; Scott Sales Co., Los Angeles, Calif.; and H. L. Mabsby Co., Atlanta, Ga., will aid in the distribution of the firm’s products, and four Perlesz factory men are now traveling the country calling on both the jobber and dealer trade.
Argus Radio Corp. Places Its New Line on Market

Two New Models of Power Set Included in 1926-27 Line—Company Now Located in Its New Factory—Department Heads Named

After a long period of careful research and development in its laboratories, the Argus Radio Corp., New York City, has placed on the market its new line for the coming season. The new Argus Receiver marked success with which the company met during last year with the Argus Power set, which is plugged directly into the socket of the house wiring circuit, proves the electrical set to be popular. Two new models have been produced: a table model, which has seven tubes, for A-C current employing the use of power tube 17I, and an upright console using the same chassis and embodying an individual Argus feature—a re-entering tone chamber forty-six inches in length. This feature will be known as the Nu-phonic unit. Both models have been handsomely cabinetted and have been made as pleasing to the eye as they are in efficiency of performance. This panel contains a visible meter with a red line indicating the proper amount of voltage for maximum efficiency. In addition to the two new models there has been retained from last year the No. 160 table model.

The Argus Radio Corp., in announcing its new line, calls particular attention to the tone quality of the set and has adopted as a slogan "Phonetically perfect." Dr. Marcel Wallace, inventor, in charge of the laboratories of the Argus Radio Corp., states as follows:

"The new set not only introduces the bass effect in radio but accomplishes the entire chromatic scale with entire fidelity. The audio amplification to be found in this set has balanced stages of matched impedance. The effect is no overloading in tube capacity under tremendous volume. The technical effect is that the matched impedance brings out a forty-cycle tone, or, in the words of the layman, eliminates distortion." New jobbers are being appointed in various centers throughout the country.

During the past few months the business organization of the company has been rebuilt, departmentalizing the entire organization. There are now four departments: the administration department in charge of Miss A. Weyl; sales department under Ira Greene; advertising department under A. H. Maysers, and manufacturing, department and experimental laboratories under Dr. Marcel Wallace.

The Argus Radio Corp. has also just taken possession of its new daylight factory at 257 West Seventeenth street, where 30,000 square feet of manufacturing space is available. The new quarters will provide a big showroom for display purposes and also house the executive offices of the company.

Iron Horse Cover in Demand

The popularity of the "Iron Horse" moving cover for talking machines and radios, made by the A. L. Reach Textile Co., New York City, has spread outside the country. This company recently received a substantial order for covers for the new type of Victrolas to be shipped to Honolulu. As the Fall approaches orders are steadily increasing and it is predicted that if this growth continues the manufacturing facilities of the plant will be taxed to capacity before long.

Burt Bros., Cabinet Mfrs., Open a New York Office

Well-known Manufacturers of Fine Furniture Open Special Radio Cabinet Division—F. H. Amann in Charge of Newly Opened Offices

Burt Bros., Philadelphia, Pa., manufacturers of radio cabinets, have opened a New York sales office at 24 East Twenty-first street, in charge of F. H. Amann.

Burt Bros. are an old-established furniture house and for many years have enjoyed a wide reputation for quality in the furniture field. The company operates a large furniture factory in Philadelphia and upon the advent of radio applied their many years' experience in the furniture business to the building of radio cabinets. The demand for Burt cabinets has grown to such an extent that the radio cabinet business has been made a separate division of the company. Burt Bros. have had New York headquarters at the Furniture Exchange.

The radio cabinet business has shown such growth, however, that it was decided to separate the radio cabinet department from the general line and place it under the direction of Mr. Amann, who is an experienced talking machine and radio man.

A direct to the dealer sales policy has been established and metropolitan dealers are particularly fortunate in receiving shipments direct from the factory in Philadelphia. Each night a large van leaves the Philadelphia factory and makes deliveries in New York territory the following day.

The new Burt Bros. line for the coming season is about ready and will consist of eleven models covering a wide variety of styles, finishes and prices. All are new this year with the exception of the popular American series of models. A request will bring you more complete details regarding this new Oro-Tone product.

No. C-1 Oro-Tone All-Brass Tone Arm

All brass, air-tight construction, full ball-bearing base which insures floating swing or arc of arm; collar of base extends directly into throat of tone chamber, thereby eliminating leakage. These are the features of the New Oro-Tone All-Brass Tone Arm.

This new product is the ultimate in fine tone arm construction, embodying all of the well-known Oro-Tone quality construction features. When used with the Oro-Phone Reproducer, phonograph manufacturers are assured a combination possessing an unusual degree of volume and a clarity and perfection of tone that cannot be over-emphasized.

A request will bring you more complete details regarding this new Oro-Tone product.

The Oro-Tone Co.

1010 George Street

CHICAGO, U. S. A.
Visits of Recording Artists to St. Louis Stimulate Retail Trade in Territory

Theatrical Engagements of Boy Scouts Band and Vicent Lopez Orchestra Afford Dealers Opportunity of Record Tie-up—J. D. Horst With Home Phonograph Co.—Columbia Sales Good

St. Louis, Mo., August 7—Brisk sales of records have featured trade during the Summer. Activity has been stimulated by price reductions and by the visits of artists and orchestras, which have given the dealers opportunities for making special displays. Among the distributors it is remarked that in Southern States, such as Arkansas and Tennessee, there has been an unexpected volume of machine sales. The explanation suggested is that with improved roads entering dealers have been enabled to canvass districts which heretofore, because of their inaccessibility, have not known the visits of talking machine men. Expectations are large for Autumn business in both talking machines and radio.

Dealers Tied Up With Artists

Brunswick records were benefited early this month by the engagement of the Springfield, Mo., Boy Scout Band of 110 pieces at Loew's State Theatre, the last week in July. There were serenades and a parade, in addition to the theatre engagements. The dealers tied up with window displays featuring the band photographs.

J. D. Horst With Home Phono. Co.

John D. Horst has returned from a journey to his birthplace at Paramaribo, Dutch Guiana, South America, and has taken a position with the Home Phonograph Co. on South Broadway. He was formerly for eighteen years with the Kieselhorst Piano Co.

Artist Stimulates Record Sales

A week's engagement of Vincent Lopez and His Orchestra at Loew's State Theatre stimulated Brunswick and Amphoto sales. There was luncheon and dance in his honor at the Statler and an automobile parade. He was received at Mayor Miller's office and presented with the key to the city. Dealers made special displays.

L. C. Schoofer With Thos. A. Edison, Inc.

L. C. Shooler, with the Silverstone Music Co. for the past three years and manager of the Edison wholesale department since March 1, resigned, effective August 1, to take a position with the Edison Factory at Orange, N. J. His successor has not been announced. A. Goldberg, former secretary and manager of the Silverstone Music Co., has severed his connection with the company, on account of ill health, and is recuperating at Goldfo, Mich.

The new building of the Silverstone Music Co., adjoining its Olive street location, is finished and was occupied with a formal opening on August 1. The firm is now engaged in the furniture business in connection with the Edison phonographs, for which it is retailer and distributor.

Aids Talking Machines

The Columbia Music Co., which opened a branch store at 821 Washington avenue a few months ago, has added talking machines to its small merchandise. The company had a formal opening on July 22, when there were many visitors to the store.

Columbia Activities

With the growing popularity of Columbia's New Process records, Columbia dealers are finding their record sales increasing day after day. They are fostering this increased demand by tying up with the Columbia's advertising policy on the co-operative plan, and the advertisement which was run in the middle of July on Columbia's national schedule met with a tie-up campaign on this co-operative advertising plan of over thirty dealers in the St. Louis and Kansas City territories.

The Famous & Barr Co. of St. Louis, Missouri (the largest department store in St. Louis), has added Columbia merchandise to its phonograph department.

Mr. Blanton, of the Blanton-Walker Music Shop, of Eldorado, Ark., was a caller at the St. Louis Branch on July 30. Blanton's store has the reputation of selling more Columbia records in the State of Arkansas than any other establishment in the State. Mr. Jirick, of the Jirick Piano Parlor, of Othev, Ill., was also an inter- viewee. Mr. Jirick is the owner of the St. Louis branch. Leroy Hughbanks, of Anthony, Kansas, was a visitor to the Kansas City sub-branch, where he inspected the new Viva-Tonal phonographs.

The August 10 special release of the Columbia New Process records, headed by Art Gillham, the Whispering Pioneer, latest number, is one of the best and strongest lists released.

Akron-Canton Music Trade Prepares for Brick Fall Business in All Lines

Trade Shows Material Improvement Since Middle of July—Music Houses to Exhibit at Annual Fair—Custer Music Co. Increases Size of Talking Machine Dept.—Other News

Akron-Canton, O., August 7—Dealers in talking machines and records in the greater Akron-Canton area are optimistic. Much apathy in talking machine circles existed the early part of the Summer, but with the holiday season past, there has been a better buying tendency, particularly since the middle of July. Radio is slow just now, but jobbers and retailers are preparing for a Big Fall season.

Earle Poling, of the Windsor-Poling Co., Akron, O., will again sponsor an artists' concert course this Winter. For several years Mr. Poling has promoted a popular musical course in Akron, O., featuring the world's most famous artists.

John Garver, advertising manager of the Garver Iroo. Co., widely known Strasburg county store, says talking machine sales show a gain this year compared to the first six months of 1925.

Several music houses of Akron, O., have contracted for space in the annual Summit County fair to open here the middle of September. The exposition hall has been enlarged. Several of the larger stores plan to demonstrate new models of the leading make talking machines.

Oscar, the Piano Man, Brunswick dealer of Massillon, has been successful in placing a Panatrope in the new patio, an eating and dance place designed after some of the Florida showplaces.

The usual number of music houses in Canton and Massillon will have exhibit space in the county fair to be held the first week in September.

At Waltemath, well-known talking machine man, with the Alford-Fryar Piano Co., Canton, is in Carrollton for several weeks, conducting a special sales drive for his concern.

With acquisition of the department store of the Klein, Hefflman, Zollars Co., by the Ross Stores, Inc., of New York, recently, many of the department executives have been replaced by other buyers. George Strickmacher has been named manager and buyer of the talking machine department.

J. W. Stewart, music merchant of Toronto, has moved to his new store in the Washington Theatre Building.

The talking machine department of the W. S. Custer Music Co., located for several years on Cleveland avenue, N. W., is almost double in size, with removal to the new location of the company in the new Parks Building, High and Tuscarawas streets.

C. J. Tolan was elected chairman of a committee to conduct a membership drive for the Akron and Summit County Radio Dealers Association, recently organized auxiliary of the Akron Merchants Association.

The Earl Murdock Music Store was formally opened in its new location in the Princess Army Building, Ironon.

Joseph Berg Goes Abroad

Joseph Berg, head of the Berg Auto Trunk & Specialty Co., Long Island City, N. Y., and a well-known inventor who in recent years has concentrated his interest in talking machine products, including acoustical chambers, sailed for Europe recently. He will visit the large manufacturing centers.

Every Buyer a Booster!

Satisfied users all over the country are telling their friends about the Super-Ball Antenna—now more effective than ever with the new condenser that gives 40 per cent to 60 per cent more volume.

The Super-Ball Antenna is in demand, it's selling fast. Approved under the National Electric Code, it is easy to install, cannot corrode, lasts a lifetime.

It is non-directional, receives all wave lengths, clarifies tone, increases selectivity, improves summer reception. Every buyer is a booster—write for terms and territory.

National and International Distributors

YAHRLANGE, Inc.
215 Water Street, Milwaukee, Wis.
Summer "Dog Days" Turn Thoughts of Minneapolis Trade to Vacation Delights

Business Continues Fair, but the Retail Trade Is Marking Time in Anticipation of a Busy Fall
—Panatrope Demand Is Good—Wide Interest in Other New Models

MINNEAPOLIS and ST. PAUL, MINN., August 4.—Business in the Twin Cities is good enough so that more than half the dealers are vacationing, going or coming. There is some talk of Fall prospects, but more of the size of the fish caught than the size of the orders coming in. There are one or two changes in the personnel of Northwest headquarters.

W. L. Sprague, who for the past two years has been handling the Adler-Royal line with W. A. Warren, returned August first to Columbia headquarters. A. J. Heath, Chicago manager, was in Minneapolis the week of July 26. Mr. Sprague will represent the Columbia line out of Chicago.

Mrs. Helen D. Beggs, branch manager here, states that July maintained a very good average, stepping ahead of June. Orders for the new Vivaltonal Columbia have already started to come in. Mrs. Elizabeth Turk, of Glen Ullen, N. D., was a recent visitor.

All's well at Brunswick. The Panatrope continues to be one of the most interesting and fastest moving lines of merchandise on the business horizon. An unusual sale was consummated by Foster & Waldo, which sends a Panatrope to Siam. Heavy advance orders have been booked on the new mechanical super-phonographs. Altogether July has been a highly gratifying month.

A. J. Kendrick, general sales manager of the Brunswick Co., and Mrs. Kendrick stopped off for a view of the Twin Cities on a trip to the Pacific Coast via Banff and Lake Louise. It is especially pleasing to Northwest folks that Eddie Dunstadder has just completed making some organ records in Chicago for Brunswick. This talented young musician is undoubtedly the best known and most popular organist in the Northwest. In addition to playing at one of the largest theaters here he is on the air nightly from WCCO.

The Hanley Piano Co. has added several men to its sales force and is enjoying a good volume of sales. W. E. Lohman is visiting his old home in North Dakota.

E. A. Fearn, president of the Consolidated Talking Machine Co., Chicago, Detroit and Minneapolis, has been visiting the local branch. Radio men are preparing for a busy Fall season. Powell Crosley was a visitor to the Twin Cities recently and the press gave a great deal of space to him personally and to radio in general.

"We are doing a wonderful Panatrope business," says R. O. Foster. He adds that the prospects are the "best ever" for the firm of Foster & Waldo. The company will put in a small goods department to occupy the front of the store and it will be installed early in August.

George A. Mairs, of W. J. Dyer & Bro., of St. Paul, has returned from an extended trip to Philadelphia, New York, Boston and his old home in Schenectady. He was accompanied by his son James.

The Foster & Waldo Co. has inaugurated something rather unusual in engaging as technical director G. C. McCoy, of New York, who instructs its large group of salesmen in the technicalities of the new machines—Panatrope, Orthophonile, Electrola, etc.

New Priess Straight "9"
Now Being Demonstrated

Distributors Throughout the Country Bringing These Models to the Attention of Dealers in Most Important Trade Centers

The new Priess Straight "9", manufactured by the Priess Radio Corp., 603 Broadway, New York City, is now being demonstrated by Priess

Pries Straight "9" Chassis

distributors in all sections of the country. The new Straight "9" is of high selectivity and was created primarily for metropolitan areas where the great number of broadcasting stations causes interference with reception.

The new Priess Straight "9" is in two models as is the former Priess Straight "8", a table model with exterior loop and a console model with enclosed loop. The Priess Straight "9", a console model, is particularly inviting to the eye and is of dark finished walnut with selected grain panels. It has a built-in cone type speaker with a reflector chamber giving additional qualities to the amplification. There is space for either "A" battery and charger and "B" batteries or "A" or "B" eliminators, wired for these adjuncts with control switches below the open grille in the cabinet exterior.

The "A" and "B" compartments are magnetically shielded from the set which again

Are you handling MASTERCRAFT Phonographs and Radio Cabinets?

Unequalled opportunities offered to one Dealer in every locality.

If your Jobber cannot supply Mastercraft Product, write us direct.

The Wolf Manufacturing Industries
New York Office: 47 West 42nd Street

QUINCY, ILL.
Canadian De Forest and Crosley Jobbers Hold Annual Convention in Toronto

Models for the 1926-27 Season Demonstrated by Major J. E. Hahn—Powel Crosley, Jr., Addresses Distributors—Annual Radio Show to Be Held Late in October—Other News

TOKYO, ONT., August 7—The first annual convention of De Forest and Crosley distributors held in Toronto recently was an outstanding success. The convention was opened by a hearty welcome from Major J. E. Hahn, president of the company. In reviewing the general trend in the radio industry Mr. Hahn laid emphasis on the necessity of all links in the chain of distribution taking their proper share of responsibility in the common problems. The stabilization of the industry would result in an organization similar in service facilities to that existing in the distribution of motor cars and the first organization to follow the example of the motor car industry would profit thereby.

Following his address Mr. Hahn displayed the line of De Forest and Crosley products for the coming season. After luncheon an exhibit of Westinghouse tubes was discussed by Mr. Kelletbourne, engineer of the Canadian Westinghouse Co. The De Forest company will continue to be co-distributor with the Westinghouse company of the Westinghouse tubes.

On Tuesday the morning session was given to a discussion by Mr. Hahn on the policy and aims of the company.

Powel Crosley, Jr., president of the Crosley Radio Corp., of Cincinnati, appeared in time for lunch, and afterwards entertained the gathering with a very interesting address.

D. H. Poollitt, sales and advertising manager of the company, then discussed the merchandising and advertising plans for the coming season. The sales policy proved to be of the same type as that used so effectively last season. Additional assistance for the dealers and closer coordination of effort between the factory and the dealer were planned. Among those attending were: R. M. McMillan, Marshall-Wells B.C. Co., Vancouver; S. E. Sherwood, Marshall-Wells Alta Co., Edmonton; W. P. McBride, Marshall-Wells Co., Winnipeg; J. Stewart Neil, J. S. Nell & Sons, Ltd., Fredericton, N. B.; and Chief and His Band (Columbia recorders) will be one of the chief attractions at the Ottawa Centenary and Central Exhibition to be held in that city from August 16 to 26.

Judgment has been given in favor of the Canadian General Electric Co., Ltd., in a suit against the Dominion Thermodyne Radio, Ltd., for infringement of three patents by the Thermodyne radio receiving set. The patents of the Canadian General Electric Co. which were held to be valid and to have been infringed were: No. 209,514, dated March, 1921, for improvements in selective tuning systems; and No. 244,847, dated November, 1924, for improvements in systems amplifying variable currents.

In his judgment Justice MacLean, president of the Exchequer Court of Canada, perpetually restrained the Dominion Thermodyne Radio, Ltd., from infringing these patents and from making, using and vending the inventions as described in the specifications attached to these patents.

The Toronto Radio Show, dated for the last week of October, will this year be held in the Royal Coliseum of the Canadian National Exhibition. The show, which attracted visitors from every section of Canada last year, is planned to be more extensive and of wider interest to its public than ever, as well as to the trade. A proposal for a convention of radio dealers to be held in Toronto that week will tend to make the show an even bigger success.

The Otto Higel Co., Ltd., Toronto, has acquired the rights to produce in Canada neutron-dyne radio receivers, under the Higel patents. An extensive advertising campaign in Canada will be launched shortly, featuring the Higel Super-Neutrodyne.

R. S. Williams & Sons Co., Ltd., Toronto, have been granted the exclusive distributorship for the Dominion of Canada, excluding British Columbia, by the Magnavox Co., Oakland, Calif., for its complete line of sets, speakers and tubes. The R. S. Williams & Sons Co., Ltd., have a record of seventy-seven years as manufacturers, distributors and retailers of phonographs, pianos, musical merchandise. While Magnavox receiving sets and tubes have heretofore sold at scattered points throughout Canada this will be the first time that the company has made an intensive drive to secure a sizable share of the Canadian market.

Cutten & Foster, Ltd., Toronto, have been appointed distributors for Philco Socket Power radio appliances, manufactured by the Philadelphia Storage Battery Co.

W. L. Moncur, manager of Cutten & Foster, Ltd., Toronto, has returned from Buffalo, where he attended the King Radio Sales Convention. At Toronto, Am. Radio Accessories, Ltd., Toronto, have been appointed distributors for the Province of Ontario for Freed-Eisemann radio sets. QRS Music Co., of Canada, Ltd., Toronto, is distributing in Ontario and Eastern Canada the latest product of the Spartan Electric Corp., the Spartan disc reproducer.

In a recent letter to their jobbers Burndet, of Canada, Ltd., Toronto, Canadian distributors of Ampion loud speakers and other radio specialties, announced reduced list prices for the Ampion loud speakers.

M. Van Alter, of the Carter Radio Co., Toronto, has returned from a visit to the Carter radio headquarters in Chicago. Brunswick dealers throughout this territory are meeting with a decided demand for Brunswick records of the St. Mary of the Lake Seminary Choristers, the official choir of the recent Eucharistic Congress at Chicago.

Montreal Trade Looking Forward to a Busy Fall

MONTREAL, CAN., August 9—Radio equipment and accessories have commenced to move again, though the real Fall trading has, of course, not yet begun. The falling off in radio demand during the Summer months is not noticeable every year, and this year business is quite good for the season. There are indications of another brisk fall business.

The third annual Montreal Radio Show will take place at the Windsor Hotel from October 4 to October 9, inclusive. Arrangements have already been made for the use of the Rose Room, Prince of Wales ballroom, the conference and other public rooms on the ground floor of the hotel, and indications are that the exhibition of radio appliances will rank with previous efforts held under the auspices of the Montreal and District Radio Club.

The new Columbia Viva-tonal models were shown in Montreal recently to a number of Columbia dealers and the demonstration conclusively all the good things heard previous to the arrival of these models.

Josef Rosenblat, Brunswick artist, recently appeared in person at the Capitol Theatre, Montreal, in conjunction with the screen picture of Miss Nobody, in which he gave a program of French, English and Yiddish numbers.

The firm name of Radio Distributors, Ltd., Montreal, local representatives of De Forest and Crosley, radio manufacturers, has been changed to T. C. Haves, Ltd., J. Sykes, Brunswick dealer at Verdun, Que., recently demonstrated the Brunswick Panatrope before the 500 Club of that city.

The phonograph of C. W. Lindsay, under the management of J. B. O'Brien, handling Brunswick and Sonora phonographs, more than doubled its business the past month over the corresponding month of 1925.

Winnipeg Trade News

WINNIPEG, MAN., August 7—Judgment has been given to the Canadian Westinghouse Co., Ltd., Hamilton, Ont., in its suit against W. W. Grant, Ltd., of Calgary, Alta., for alleged infringement of the Armstrong Patent No. 216,331. This patent applies to an invention of a hook-up used by the plaintiff company in its radio sets. Mr. Justice Maclean, President of the Exchequer Court, is permanently restraining the defendant from using this invention, declared that the Canadian Westinghouse Company was entitled to payment for damages or an accounting of profits, as it may elect.

A. S. Edgar, manager general merchandising department, Canadian General Electric Co., Ltd., Toronto, made a six week's tour of Western Canada, visiting the branch offices of his company in Winnipeg, Calgary, Edmonton and Vancouver, in connection with promotion of Radiolas. Upon his return East Mr. Edgar remarked that there appeared to be a more optimistic outlook throughout the West, sales generally showing increases over last year.
SPECIFICATIONS
Range—203 to 555 meters.
Accommodates power tube in second audio stage.
New 200-A detector can be used.
Straight-line, wave length condenser with exaggerated spacing on shortest wave lengths.
Great sensitivity and distance on loop alone.
Selectivity of three-tuned circuits. Shock-mounted last radio tube and detector tube.
Shell shielded.
No-play vernier drive on main tuning.
Top mounted collapsible loop.
Handsome figured mahogany cabinet.
All primary parts of set designed and built at Priess plant.

LIST PRICE
$195.00

CONSOLE MODEL
A two-tone, figured walnut console cabinet, splendidly proportioned; loop inclosed, front operated; switching mechanism and plug system for A.C. equipment; built-in cone speaker; ample space for batteries; full enclosure of all mechanism when not being operated, giving very charming appearance to cabinet. Complete magnetic shield between A.C. accessories compartment and set. No interaction between loop and set.
List price, without accessories.
$335.00

Right through the locals for distance . . .
You can satisfy the most exacting customer

With the new Priess Straight "9" you can pierce through the barrage of locals and bring in distant stations at will—convincingly demonstrating to a prospect the ultra selectivity of this new Priess engineering masterpiece.

Its tonal quality will satisfy the most sensitive ear and musical critic, with a volume easily controlled, ranging from a whisper to auditorium volume. The single dial control with direct reading wave length, illuminated dial simplifies tuning and does away with the necessity of a log.

Being loop operated, makes home demonstration extremely simple and makes any room in the house orchestra seats to programs of the air.

Acceding to popular demand, we shall continue to make the Priess Straight "9" for the coming season with an improved circuit—the ideal receiver for rural and uncongested localities. The same list price of $175 will be continued on this model.

PRIESS RADIO CORPORATION
695 BROADWAY NEW YORK, N.Y.
Five Models Included in New Kolster Radio Line

Eight and Six-tube Sets Featured in New Line Just Announced by Federal-Brands, Inc.—Plan Exhibit of Line

Five different models, with list prices of $85 to $375, are included in the 1927 line of Kolster radio manufactured by Federal-Brands, Inc., the organization which was formed as a result of the consolidation of the Federal Telegraph Co. of California and the Brands Products Corp. of New York. Three of the models are eight-tube sets, two being of the console type in ornamental cabinets, and one a table model. The other two models employ six tubes, one a console and the other a table set. Two of the eight-tube models are equipped for use with either a loop aerial or an outside antenna, while the others are designed for indoor or outside aerials. All of the console models have specially constructed Brandes cone speakers built-in, and the table models use external cone speakers, designed by the Brands acoustical experts to match them. A console power speaker has also been added to the line. The Adam Brown Satin finish mahogany used in constructing the cabinets adds a pleasing touch to the appearance of the room in which a Kolster radio is placed.

Dr. Frederick A. Kolster, chief research engineer of Federal-Brands, Inc., who designed the Kolster receiving set, has been prominent in radio for twenty-five years. He was formerly chief of the radio division of the United States Bureau of Standards and represented the United States Government as technical adviser to the American Delegation at the International Radio Convention in London in 1912. He invented the radio compass that bears his name, as well as the Kolster decimeter, which measures radio wave lengths. Dr. Kolster has designed the 1927 models so as to include the most recent refinements in the art of broadcast receiving, and as a result the Kolster line is claimed to be one of the leaders in the field. The entire patented Kolster split circuit is said to be carefully planned to bring in the broadcasting of music or the human voice without adding to or subtracting from its original quality. Howls and squeals are said to have been eliminated, the tuning is highly selective to cut out interference, and both the high and low notes are reproduced without distortion, due to the new and specially designed audio transformers and the power tube.

The plan being followed by Kolster radio dealers, to let the prospective customer satisfy himself on the advantages of the set, is somewhat different from the policy generally pursued in radio merchandising. The nearest authorized Kolster radio dealer installs a set in the customer’s home on a trial tree, and the set sells itself or the dealer agrees to have it returned to him. This policy was adopted on the theory that actual performance in the home is more convincing than a flood of promises made by dealers while the set is being demonstrated under favorable conditions. This procedure has been welcomed by the public, according to Kolster dealers.

One of the unique features of the Kolster line is the absence of any dials for tuning. A single knob turns the station selector, which is marked in wave-lengths instead of dial numbers. This is said to eliminate guesswork in the selection of stations.

An appealing feature for the fan who likes to “fish” for distance is the selectivity and sensitivity adjustment on the panel. Another unique characteristic of the split circuit is that all of the Kolster models are uniformly sensitive at both high and low wave-lengths without any crowding of stations at the lower readings.

The entire Kolster assembly job is claimed to be consciously sturdy and orderly without any slack wires to cause trouble. It is said that a man may stand on the aluminum box in which the control units are mounted without injuring it. All mountings except the tube sockets are riveted. All sockets are intended for six-volt tubes, and provision has been made for a power tube in the last stage which allows an increased volume of reproduction without distortion, if desired. Each tube is so well cushioned, Kolster officials say, that he can be bumped from side to side without ringing.

The new Kolster line is being prepared for exhibition over the country in radio shows this fall. A large exhibit will be on display at the Radio World’s Fair in New York, in September, and prominent spaces will be occupied in the Chicago and Pacific Coast Shows. Officials of Federal-Brands, Inc., are looking forward to a very successful season on the new line.

### Magneto & Machine Co. Host to Atwater Kent Dealers

**Baltimore Distributing Firm Holds Annual Dealers’ Meeting—Addresses Made by Company Officials and Atwater Kent Executives**

*Baltimore, Md., August 6.—The Magneto & Machine Co., of this city, Atwater Kent distributors covering the State of Maryland and parts of Virginia and West Virginia, held its third annual dealers’ meeting at the Belvedere Hotel, on Friday, July 30. Fully two hundred dealers listened to an interesting program throughout the day and attended a banquet at night.

After a welcoming address by S. Gordon Parks, president of the company, R. B. Green, sales manager, took charge of the business session. Addresses were made by L. A. Charbonier, manager of the service department of the Atwater Kent Mfg. Co., who introduced the new line; A. S. Dagnay, assistant sales manager of the Pooley Co., who spoke on the Pooley cabinet line; E. M. Frehling, of the Bankers Commercial Security Corp., upon the subject of finance; H. A. Harvey, sales manager of the A. U. Light & Heat Corp., and G. B. Klepsman, of the Dry Storage Battery Mfg. Co., who spoke of their policies and products. Percy A. Ware, of the sales division of the Atwater Kent Co., closed the meeting with an address on selling.

The banquet program was given over largely to entertainment, which included a talk by W. V. Collamore, Atwater Kent sales manager. Among other Atwater Kent representatives present were C. W. Greiser and E. E. Meaney. The Magneto & Machine Co. has added an adjoining building to its quarters, giving a separate radio display room and service department in addition to sales offices devoted to Atwater Kent radio exclusively.
PERRYMAN P RADIO TUBES

“Distance without Distortion”

The Perryman Line consists of FOURTEEN tubes including latest types of amplifier-detectors, power amplifiers, super-power amplifiers and rectifiers.

Making a Regular Job of It!

Perryman Dealers have a fine tube for every purpose and for every customer. The line is complete. And what is more important every Perryman Tube is correctly and carefully turned out to conform with the rigid Perryman specifications.

Complaints on Perryman tubes are almost negligible. Perryman dealers get good tubes, good co-operation and profit that is permanent. Last season’s Perryman dealers are this season’s Perryman dealers—with more being added to the list each day.

All Perryman Dealers know that the Perryman Electric Company is making a regular job of things—for the profit of all concerned.

Perryman Jobbers are selected distributors, backed by strong advertising and selling support. Perryman dealers receive a nine-piece window and counter display assortment that sells tubes right in their stores while they are busy selling something else. All Perryman dealers get a clear glass demonstrating tube showing the patented Perryman Bridge.

All Perryman advertising appears where it will do you the most good. Ask your jobber.

Above is a typical Perryman Dealer’s window. Perryman dealers get a 9-piece window display together with a counter display and counter folders. At left are examples of Perryman newspaper mats supplied to jobbers and dealers for newspaper advertising.

At right is the clear glass demonstrating tube showing the patented Perryman Bridge which holds the elements in place at the distance of greatest efficiency. Notice the double shimmet which distributes the electron emission over the full area of the plate, giving greater capacity without overloading. Ordinary jars or jars do not affect Perryman Tubes. You get natural tone for the life of the tube and the life of the tube is exceptionally long.

PERRYMAN P ELECTRIC CO., INC.
LABORATORIES AND PLANT
NORTH BERGEN, N. J.

SALES AND EXECUTIVE OFFICES
33 W. 60th ST., N. Y. C.
Western Music Trades' Association Convenes

Third Annual Gathering of Pacific Coast Association Held in Seattle—Phonograph and Radio Trade Problems Are Discussed

Seattle, Wash., August 2—The third annual convention of the Western Music Trades Association was held on Tuesday, Wednesday and Thursday of last week at the Olympic Hotel of this city. The meeting proved most successful and served to emphasize the growing strength of this Western trade body.

Quite in contrast to the program of the convention of the national association held in New York recently both the photograph and the radio received the proper share of attention at the local meetings, one of the speakers being A. J. Kendrick, vice-president of the Brunswick-Balke-Collender Co., Chicago, who talked on the future of the combination radio and talking machine, which, he declared, was sure and certain. T. D. Daken, of the Daken Advertising Co., this city, gave a talk on radio advertising and made a strong plea for higher class programs from the radio stations. H. T. Stockholm, representing the Atwater Kent Mfg. Co., Philadelphia, spoke on the problems of the radio manufacturer and explained how the reputable manufacturer had succeeded in stabilizing the trade. He advocated that the dealers handle fewer lines of radio sets in order that they might concentrate more effectively on the selling end.

E. R. Mitchell, of the Liberty Music Shop, Seattle, spoke of the proper attitude of the radio manufacturer towards his dealer, and he was followed by W. C. Rice, of the Rice-Watters Co., Seattle, to discuss the possibility of the music dealer making money in the radio accessory department. Another speaker at the meeting was Otto L. May, Pacific Coast representative of the Victor Talking Machine Co., who spoke on the future of the talking machine and explained how stocks had been cleaned up to make room for the new products.

During the course of the convention the Brunswick, Columbia and Victor companies also provided entertainment. Another speaker at the meeting and members of their families and provided recording orchestras for the various events.

Other sections of the program were given over to the discussion of radio trade problems and to those special matters affecting other divisions of the industry. The officers elected for the new year included Philip T. Chase, president; James J. Black, vice-president; E. H. Uhl, Southern California Music Co., Los Angeles, first vice-president; T. F. Johnson, Johnson Piano Co., Portland, second vice-president, and James J. Black, Wiley B. Allen Co., San Francisco, treasurer.

Forest Electric Co. Has Full Line of Power Units

Devices Manufactured by the Forest Co. Cover Every Possible Need for Power Plants and Charging Apparatuses

The Forest Electric Co., New and Wilsey streets, Newark, N. J., is one of the most important manufacturers of radio devices in the industry. Its products include the "Unitron 'A' Power" plant, which in one unit contains an "A" battery combined with Unitron trickle charger and Unitron control. This is a most compact unit which uses the ordinary house current for its power. Through this product the "A" current never runs down due to the fact that when the switch is set off from the radio set the trickle charger begins work. It is impossible to over-charge. Through its Unitron control, it permits the use of any "B" eliminator, making the latter automatic.

In addition to the above, the Forest Electric Co. also produces the "Unitron Trickle," an "A" trickle charger with three distinct charging speeds controlled by a three-way switch. Thus it is available for either the small or large battery, each receiving exactly the current needed. This company also produces the "Unitron Charger, No. 00," which will charge a six-volt "A" battery, four-four volt "A" battery or up to 100 watts of wet "B" batteries. The three-way switch permits this charger to be used while the receiver is working and is impossible to over-charge. There is also a "Unitron Charger, No. 8," available for charging radio or automobile batteries. A two-way switch also permits recharging wet "B" batteries up to 100 volts, using the same charging clips. There is also a "Unitron No-Be Type, No. 90." This is designed especially for sets using up movie trade. This gives the "B" battery power from the house lighting circuit. Once it is put into use and through the house connections, it needs no further attention. Another model of the "Unitron No-Be" is type No. 135, available for charging sets needing up to 150 volts of "B" power.

The Forest Electric Co. also produces "Unitron-A-B Combinations." This is a most compact device giving as large as 150 volts of "B" power and an "A" battery charger of two and a half amperes. It operates through two snap switches: "Pull one for 'A' battery charging; 'Pull the other,—'B" power closed silently to set.

There is a special "Unitron Charger Tube," which is used with some of the above devices and a special tube to go with the "Unitron No-Be Power Plants." These products are all made to fill special needs, all have exterior dressings that make them most acceptable in the home and are also noted for their compact size, considering the functions they perform.

Don't let Service Time deprive you of your profits in sets—

You can sell your customers equipment with which to do their own "home" servicing.

A review of last season's radio business, entitled "What Is Wrong With Radio?" written by an authority, brings out the leak in dealer profits as a case of too much unnecessary service to the buyers of sets and parts.

Isn't it logical that set-owners should be equipped with the proper "tools" to service the radio? Why put the burden on your own business? Why not sell them their own servicing needs and make a profit where you have been absorbing a loss?

Sterling Care Takers and Inspectors are made for the layman's use and for easy selling on the dealer's part. It's the most complete "home-servicing" line of the radio equipment you can select from.

Nationally advertised

Sterling Radio Equipment

THE STERLING MFG. COMPANY
Cleveland, Ohio
President of Dayton Radio Dealers Assn. Addresses Day-Fan Jobbers' Convention

John E. Saum, President of Local Association, Gives Interesting Talk, Explaining Activities of Body, to Distributors—Organization's Program Eliminates the Price-cutting Evil

DAYTON, O., August 7.—During the July convention of Day-Fan distributors, held by the Day-Fan Electric Co., of this city, the visiting distributors were greatly impressed with the activities of the Dayton Radio Dealers Assn. The activities of this local association were placed before the Day-Fan distributors in a talk at one of the meetings by John E. Saum, president of the Dayton Assn. His records show that forty-five out of fifty-three Dayton radio stores are members of the local association. It is said that no other city equals Dayton in its progressive policy for the protection of the retailer. The members' stores are inspected once every week and a grievance committee promptly considers any complaints which dealers make regarding unfair competition. Under the program of the Dayton Radio Dealers Association business is not only conducted in a fair manner but there is an entire elimination of the price-cutting problem and the cut-throat tactics which interfered with the healthy progress of the industry in other cities.

According to the articles of agreement of the Dayton Assn., which is signed by all members, a charge is to be made for any demonstration as well as for any servicing of radio sets which is necessary after a radio is sold. This prevents the dealer's profits on sales being absorbed by unnecessary calls. The people of Dayton who buy radio receivers get the right kind of interested service from the radio store, but unnecessary or questionable calls are made to pay their way.

American Radio Artists to Appear in London

A group of American radio artists headed by Wilfred Glenn, basso of the Eveready Hour, which has been a popular broadcast feature in the United States for several years, will be featured in London at a fashionable night club at the opening of the season in September, according to an announcement by the National Carbon Co., Inc., manufacturer of the Eveready line of batteries.

This group of Eveready entertainers is said to be one of the first and the largest engaged for a definite period in London. At the termination of this engagement, the Eveready artists will return to New York to resume broadcasting here.

P. E. Grabuski Completes Nation-wide Trade Trip

President of Everybody's T. M. Co. Visits Thousands of Dealers and Finds Conditions Prosperous and Future Outlook Bright

PHILADELPHIA, Pa., August 6.—Phillip E. Grabuski, president of Everybody's Talking Machine Co., 810 Arch street, this city, is probably one of the best-informed members of the trade on conditions throughout the entire country as the result of a nation-wide trip which he recently completed.

This extensive trip across the country, which covered almost 9,000 miles, was made by Mr. Grabuski in his own car and reached practically every important center in the United States, with the exception of the Pacific Coast, and was nine weeks in duration. Mr. Grabuski found conditions in the phonograph industry in the Western part of the country particularly good. After calling on about 2,000 dealers and thirty to forty distributors, he found all full of enthusiasm and very favorably impressed with the future. In fact, a majority seemed to be well satisfied with business from the first of the year. With the exception of the corn belt in the Far Middle West, he found the average phonograph dealer in a good financial condition. Summing up his impressions, Mr. Grabuski pointed out that the entire phonograph industry seemed to be drifting toward a higher plane, both from the dealer and jobber point of view and the outlook is excellent.

"Synchronized Amplification"

Miller

If you are endeavoring to bring your new models up to or beyond the standard set by your competitors, keep in mind that YOUR ENTIRE SYSTEM OF REPRODUCTION must be revised to secure the desired results.

The public is buying only the talking machines which give TRUE REPRODUCTION. Such buying will continue. If your machine gives such results you will have an equal chance of securing your share of the coming season's business and profits.

Miller Audi-Engineering Will Assist You

The Miller system of synchronized amplification embodies the latest advances in the science of acoustics and will give you a machine which compares favorably with any of its type now on the market.

Full details supplied upon request.

The Miller Rubber Co. of N. Y.

Akron, Ohio, U. S. A.
Synchronization of Recorded Music With Motion Pictures Successful in Vitaphone

First Public Demonstration of New Instrument Given at Warner Theatre in Conjunction With Film "Don Juan" Wins Enthusiastic Praise From Both Press and Public

Those who have been, and are, interested in the development of media for the recording and reproduction of sound were afforded an unusual opportunity for observing the latest step in the progress made in this art at the first showing of the Warner Brothers' film, "Don Juan," with John Barrymore in the title rôle, at the Warner Theatre, New York, recently, where the first public demonstration was given of the new Vitaphone, which successfully synchronizes the recorded music with the motion picture film of the artist, or artists, who produce the music.

These new "talking pictures" represent the latest development in the experimental work cooperated in by telephone and talking machine engineers, which first resulted in the production of the electrically recorded talking machine record that made such an impression on the trade and public within the past year or so, and have been produced by arrangements with the Western Electric Co. and the Bell Telephone Laboratories. The producing company is known as the Vitaphone Corp., working in association with Warner Brothers Pictures, Inc.

The new synchronization mechanism has been developed to a point where it is in a large measure fool-proof. The recordings of speech and music are made in the studio at the same time as the picture is "shot," a separate microphone, or battery of microphones, being provided for this purpose with a supplementary set to meet emergencies.

The accepted type of talking machine record is used, the actual recording being made on typical wax masters. The record, however, is approximately fifteen inches in diameter and desigined with a length of approximately two and one half single reel of motion picture film, or for about fifteen minutes. The synchronizing is brought about through the use of two separate motors, one operating the camera and the other the recording mechanism, but maintained at the same speed by means of a special electrical gearing device. Should the film speed up, so does the record, and should it slow down the record does likewise.

The sound as reproduced from the record by means of an electrical pick-up system familiar to talking machine tradesmen is passed to an adaptation of the well-known Western Electric public address system which amplifies the sound and distributes it as desired. At the Warner Theatre, for instance, two horn speaker horns were placed back of the screen for the presentation of the music by the artists shown therein, while two other horns were placed in the orchestral pit from which issued the orchestral accompaniments to the film, thus giving to the audience the proper sense of direction and distance.

At the first public presentation of the new Vitaphone Will H. Hays, head of the motion picture interests, made an address through the medium of the screen to the Vitaphone. Other features on the program were the playing of the Tannhauser Overture by the New York Philharmonic Orchestra with the various groups of instruments being brought clearly before the audience in "closeups" as they took up their part of the score; violin solos by Mischa Elman and Efrem Zimbalist, the latter playing to the piano accompaniment by Harold Bauer; "Caro Nome," from "Rigoletto," sung by Marion Talley; "Vesti la Giubba," from "I Pagliacci," sung by Giovanni Martinelli; Anna Case in "La Fleta," supported by the Carnegie Symphony Orchestra; and the Metropolitan Opera chorus; a musical Russian scene, "An Evening on the Don," and an instrumental sally by Roy Smock. The very character of the program afforded an excellent idea of the possibilities of the new instrument and aroused genuine enthusiasm on the part of the Broadway-goers.

It is stated that this latest development in the art of sound recording will mean much for the motion picture industry by making possible the general presentation in the smaller towns and cities of the various forms of orchestral music, and that the appropriate musical settings and accompaniments are essential.

Stewart-Warner Dealers in St. Louis Sales Meeting

One hundred Stewart-Warner radio dealers gathered on July 25 and 27 at Dan Hyland's Stewart-Warner Products Service Station in St. Louis for a sales meeting and pre-season showing of the new products recently added to the Matched-Unit line. The affair was staged by Mr. Hyland, assisted by F. H. Bisske, sales manager, and J. A. Meyerpetz, office manager of the service station. The business session of the first day was confined to a technical discussion of radio, theory, testing, in-stallation and operation, and talks were given on tubes, battery eliminators and other accessories. C. H. Stone, assistant radio engineer of the Stewart-Warner Speedometer Corp., Chicago, II., who was present to preside over this section of the meeting, described the new receivers and answered all questions from the dealers.

On the second day advertising and selling display, time payment problems and a general discussion of radio merchandising held the floor. Odin F. Bischoff, general sales manager, gave a talk to R. H. Woodlord, radio sales manager of the corporation, addressed the convention on matters of sales and policy, and W. L. Steinzpaard, head of the display division of the advertising depart-ament, explained technical points on mer-chandising display which help to increase the dealers' profits. Henry Giessendner, Reserve Distributors Co., St. Louis, talked to the dealers on the problems of time-payment selling, and other speakers included Mr. Hyland, Mr. Bis-ske and Harry A. Letha, radio editor of the St. Louis Globe-Democrat.

At the banquet, held the last night of the con-vention, F. Happy Day, one of the ablest after-dinner speakers in the Mount City, gave the chairmen of the committee of the convention the visitors inspected broadcasting station KMOX at Kirkwood, Mo., while B. K. Pratt, director of publications of the corporation, broadcast news of the two-day meeting from the studio which is located in the Mayfair Hotel, St. Louis.

Columbia Mgr. Recovering

The many friends of E. W. Gutenberger, manager of the New York wholesale division of the Columbia Phonograph Co., will be pleased to learn that a full recovery is operation for append-icitis at St. Catherine's Hospital, Brooklyn, N. Y., on August 6, he rallied quickly and is now well on the road to recovery.

E. P. H. Allen on Vacation

E. P. H. Allen, an executive who has long been known to the talking machine and radio trades and who has been associated with such corporations as Radio Corp. of America, Thomas A. Edison, Inc., and Stewart-Warner Corp., is at present taking a short vacation. In a recent chat with a representative of The Talk- ing Machine World he had no definitely laid plans for the future. It is to be assumed, however, that he will continue his identity in the radio field where he has been so successful.

Mr. Allen can be considered a radio pioneer, being one of the early promoters of the art, and was an instrumental figure in the development and recognition given by the talking machine trade to the radio business at its inception.

Resonata Speaker Announced

The Resonata Corp. of America, New York City, has placed on the market a new speaker that has been named Resonata. It is announced that the Resonata radio speaker, made entirely of bakelite, is new in principle, the sound waves being amplified by means of a resonance chamber and expelling a large two-inch aperture similar to the human mouth. The Resonata is the result of eight years of experiment and research by Dr. Floyd S. Mackey, authority on acoustics, and Mr. Henry G. Orydpyke, vibration engineer of national renown.

The Techron Radio Corp., New York City, has been appointed sole sales agent, and distri-butors are being appointed throughout the entire country.

World's Classified Advertising

Any number of the trade may forward to this office a "Situation" advertisement, intended for this Department. The space rate of four lines is 15c, and for each additional line, 10c.

PHONOGRAPHS WANTED

Retail concern wishes to purchase 1,000 complete phonographs, preferably good make, close-out, or new. Stated price for each phonograph is fair. Address F. H. Horowitz, 120 W. 112th St., New York City.

Ask Your Jobber or Write Direct
Atwater Kent Distributor Puts Over a
Most Successful Summer Radio Campaign

D. T. Lansing Co., Inc., Scranton, Pa., Atwater Kent Distributor, Through Three Weeks’ Special Hotel Display and Advertising Campaign Secures More Than 1,000 Prospects for Dealers

More than 1,000 prospects for radio sets were secured by the D. T. Lansing Co., Inc., Atwater Kent distributor in Scranton, Pa., as a result of one of the most effective campaigns to promote the Summer business of its dealers ever staged by a radio wholesaler. The dealers themselves became so interested in the campaign, realizing its great possibilities, that they


Vendors to the exhibit were asked to fill out registration cards. The purpose of these cards was to determine the number of prospects included among the visitors, the names of whom were given to the dealers throughout the territory. The result of the registration, which during the three weeks numbered 2,235, was interesting. The filled-in cards indicated that out of the total number of visitors 1,269 did not own radio sets, 276 owned Atwater Kent sets, 162 owned home-made outfits and 329 were the possessors of various other sets. D. T. Lansing, head of the distributing firm, who conceived and executed the drive, stated that he estimates conservatively 1,000 good prospects from those who registered “no radio” and about 200 prospects additional who registered “not satisfied with present equipment.” Undoubtedly this campaign is one of the most progressive steps ever taken by a distributor of radio to aid his dealers to build sales and Mr. Lansing deserves all credit for the remarkable success of the exhibition. Mr. Lansing was ably assisted during the exhibition by S. P. Patteson and H. R. Smith, members of the sales organization of the radio division of the company.

Columbia Issues New “Familiar Tunes” Catalog

The Columbia Phonograph Co., New York, has just published a new “Familiar Tunes” catalog. In it are gathered the old, familiar melodies, the songs and dances that outsiders the years. Each number is sung or played by artists who interpret the selections in a manner that brings the memories crowding back. The records in this new Columbia “Familiar Tunes” catalog have all been made recently. They offer a most comprehensive list of this popular type of music. Among their number are to be found old, familiar songs, jigs, reels and square dances, played on the fiddle, guitar, banjo, accordion, harmonica and other appropriate musical instruments.

The catalog is conveniently double-indexed, covering both selections and artists. The catalog is also profusely illustrated with photographs of the various artists. There is a short, interesting write-up accompanying each photograph. The cover is executed in striking colors, and features some of the best-known artists making records for Columbia. An artistic drawing of a log cabin scene adds a picturesque and appealing touch.

Berg Instruments Find Favor With the Trade

Line of Portable Talking Machines and Two Large Models Enjoy Growing Popularity With Trade and Public

The Berg Auto Trunk & Specialty Co., Thosmomson avenue and Mainy street, Long Island City, N. Y., which in addition to its line of portable talking machines recently introduced two large phonographs, a console and an upright model, has been particularly gratified with the way the trade has received these latter instruments. The console model is of cathedral design and the upright is in the Adam period. Both instruments have an improved tone quality which together with their art dressings makes them

most modern. Both are covered in duo-toned hand-tooled leather effects, giving the instruments a rich look, but in such shadings as to make them harmonize with the average home atmosphere. They have scientifically constructed tone chambers patented by Joseph Berg, goosenock throw-back tone arms with improved reproducers, Heineman double spring motors with twelve-inch turntables. The demand for these new instruments has forced the Berg factory to extend itself in order to make the deliveries booked for the month of August. Ed. R. Manning, general sales manager of the Berg Auto Trunk & Specialty Co., recently stated that he was quite surprised with the trade’s enthusiasm.

Thomas Edison on Vacation

Thomas A. Edison has left Llewellyn Park, N. J., for a one-week vacation at Chauteauqua, N. Y. Mrs. Edison preceded him there. The inventor is accompanied by J. V. Miller, his brother-in-law.
Quality tells!

Stevens Speakers

Exterior beauty may attract momentary attention in a speaker but after all it is performance that makes sales. Stevens Speakers have both—the decorative quality that is instantly recognized and the performance quality that is equally obvious as soon as they are heard.

And their superior sound reproduction is not just imagination—it is the result of superior and exclusive technical features.

The Burtex “Conoidal” Diaphragm

The unique shape and construction of the Stevens diaphragm is made possible only by the exclusive new material “BURTEX”. All manufacturers know that the conoidal (all directional curve) form gives superior tone and volume, but they cannot achieve this shape with paper, parchment, and similar materials. “Burtex” is a fabric material, shaped under tension, and chemically treated, making it absolutely impervious to moisture and highly resilient. It is the only seamless diaphragm made, and is practically unbreakable except by deliberate abuse. It is readily replaceable.

The Stevens “TT” Unit Balanced Armature Type

The Stevens TT Unit embodies several unique and exclusive features. It is the first unit to be balanced to the specific diaphragm which it actuates, and this perfect balance produces perfect sound reproduction, factory adjusted. Under laboratory tests, it gives true amplifications of all tone frequencies from 50 to 4,000, covering the entire normal range of broadcasting sounds.

“Miles Ahead Of Them All”

Test Stevens Speakers for yourself in comparison with any others and see why they are capturing the market so quickly.

And remember that they are backed up by real dealer cooperation and a square deal merchandising policy.

STEVENS & COMPANY, Inc.
46-48 EAST HOUSTON STREET    NEW YORK CITY
Made by the Pioneers in Cone Speakers
Chas. Freshman Co. Places New Models on the Market

Special Features of New Receivers Make Them Welcome Additions to Line—Models Have Wide Range of Price and Design

Meeting the continued demand for popular-priced radio receivers, the Chas. Freshman Co., Inc., will shortly place on the market several new models which are claimed to embrace the latest ideas in radio engineering development and design. List prices range from $57.50 to $104.50. The all-metal panel and sub-panel which characterize the Freshman products this year are two distinct features embodied in the new line of Masterpiece receivers.

Other points of interest are: The manner of telephone cable wiring of the low potential leads; the speedometer type of tuning controls which allow perfect ease in tuning; the auto type chevrotail controls which afford minute filament adjustment; the non-microphonic socket suspension, and the attractive mahogany and walnut console cabinets with their built-in loud speakers.

Very little change has been made in the circuit design by Freshman engineers, who state that the self-stabilized feature of the Masterpiece circuit needs no additional compensating controls. C battery connections are also provided, and with the A-B-C power supply unit, which the company manufactures, the entire receiver can be operated from the light socket. The Freshman line also includes a triple reflex Masterpeaker, a power amplifier, and a Master B eliminator.

Model 6-F-1 is a compact mahogany console, with built-in loud speaker. In burled walnut, the console known as the Hi-Boy is model 6-F-2. Model 6-F-3 is a two-toned mahogany console with compartments for battery eliminators and chargers and built-in speaker. In burled walnut, this model is known as 6-F-4. Model 6-F-5 is designed for those desiring a table receiver. It is complete with built-in speaker and encased in a mahogany cabinet.

The Franklin receiver is a table model with a hinged front panel of the desk type, with a self-contained speaker.

The Franklin Console is a combination of the Franklin receiver and a two-tone mahogany table.

The Aristocrat is a console model available either in two-toned mahogany or burled walnut, with a cone-type loud speaker incorporated.

Commenting upon the changes, additions and revisions in the radio manufacturing field during the past few years, Chas. Freshman, president of the Chas. Freshman Co., in a chat with a representative of the World, described the development of the Freshman Masterpiece receivers.

Let us send you full details

SAAL
Complete Reproducer Line
Horn-Pedestal-Cone
H. G. SAAL COMPANY
1800 Montrose Ave., Chicago

The Freshman line includes a triple reflex Masterpeaker, a power amplifier, and a Master B eliminator.

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Commenting upon the changes, additions and revisions in the radio manufacturing field during the past few years, Chas. Freshman, president of the Chas. Freshman Co., in a chat with a representative of the World, described the development of the Freshman Masterpiece receiver in both appearance and efficiency since the first model was placed upon the market in 1924.

"Early in our career," said Mr. Freshman, "we realized the importance of co-operation between our various departments, co-ordination between officials and workers as leading to the goal of greatly increased production and lower cost of materials and overhead which would permit us to give the public a greater value in successive seasons. The first Freshman Masterpiece retailed at $60 for the five-tube set alone. The following season, 1923, we marketed a greatly improved five-tube receiver with a built-in loud speaker at the same price. During the 1925-1926 season we shall place upon the market the same model of mahogany, with a built-in loud speaker and ample room for all batteries, chargers or eliminators, and the price will be approximately the same as the standard set made by the Chas. Freshman Co. in the past two years."

The L. S. Brach Mfg. Co.
Introduces the Controlt Device Permitting the Operation of Set and Charging of Batteries by Throwing a Single Switch Placed on Market by Brach Co.

The L. S. Brach Mfg. Co., Newark, N. J., before entering the radio field in which it is one of the pioneers, manufactured for close to a quarter century electrical protective devices. It was most fitting, therefore, that when it made its entry into the radio field among its products should be lightning arresters. These it has been making for railroad, telegraph and telephone companies and for fire alarm systems, holding a dominant place in that field of manufacture.

The coming of radio since broadened the field for the Brach organization and they have occupied it by introducing a number of the best contributions to radio efficiency and success. Notable among the Brach products, besides the lightning arresters, are: the "Pure-A-Tone Audio Coupler," the "Smoke-Proof Plug," the "Extension Cord Connector," the "Brach-Stat," the "Low-Loss Crystal Insulator," the "Complete Aerial Antenna," the "Electric Soldering Iron" and "Soldering" for soldering connections.

This year's achievements for Brach are most noteworthy, the most important invention being "Controlt," which can be made a part of any radio set without wiring or alterations and which enables one to operate the set and charge batteries by throwing a single switch.

When the set switch is turned on the Brach "Controlt" automatically breaks the circuit, cutting off the current from the "B" battery, at the same time it diverts the house current to the trickle charger, which automatically commences to continuously trickle charge the "A" battery. Thus the entire operation of the set, batteries and charger, is automatically accomplished with the switch or rheostat with which every set is equipped. The Brach "Controlt" will automatically operate the "B" substitute alone or the charger alone. It is adaptable in several ways, from three to ten tube set, any storage battery, "B" substitute or trickle charger whatever the make.

The other late Brach innovations are the "Tonet-Pole Antenna" and the "Drip-Proof Hydrometer." Both sell at popular prices.

Weber-Rance Distributes Crosley Line of Radio

The latest addition to the line of radio products handled by the Weber-Rance Corp., of New York City, well-known firm of distributors, is the Crosley radio, manufactured by the Crosley Radio Corp. of Cincinnati. Discussing this acquisition John W. Weber, Jr., president of the Weber-Rance Corp., stated that the Crosley line will serve to round out the range of radio receivers already handled by his concern.
The MARWOL MODELS

Marwol Six Tube Set With Built in “B” Eliminator

This New Marwol six tube receiver employs resistance coupled amplification. Needs no “B” Batteries. It is equipped with a built-in “B” battery eliminator, free from hum and designed to give permanent plate current to all tubes. Installed in a genuine mahogany cabinet artistically designed. Two tuning dials and one potentiometer control.

List Price

$70.00

These models are now in production. Into each of them have been incorporated the latest electrical, engineering and construction principles, to insure sets of outstanding efficiency free from all possibility of trouble which would cause headaches on the part of Jobber or Dealer.

AND NOW

Marwol will shortly place in production two kits complete in every respect, ready for wiring. These kits, one a five-tube tuned radio frequency, the second a six-tube resistance coupled kit will be presented in the September issue of this publication.

List Price

$50.00

Marwol Radio Corp.

546 Broadway    New York City
Ideal Phono Parts Co. Increases Its Facilities

The reorganization and enlargement of the business of the Ideal Phono Parts Co., of this city, has necessitated enlargement of its facilities. Additional space has been added and the Ideal Phono Parts Co. now occupies the building shown in the accompanying photograph.

The company is a distributor of Valley Forge main springs and talking machine replacement materials, made by the J. A. Fischer Co., of Philadelphia, Pa., and also distributes a well-rounded line of Artone talking machines, Gypsy portables, etc. The enlargement of the Ideal Phono Parts Co. gives this city one of the best-equipped talking machine distributing organizations. Its central location is of great convenience to the local trade and the strategic position of Pittsburgh as a railroad center widens its service activities to cover several states.

The new building houses all departments of the organization. The street floor is devoted to the sales department and to a display of merchandise. On an upper floor are the executive and business offices. Spacious stockrooms and a well-ordered delivery room are also to be found. A feature of the enlarged quarters is the repair department. This department functions entirely for the service of the dealer and it is reported that it is a very popular part of Ideal service and always busy.

Paul Susselman, president, and Fred C. Schuyler, general sales manager, are making extensive plans for the coming season, including the opening of additional branch offices in several other cities in the near future. This will further add to service facilities.

Gross-Brennan, Inc., Holds Dealers’ Sales Conferences

Stromberg-Carlson Factory Representative for Metropolitan and New England Territory Demonstrates New Line in N. Y. and Boston

Stromberg-Carlson dealers in the metropolitan territory and in the New England district attended important sales conferences held recently under the auspices of Gross-Brennan, Inc., factory representative for the Stromberg-Carlson Telephone Mfg. Co. in these important territories. The conferences were arranged in order to give the dealers an opportunity to thoroughly understand and visualize the possibilities of the Stromberg-Carlson products for the coming season and the meetings were very successful. Approximately 300 dealers attended the New York gathering and New England dealers were also well represented at the meeting in Boston.

R. H. Manson, chief engineer of the Stromberg-Carlson organization, and one of the country’s foremost engineers, gave the dealers a most interesting and informative discussion on the constructional and mechanical qualities of the Stromberg-Carlson products. Mr. Manson’s exceptional engineering knowledge, coupled with his broad understanding of merchandising conditions, gave him an opportunity to furnish the dealers with concrete information of a non-technical nature. The data that were presented were visualized by stereopticon slides which served to emphasize the distinctive features of Stromberg-Carlson products to advantage. Mr. Manson pointed out in a most interesting way just how the Stromberg-Carlson engineering organization had developed the company’s radio product to its present high state of efficiency, represented in the latest models. The Universal power development, which is a feature of the five-tube sets in the newer line, was interestingly discussed, and the outstanding features of the five-tube models were given adequate attention in Mr. Manson’s address.

Ben Gross, who is widely known in radio circles as one of the most progressive radio executives in the East, presented to the dealers a system of guarantees, which was enthusiastically received by the dealers, which fully guarantees Stromberg-Carlson products to the public, over the signature of the factory and the retailer, it is practically impossible for a dealer to lose among the public. This generous Stromberg-Carlson product. The forms used in this guarantee system can be utilized by the dealer as a practical service and stock record, and this important merchandising plan was fully described to the dealers present by Mr. Gross in conjunction with suitable stereopticon slides.

The Stromberg-Carlson line for the present season comprises the No. 602 Art Console, six-tube set; 601 Treasure Chest receiver, six-tube set; 592 Art Console, five-tube set; 501 Treasure Chest receiver, five-tube model; 5-A cone speaker, 2-A loud speaker, 4-A loud speaker unit, No. 61 and 31 radio cabinet tables, and No. 401-B socket-power unit.

History of Garod Staff Given in “The Garodian"

The Garod Corp., Belleville, N. J., which this season introduced the “Garod Electric Power” radio, has issued the second number of “The Garodian,” a monthly house organ carrying service messages and up-to-date news regarding the Garod products. The first issue of The Garodian, besides describing how the introducing of the “Garod Electric Power” receiver, introduced the personnel of the executive staff, the engineering staff and the sales promotion division.

A brief history of “Rod” of Garod in the persons of J. P. Rodman, president and general manager of the company, appeared also in the first issue. This was followed by the engineering staff composed of Ernst F. Messner, the electrical and acoustical engineer; W. H. Scott, Victor L. Osgood, J. E. Weiss and J. F. McCarthy.

The sales personnel also was covered, headed by Harry E. Sherwin, general sales manager, who makes his headquarters at the Belleville plant. There followed the various members of the staff covering the districts of New York, Chicago, San Francisco, Boston, Philadelphia and Cleveland.

In the second issue of The Garodian a reproduction of the big Garod plant at Bergenfield, N. J., the field service, managers and personnel were introduced and the first of a series of introductions of the various Garod distributors who are shown in the persons of the presidents of the E. M. Wilson & Son Co., Garod distributors in Newark.

The Garodian has in addition to the actual notes on the various members of the staff and the associates interested in the distribution of the Garod products many little human interest stories which add to the readability of this monthly publication.

Marking an Era in Radio as distinctive as the discovery of Electricity itself

ASK YOUR JOBBER ABOUT THE ARGUS

257 West 17th Street
City of NEW YORK.

Be first to introduce this remarkable Batteryless Receiver in your territory.
Your Jobber has direct mail and local Advertising Campaign ready for your immediate use.

We will be pleased to meet visitors to the Radio Worlds Show, September 13-18 at our Booth FFI.
Borkman Radio Corp. Establishes Sales Branches

Salt Lake City Manufacturer of Loud Speaker Products Adopts Policy to Insure Maximum Service to Trade

The Borkman Radio Corp., Salt Lake City, Utah, manufacturer of loud speaker products, has established direct sales branches throughout the country in order to deliver the most efficient service to manufacturers of radio sets and speakers. All contacts with the factory users of units or tone chambers are handled directly through Borkman sales offices without the use of manufacturers' representatives or any other intermediaries.

The Borkman patents, has many unique constructional features which are being used by the best manufacturers of loud speakers. The company's sales manager at Salt Lake City is W. J. Kersten, formerly connected with the Jewett organization.

As part of Borkman service to its clients a thoroughly trained radio laboratory at Chicago has been placed at the disposal of Borkman users in connection with technical matters. The company's general sales office is located at 210 East Ohio street, Chicago, in the Tyrone Building, and the New York office is at 136 Park avenue, with T. G. Bloomberg as branch manager. The Detroit branch is located at 647 Griswold street, with A. W. Wilkens as manager. The Michigan and Western territory is handled directly from the Salt Lake City factory office, which is under the management of George P. Borkman personally.

The Zinke Co., 1321 South Michigan boulevard, is functioning as the national sales department for Borkman with the jobber trade. This well-known organization does not merchandise the factory units or tone chambers, but sells the outside speaker models of the Zinke line, comprising a phonograph attachment, a lantern-type table reflex speaker, a small and large goose-neck horn, a cone model operated by a speaker unit in the base which works with any set, a jewel case cabinet speaker only sixteen inches wide by eleven inches in size but containing a sixty-inch air column and a console cabinet speaker with an eight-foot horn. All these speaker models are distributed to the jobber trade by the Zinke Co.

Apco Mfg. Co. Sales Policy Outlined to Trade

PROFESSOR, R. L. August 6—The Apco Mfg. Co., of this city, has announced that Apco radio products will be marketed this year through franchised dealers only. The dealer will be served directly.

H. R. Fuller, director of Apco radio sales, states: "At the present time the Apco line consists of eight products, all carefully tested and absolutely guaranteed to every franchise dealer to work exactly as specified. Apco dealers will have one of the most valuable franchises issued in the radio field for the coming year."

Trinity Six Model

Trinity Six, a line of receivers with a two-tuning control system has just been placed on the market by the Beacon Radio Mfg. Co., of Brooklyn, N. Y. The line includes the "Trinity Six" console, "Trinity Six" table model and the Trinity Six Bio-Phonic reproducer built in. They cover a wide range. The "Trinity Six" console is mounted in an attractive mahogany cabinet with the Beacon Radio Mfg. Co.

See Our New 1927 Lines

The eagle line is one of the very few whose reputation has not been tarnished in the past season of manufacturing and merchandising excesses.

It is placed under a Registered Dealer agreement which will satisfy the requirements of the largest and best stores.

See Our New 1927 Lines

See Our New 1927 Lines

The Eagle line is one of the very few whose reputation has not been tarnished in the past season of manufacturing and merchandising excesses.

It is placed under a Registered Dealer agreement which will satisfy the requirements of the largest and best stores.

EAGLE RADIO CO., 16 Boyden Place, Newark, N. J.
The Open Book of Radio

Our guarantee will sell it—performance will keep it sold.

It is the sensation in speakers right now.

If you haven’t heard it, you haven’t heard real radio reception.

Has greater tone range than any other speaker using the paper diaphragm. High and low tones, both, come out faithfully. Wonderful tone depth. No rasping — no blasting.

It has no competition at its price—or near it.

UTAH RADIO PRODUCTS CO.
1421 S. Michigan Ave., Chicago
The executive, sales and office force of the Weber-Rance Corp., exclusive metropolitan distributor for the American Bosch Magneto Corp., is shown in the accompanying photograph taken recently at the company’s headquarters in New York. The organization is well rounded and well equipped to render superlatively service to dealers on the Bosch, Ferguson and other lines of radio receivers and accessories of which they are metropolitan distributors.

The executives of the Weber-Rance Corp. shown seated, from left to right, are: M. L. Miller, general sales manager; T. H. Wickwire, chairman of the board of directors; John W. Weber, jr., president; H. L. Becker, treasurer, and J. A. Kern, sales promotion manager.

Displays Saxophonic Line at Two Furniture Shows

PITTSBURGH, Pa., August 6—J. Goldsmith, president of the Player-Tone Talking Machine Co., of this city, manufacturer of the Player-Tone Saxophonic phonograph line, returned recently from a visit to Chicago and New York, where the company maintained attractive displays at the furniture shows. Mr. Goldsmith states that the displays were very successful, and that the complete line of twelve models was received with considerable favor by music dealers.

During the past few weeks the company has received letters of commendation from dealers in various trade centers referring to the tone quality of the Saxophonic product and the attractiveness of the cabinet designs. The Player-Tone factories are working to capacity to take care of the orders closed at the furniture exposition, and Mr. Goldsmith is giving his personal attention to the production and adequate merchandising of the line.

F. C. Kent Co. Distributes New Descriptive Circular

The F. C. Kent Co., Irvington, N. J., has just forwarded to the trade a new circular carrying illustrations and descriptions of its entire line of tone arms and sound boxes. It is at present putting out six designs of tone arms and two designs of sound boxes. In addition to this it is continuing to manufacture, on a large scale, the Kent attachment for Edison phonographs.

Among its newest products is the Kentine "Sensitized Reproducer." This sound box has a composition diaphragm giving unusual volume, clarity and purity of tone.

Weber-Rance Organization Ready for a Busy Season

Metropolitan Distributing Firm for Bosch, Ferguson and Other Leading Radio Lines Anticipates Big 1926-27 Season

Los Angeles, Calif., August 5—Gillian Bros., Inc., manufacturers of radio receivers, recently announced the line of Gillilian receivers for the 1926-27 season in an attractive folder picturing and describing in detail the latest of the Gillilian products. The neodytrium circuit is used in all Gillilian receivers and the line is nicely balanced with a wide price range. Model No. 10, a table model, is a five-tube set, with two stages of radio frequency and two stages of audio frequency, and has a two-dial control. It is a compact model being 19 1/2 inches long, 9 1/2 inches high and ten inches deep. Model No. 20, a console cabinet receiver with enclosed speaker, is a six-tube set, employing three stages of radio frequency and two stages of audio frequency. It is a single-dial controlled set and is all self-contained, ample space being provided for batteries; it is 17 inches wide, 16 1/2 inches deep and 42 inches high. Model No. 30, a console cabinet receiver of the type receiver, is a six-tube set, employing three stages of radio frequency and two of audio frequency. Each stage is isolated and completely shielded. It has two tuning controls and has a speaker enclosed and ample space for batteries is provided. It is 30 inches wide, 20 inches deep and 31 inches high.

Other models in the coming season’s line are No. 40, a table model, six-tube set, completely shielded, with three stages of radio frequency and two of audio frequency, two-dial control, and No. 25, a table model, seven-tube set, three stages of radio frequency and two of audio frequency, single-dial control.

Portable Phonograph Made by Peerless Album Co.

The Peerless Album Co., 628 Broadway, New York City, manufacturer of talking machine record albums, recently introduced to the trade a new popular-priced portable talking machine. This is later to be supplemented with a higher-priced model which is to be equipped with the best obtainable motor, tone arm and sound box. It will have a leather-covered dressing and be available in a series of colors.

Phil Ravis, president of the Peerless Album Co., in announcing his new product, said: "The outside covering of present-day portables in fabricoid and leather finishes is produced in "tin-plated" plants to those that produce record albums. Therefore, our organization is most fittingly equipped to turn out a high grade product along the most efficient and economical lines. The tone arms, motors and metal parts of portables to-day are quite a standard product, so there is no problem for us in introducing quality portables. In fact, the names of manufacturers of these various mechanisms have so widely advertised their products that they are very familiar to the trade. "During July the Peerless Album Co. sent out its first samples of its new popular-priced portable and these were so well received that quantity production was immediately put into effect.

Cincinnati Brunswick Trade Benefits From Lopez Visit

Mayor Grants Freedom of City to Popular Orchestra Leader—Dealers Co-operate Through Newspaper Ads and Displays

CINCINNATI, O., August 5—The recent appearance of Vincent Lopez and his Casa Lopez Orchestra, Brunswick recording artists, at Castle Farm roadhouse on the outskirts of this city, provided an opportunity for Brunswick dealers to make unusual sales of the records of this popular artist and they more than took advantage of their opportunity. In the first place, the Cincinnati branch under the direction of E. A. Vincent Lopez Reception Committee Wegert, record promotion manager, saw to it that the visit of the orchestra received plenty of publicity. A delegation from the Cincinnati Junior Chamber of Commerce met the orchestra at the train and an informal parade of eight automobiles escorted Lopez to the City Hall, where Mayor Murray Seasongood presented the orchestra leader with the keys of the city. Practically all of the city’s newspapers carried articles and photographs of the event.

For several days before the arrival of Lopez the dealers co-operated in a full-page advertisement and the Brunswick dealers had attractive Lopez displays in their windows and played his records outside the store. In addition to playing for a week at Castle Farm, where each night crowds were turned away, the Lopez orchestra gave concerts at the Rotary Club meeting and at the Junior Chamber of Commerce meeting and at the stores of the Otto Grau Piano Co. and George F. Gross, so that during the week every day the name of Lopez was mentioned prominently in the newspapers. All Brunswick dealers report greatly increased record sales, particularly of the Lopez recent releases.

Two New Distributors for CeCo Tubes Are Announced

PROVIDENCE, R. I., August 4—The C. E. Mfg. Co. of this city, maker of CeCo tubes, has taken possession of the increase in production recorded by the addition to its factory in this city. The two new numbers of the CeCo line, Models "G" and "H" are proving a decided success. The increased facilities will greatly add to the volume of production.

The appointment of two new factory distributors has been announced: McDonough Bros., of Atlanta, Ga., covering the Southeastern States, and A. E. Youngs, of Denver, Col., covering the Mountain States.

F. W. Piper on Mid-West Trip

F. W. Piper, traveling representative of the Amplicon Corp. of America, manufacturer of Ampil Loud sound speakers and loud speaker units, is at present on an important Mid-Western trip visiting manufacturers. S. B. Trainer, president of the company, who has been spending a vacation in Canada, dropped in at the New York executive offices recently, for a conference with Lloyd Spencer, general sales manager, regarding important merchandising plans.
“Organization of a Brass Band by Dealer Is Not Difficult,” Says D. L. Whittle

Texas Dealer Gives Interesting Information on the Formation of Bands in Towns and Among Organizations—Town Merchants Usually Underwrite Initial Expenses

There have appeared in this department of The World numerous instances of band instrument and musical merchandise dealers greatly stimulating their businesses through the formation and sponsoring of bands in communities, schools, lodges and other institutions and associations. Figures have been quoted of band membership which these dealers have gathered through laying the groundwork for musical organizations, but to the dealer who is interested in increasing his profits in this manner practical instructions as to the means of starting a musical aggregation have been meager.

D. L. Whittle, head of the D. L. Whittle Music Co., Dallas, Tex., is one dealer who has profited through his interest in the musical organizations of the community he serves and in a recent issue of the house organ published by his establishment he gives some information based on practical experience which should prove invaluable to the dealer who is contemplating the formation of a band. In his introduction, Mr. Whittle touches on the benefits of a brass band to a community, saying:

“Many a half-asleep, stagnant town has been aroused and stimulated into a live prosperous community largely as the result of a brass band.

“The first few months’ band concerts on the public square certainly do attract trade not only from the town people but from the rural district surrounding. This is well proved by the fact that whenever once established the town band finds hearty support on the part of local merchants.

“Still further, a good band will engender pride of local institutions and there is a sort of town and serve as a strong influence to keep young folks at home instead of breaking away to other fields.

“Herefore it has been customary to look upon a brass band as an assemblage of musicians. In recent years, however, with various activities that are organized, the brass band has taken on a different aspect, so that we now find community bands, village bands, city bands, lodge bands, club bands, church bands, school bands, factory bands, police, firemen, Boy Scout bands, etc.

“At first thought one might think organizing a band was a big job, but when you analyze the matter you will see that it is not difficult. Every community or organization has in its membership certain number of people who can play more or less proficiently upon some band instrument. In addition to these, there are always several who are ambitious to learn and would gladly take up the study if there were any incentive to do so.

“To get a band together, first make up two lists—one of persons who you know play some instrument, and another list of persons who you think are musically inclined and would be interested. Then drop a line to these persons, announcing a mass meeting for the purpose of organizing a band. Hold your meeting at some central location on some evening that will be convenient for all to attend. Arrange to have a few of your local merchants on hand and appoint one or them temporary chairman of the meeting.

“Explain to the crowd the advantages to both the community and individual, laying particular stress upon the pleasure and personal satisfaction of playing in a band. Then explain that it is possible to secure progressive band books adapted to even the youngest band.

“You will find enthusiasm taking root and before you know it you will have the nucleus of a real band.

“Of course, it stands to reason that it takes money to keep a band together until it can put itself on a self-sustaining basis. Therefore, have it understood that each member is to provide his own instrument. This will work hardship on none, because any person who does not have ready cash can always buy an instrument on credit from the local merchant who is natural at merchandising.

Fred Gretsch, Jr., Joins the Fred Gretsch Mfg. Co.

Fred Gretsch, Jr., who graduated last month with a Bachelor of Arts degree from Cornell University, has entered the business of the Fred Gretsch Manufacturing Co., of Brooklyn, N. Y., of which his father, Fred Gretsch, is president. It is interesting to note that this makes the third Fred Gretsch in the history of this forty-three-year-old concern. Mr. Gretsch, Jr., is rapidly assimilating the details of musical merchandise wholesaling and importing, in which business the Fred Gretsch Mfg. Co. is engaged.

Congressman’s Family Are Hohner Enthusiasts

WASHINGTON, D. C., August 6—One family in which the Hohner harmonica is well represented is that of Congressman Arthur M. Free of California, whose father and children, consisting of two sets of twins, are all enthusiastic harmonica players. Representative Free recently stated: "The Hohner harmonica is wonderful. My family is now making life interesting for the neighbors. Hohner harmonicas are ‘it’ and we have found it a great thing to associate with the sum total of happiness. Our children go to camp for the summer months and a supply of Hohners will go with them. My father is a very clever harmonica player and, he, too, is enjoying his Hohner.”

Old-Timer Plays Harmonica

An interesting incident took place in Hamilton Fish Park, New York, recently. Just before a tryout for the annual harmonica championship contest, Meyer Levy, ninety-eight years of age, wandered into the park and was attracted by a youngster practicing on his harmonica. Mr. Levy stated that he also could play a mouth organ. Someone put a harmonica into his hands and he entertained the large crowd with a weird Polish ditty.
How is your Hohner Harmonica stock? Is it enough to take care of the Fall demand which will be created by extensive Hohner publicity.

Write us for our "Big Business Builders"

M. HOHNER, Inc.
114-116 East 16th Street
New York City

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition San Francisco 1915

Allister Wylie and Band Entirely King Equipped

Popular St. Louis Dance Aggregation Uses and Endorses King Instruments Exclusively—Equipped by Aeolian Co. of Missouri

St. Louis, Mo., August 3—Allister Wylie and His Band, who were recently entirely equipped by the Aeolian Co. of Missouri with King band instruments, are rapidly becoming one of the most popular orchestras operating in this section of the country. This is not to be wondered at, for although a new aggregation, practically each of the members of the orchestra has played for some of the best-known dance orchestras in the country. Allister Wylie, the director, was formerly with Gene Rodenbichl's Brunswick Recording Orchestra; Kenneth Albrecht, first saxophone, was formerly with Paul Whiteman's Pavilion Royal Orchestra; Clarence Forster, first trumpet, was with Whiteman's Collegians, Vincent Vanni, tuba, was at one time with the Toscanini Symphony of Milan, Italy, and with the Metropolitan Opera Orchestra of New York and at the present time is a member of the St. Louis Symphony Orchestra, and so on down the line, each of the boys has served for a time with world-famous aggregations.

New Saxophone Shop Opened

PORTLAND, Ore., August 4—The Saxophone Shop, owned and operated by Robert Christensen, recently opened at 274 Washington street. The proprietor is a prominent saxophone artist and for two years was in charge of saxophone sales in Oregon for Sherman, Clay & Co. The store will specialize in saxophones, but will also carry a line of other small instruments and Harmony records.

The NEW SUPER-LUDWIG DRUM

Parallel Snare Throw-Off
Individual Snare Adjustment
Perfect Snare Control

Again Ludwig sets the pace with a new drum—the SUPER-LUDWIG with its many new advanced features. INDIVIDUAL adjustment of snares, a parallel throw-off of snares and means for securing PERFECT snare control are but a few of the many new improved ideas to be found on this latest creation of Ludwig engineers and craftsmen.

It's a sales leader for the dealer who is on the alert to be up and ahead of the van that will follow.

Send to Us Now for Prices and Discounts

LUDWIG & LUDWIG
World's Largest Makers of Drums and Drum Accessories
1611 to 1627 No. Lincoln Street, CHICAGO

Dealer Issues Brochure on Care of the Saxophone

Pacific Music Co. Gives Instructions to Purchasers of Saxophones to Enable Them to Avoid Repair Charges

SEATTLE, Wash., August 4—The Pacific Music Co., band instrument dealer, some time ago issued instructions entitled "Care of the Saxophone," which have received wide praise from patrons of the store for the practical assistance which the brochure gives in helping them take better care of their instruments. The instructions read:

"The few suggestions offered here will help you to keep your instrument in first-class condition and will reduce to a minimum your repair and accessory bills."

"Regardless of the seemingly complicated arrangement of the mechanism on a saxophone, it will rarely get out of order if it is handled with ordinary care and given the attention it is entitled to."

"After using your saxophone, do not lay it on the table, piano or elsewhere, where dust will accumulate on the springs, pivots and bearings. Put it away in its case. (A case is always a good investment and will save more than its price in repair bills.)"

"Don't allow the mouthpiece to remain on the mouthpiece. Always remove it after playing. Clean out the mouthpiece, wipe off the reed and put it on a piece of glass (flat side down). By following this suggestion, your reeds will give you better service, as well as the cork on the mouthpiece."

"Do not allow moisture to get on the pads. When you play your saxophone there is a certain amount of moisture in the breath, which condenses and adheres to the inside of the instrument. Continuous playing will cause this condensation to run down the inside of the instrument to the bow or bend at the bottom. Be sure to drain this out of the bell before laying the instrument down. If allowed to remain in the instrument, it will run out of the tone holes and get on the pads, causing them to become hard and shrink out of shape so that they do not cover the tone holes properly. It is a good idea to place a piece of blotting-paper under the high D, Eb and F keys when you put the instrument away. If a pad has a tendency to stick sprinkle it with talcum powder."

"All springs and bearings should be oiled occasionally, but be careful not to get any oil on the pads."

Dealers might find the foregoing suggestions useful as a means of giving service to customers and to avoid unnecessary complaints at the store from purchasers who neglected their saxophones through ignorance.
The Weymann Orchestra Banjo

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty—have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolins, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W
H. A. WEYMANN & SON, Inc.
1108 Chestnut St.
Phila., Pa.

When you attend the Music Trade Convention visit our exhibit, Room 600 Commodore Hotel.

Harry Buegeleisen With B. & J. During the Summer

The staff of Buegeleisen & Jacobson, New York City, importers and wholesalers of musical merchandise, has been augmented during the Summer months by the addition of Harry Buegeleisen, son of Samuel Buegeleisen, head of the organization. Mr. Buegeleisen, Jr., is a student at the University of Pennsylvania and is spending his Summer vacation learning the many interesting details connected with the running of a large musical merchandise business such as that of Buegeleisen & Jacobson.

Bacon Banjo Co. Fills Orders for Special Model

GROTON, CONN., August 7—A marked demand for quality merchandise is visualized in a recent experience of the Bacon Banjo Co., of this city, makers of B. & D. Silver Bell banjos. Sherman, Clay & Co., Pacific Coast distributors of Bacon banjos, recently ordered from the factory, in this city, a special banjo for one of their customers who wanted to pay $250 more than the best regular model in stock. A special banjo was prepared and David L. Day, general manager of the organization, reports that there are now in process at the factory four or five special instruments for leading dealers for the coming season. The export business of the organization is also particularly active at the present time. Recently a large shipment of gold and silver Bacon banjos was sent to South America and another equally large shipment was forwarded to the London office. Upon the return of Fred Bacon from his vacation in the hills of Vermont, Mr. Day left for a vacation trip to Canada and plans to spend a short time in Boston, where he formerly lived.

Philip Werlein Display Stresses Small Goods

NEW ORLEANS, LA., August 6.—A window display which presented all types of musical instruments recently occupied the window of the store of Philip Werlein, Ltd., and which drew great crowds and considerably increased sales in different departments. A camp scene was depicted, and to the smallest detail the scene was effective.

In a forest setting a tent was erected and on a camp chair in the foreground a banjo was placed,—on the moss-covered ground nearby a ukulele was resting. An open camp fire carried out the illusion of a vacation spot and the water in the distance, a canoe, fishing rods and bathing suits, suspended from the branches of a tree, helped those gazing at the display to visualize a nook in the woods. A Radiola and a portable talking machine were included in the musical equipment of the campers.

The Satisfied Drummer Always Comes Back

Leedy Manufacturing Co., Indianapolis, Indiana
IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 133)

King Equipped Band Victor in Recent Texas Contest

Allen Academy Junior College Band, Under Direction of E. A. Lightfoot, Awarded First Prize—Other King Aggregations Triumph

WACO, TX., August 5.—The band contest held in this city recently resulted in much prestige and praise being received by King band instruments, manufactured by the H. N. White Co. at Cleveland, O. In a reading of the prize awards it is seen that the Allen Academy Junior College Band, under the direction of E. A. Lightfoot, was awarded first prize in the Junior Class. This band is King equipped. The Paris, Texas, band, under the direction of Arthur Layont, with practically an all King instrumentation, was awarded second prize in the Six Year Class. Other bands either fully or partially King equipped, which finished in the prize winning classes, were the Nacogdoches, Texas, band, under the direction of W. R. Faifer, which took second prize in the Four Year Class; the Navasota Concert Band, under the direction of E. A. Lightfoot, which took second prize in the Third Year Class, and the Austin College Band, which took second prize in the Junior College Class. The Dallas Band House, Texas distributor of the King band instruments, is largely responsible for the many Texas orchestras which are King equipped.

Suggestions on Formation of Harmonica Bands Issued

Growing Interest in Organization of Bands Indicated by Increasing Number of Inquiries—Harmonica Bands in Schools

An excellent indication of the popularity of the harmonica is to be found in the growing interest on the part of civic authorities everywhere in harmonica playing. This interest has been so pronounced and inquiries relative to the formation of harmonica organizations have been so frequent that M. Hohner, Inc., New York, maker of the Hohner harmonica, has compiled a list of helpful suggestions for the formation of harmonica bands. An idea of this widespread interest is to be found in the fact that in one day alone M. Hohner, Inc., received inquiries from eight different cities relative to the best procedure for the formation of these bands and orchestras. Hardly a day passes but that information is requested as to organization. The use of harmonicas in schools and institutions is perhaps best visualized in instances of two of the largest cities. In Chicago the harmonica is used in over 250 schools and in Philadelphia there are between sixty and seventy harmonica organizations.

In this latter city an out-of-the-ordinary harmonica organization is found in the harmonica band of the Pennsylvania Institution for the Instruction of the Blind. In the early Fall of 1924 Albert N. Hoxie, who has been instrumental in the formation of a number of harmonica orchestras, came to Overbrook and established a harmonica orchestra in this great institution. The popularity of the harmonica here was instantaneous and rehearsals were looked forward to eagerly. Accordingly, with this spirit the Overbrook harmonica band advanced rapidly and not only furnished entertainment within its own domain but mingled with other harmonica organizations in Philadelphia during Boys' Week and other special occasions, when large groups of harmonica players were gathered. It is interesting to note that this blind organization has won a large silver cup, second prize for group playing, and won it in competition with twenty other clubs. A very interesting and detailed account of the harmonica at the Overbrook Institution is to be found in the current annual report which has just been issued.

It is only natural that the increased use of the harmonica by institutions is having a favorable effect upon the popularity of the harmonica for individual use.
Growing Demand in Summer Months for Sheet Music Creates Dealer Profits

Extending the Season of Active Demand for Sheet Music and Records Is Having a Marked Effect on the Profits of Dealers Who Operate Sheet Music Departments—Important Factor

August last year was distinguished by the fact that the demand for popular sheet music and for popular records became almost as active as any of the Fall months in previous years. According to early reports on August this year this activity is duplicating itself. Seemingly there is no particular reason for this, because the caliber of numbers that are published in August and appear in record form is only on a par with releases of other months.

Some years back the popular music publishers began their Fall campaigns in August with their initial efforts at the Summer resorts. They did this then on the premise that the visitors to these places who would return home to all parts of the country after Labor Day would carry with them the melodies that had been made popular during the late Summer. This plan, however, generally produced sales in September and only to a small extent in August.

Now most of the big publishing organizations do not plan any special campaigns at facilities in August in August other than that they carry on in the months of June or July. The reason for this is that the larger publishing companies keep their personnel intact throughout the entire year and as far as their publicity activities are concerned one month is generally only as important as another month. There are just as many bands playing in July and August as there are just as many people, if not more so, appearing in public places, and these crowds are the attraction for the publisher no matter what the season.

Of course, there is music wherever there are crowds. Thousands of orchestras are organized each year, and they must have work. The result is that whether one is at the top of the mountain, on a quiet lake, or at the most attractive seaside, they will find popular music. There is no question about there being considerably more orchestras working in Summer than at any other season of the year.

The present-day band and orchestra is composed of youthful players, many of whom during the Fall and Winter have gone to other duties, to schools and colleges. It may be that these thousands of new bands and orchestras that have sprung up in recent years are responsible for an earlier Fall activity than was prevalent in recent seasons. Certainly, no matter where the orchestra is, it manages to play the latest successes. This combined publicity on the songs of the moment by orchestra players where there are a dozen or more people may result in the aggregate to a substantial increase in sales.

At any rate, this is seemingly the second season in which sales of sheet music and records in August have reached a height that was formerly found only in the earlier Fall months. No matter what the cause, the sales are welcome. Extension of this sales season for popular music and popular records through an additional month is quite a gain.

Bibo, Bloeden & Lang, Inc., Make Australian Deal

Bibo, Bloeden & Lang, Inc., the new and enterprising firm of sheet music publishers, with executive offices at 159 Broadway, New York City, have closed arrangements for the Australian rights of their publications with J. Albert & Son, Sidney, Australia. The first of these numbers that were transferred to the Australian copyright owners were “Am I Wasting My Time Over You,” “My Cupid’s Due at Two to Two To-day” and “Will You Be True.”

Mr. Albert, who recently has been visiting New York publishers, was very much impressed with these numbers and lost no time in concluding arrangements.

New Numbers Issued by Oliver Ditson Co.

To its part songs for men’s voices the Oliver Ditson Co. has added “The Peacemaker,” taken from the “Poems, Essays and Letters” of Joyce Kilmer, set to music by Herbert J. Tily and dedicated to the Associated Glee Clubs of America, also the “Sea Gypsy,” set to music by Franz C. Bornschein, and “A Sea Song,” by Samuel Richard Gaines; and “A Song of Fellowship,” words by Monte Wellings, music by Harvey B. Gaul. To the Ditson sacred music for men’s voices has been added “Intercession.” This is described as a hymnanthem with tenor solo.

To its part songs for mixed voices the Ditson Co. presents Negro spirituals “Steal Away” and “Every Time I Feel the Spirit,” with musical arrangements by Williams Arms Fisher.

To the octaves by Victor Harris has been added a three-part number for women’s voices called “A Grace Before Meals” with the two-part songs for women’s voices now appear “Where Do All the Daisies Go?,” “Happy Days of Yore” and “In Spring.” The Ditson Co. has also released for mixed voices the women’s voices “A Welcome,” by Louis Victor Saar, and “A Spring Carol,” by R. M. Stalts.

To the anthems for mixed voices the company has added “Keep the Star Alight,” “Sweet Saviour, Bless Us,” which is arranged with a baritone solo, “Thou Art the Way,” with a soprano and tenor solo, and “My Peace I Leave With You,” arranged in eight parts for mixed voices.

Belle Brooks Makes Success in New Singing

During the past year "whispering" solo singing of popular songs, accompanied by ukulele and piano, has had quite a vogue. Musicians of this type have reached exceptional popularity in vaudeville, photoplays houses, radio and the talking machine records. They brought on a new style of public rendition and their intimate manner seemingly had a wide appeal. They were billed under the head of whispering tenors, baritones and pianists, etc., but up to this time all of these artists were of the male gender. Recently, however, we have in the person of Belle Brooks what is believed to be the first girl to employ the soft, intimate type of singing which has become so popular.

Miss Brooks had been primarily a pianist and not a singer and it was only by accident that she discovered how well her voice sounded through the microphone. She is a thorough musician, having been trained on the piano, studying several years under the eminent teacher, Donato Montana. She appeared on the concert platform as accompanist, following which she entered vaudeville. Finding this life too strenuous, about a year ago she joined the staff of the Edward B. Marks Music Co. Her familiarity with every class of artist, their style and appeal, gave her a background for judging what the public wanted in the way of popular renditions and her entry into the radio field brought immediate success.

Among the Marks numbers that Miss Brooks sings so successfully are "Wouldja," "Reaching for the Moon," "My Little Nest," "Ain’t We Carrying On," "Wallflower" and "Nice Girl."
Forster Adds Three New Members to Its Catalog

“Out of My Dreams,” “Kentucky Lullaby” and “The Pal You Left at Home” Newest Compositions From This Firm

Chicago, Ill., August 6.—Forster Music Publisher, Inc., Chicago, is releasing three new numbers which look very promising and indicate that some more hits will be added to the large number of successful songs published by this company.

A new waltz number, “Kentucky Lullaby,” and a fox-trot, “Out of My Dreams,” both by Ned Miller and Chester Cohn, and another mother song, “The Pal You Left at Home,” a ballad written by Alvin Alton, a young chap in Memphis, Tenn., are the latest additions. Attractive counter signs and window strips have been prepared for the dealer in announcing the songs.

“Out of My Dreams” is based on the famous “Liebestraum,” Forster publishes the Schipa arrangement of “Liebestraum,” which is a tremendous seller and the company has great hopes for its popular version.

The firm recently added ten more men for promotion work throughout the country, who are working closely with broadcasting stations, theaters, motion picture houses and dance orchestras. The three songs they are now working on are “Lulu Lou,” a comedy song; “Whispering Trees,” a waltz; and “Just a Little Dance.” The latter is being featured again this week at the Oriental Theatre by Paul Ash, who was one of the writers of the number. Members of the local trade also recently heard “A Thousand Thousand Turtles” when it was presented by Wendell Hall, the composer, at the Piano Club of Chicago.

Ed. Little Returns From Trip Through the East

Head of Sherman-Clay Publishing Department Finds “Schoolboy Sweethearts” Going Very Strong With the Public

San Francisco, Calif., August 3.—The publishing department of Sherman, Clay & Co. seems to be two years ahead of the times. Ed. Little, manager of this department, who has just returned from over a month in the East, found that one of the biggest successes there was a song, “Schoolboy Sweethearts,” which was published in 1923 and had to be put away in mothballs, because people were following a different song style just then.

Now the cycle has swung around to the sort of sentiments that inspired “Schoolboy Sweethearts” and the result is that the song is one of the best sellers. In Cleveland Mr. Little had been the headliner for four straight weeks and he heard it all along his line of travel, which was quite extended.

Leaving San Francisco on May 22, Mr. Little visited Kansas City, Chicago, Cleveland, Philadelphia, Boston and New York and everywhere he found that the representatives of the Sherman, Clay & Co.'s publishing department were doing very well. Mr. Little attended the annual convention of the sheet music dealers and he found that two other songs of his firm were going over very well, “Give Me To-Day” and the Spanish tango fox-trot “Adios.”

Almost without exception, the press of California has devoted space to praising the Sherman, Clay & Co.'s “Folk Songs of the Spanish Californians,” collected, translated and arranged by William J. McCoy. California artists are now singing them enthusiastically at their concerts and recitals. Mr. Little said that some of these songs had been republished before, of recent years, but new words were set to them whereas these songs go with the sentiments that inspired them. That is one of the reasons why they are now appealing to Californians and the country in general.

Kosarin South American Representative for Publishers

Robbins-Engel, Inc., and Several Other American Firms Represented in Southern Continent by Harry Kosarin, Successful Sales Agent

Harry Kosarin, sales agent for Robbins-Engel, Inc., in South American countries, is now actively representing several other American publishers. Mr. Kosarin has achieved exceptional results in exploiting American popular songs and standard music in all the large trade centers in the Southern continent. His work, in addition to creating a market for such goods, is supplemented by energetic activities in protecting American copyrights in these same countries.

We herewith show Mr. Kosarin sitting at ease in his executive office, and, with the purpose of getting the most out of the occasion, holding a copy of “For Heaven’s Sake.”

The Al Sirat Grotto Band, a King-equipped aggregation, won first prize in the National Band Contest held recently in St. Louis, Mo.
Berlin Title “At Peace With the World” Featured in Camel Cigarette Publicity

Most popular songs are written around an idea. This idea also generally proves the title of the number, the idea and the title being synonymous. Thus the titles no matter how short tell a story. Two of Irving Berlin’s late titles have so much significance that they have appeared as alluring and descriptive captions for the nationally advertised and widely known cigarette, the Camel.

Probably no national advertiser has been more consistent than the makers of Camel cigarettes. Their nation-wide outdoor displays include illuminated and painted signs and posters. In the poster game an advertising message is generally held down to ten words. They must be true, complete and forceful. These displays are sold on a basis of circulation, and while the circulation is tremendous the illustration and the text must be shot over at the first glance.

The Camel cigarette people first adopted the Berlin title “Always.” This appeared on handsomely multi-colored signs and multi-colored posters with an illustrated figure and a package of Camel cigarettes completing the message. We do not believe that there has ever been a shorter piece of text carrying out a story and an idea in poster and painted advertising campaigns. “Always” proved a powerful caption, more so, it is said by the advertising agents who have made a specialty of this sort of media for many years, than anything that has preceded in this particular Camel campaign. It was adopted for the caption for 18,000 signs throughout the country.

Now to supplement its advertising drive another Irving Berlin title has been paid tribute by these Camel advertising agents. For the same sort of campaign, in looking around for a suitable caption, they struck upon the idea of Berlin’s latest song hit, “At Peace With the World.” They look upon it as even a more advantageous piece of copy. The first of these new posters and painted and illuminated signs in the Camel cigarette campaign appeared at Broadway and Forty-seventh street on a triangular strip of property which is considered one of the best advertising spots in the country.

A Real Advertising Tie-up

Seventeen thousand nine hundred and ninety-nine more similar pieces of copy will shortly greet the eye in every city, town and hamlet in the country.

Berlin Title “At Peace With the World” Featured in Camel Cigarette Publicity

Well-known Brand Uses Title of Irving Berlin’s Latest Success in Country-wide Billboard Campaign—Second Title From Berlin Catalog to Be Used by Firm

The new German film released in this country by Famous Players and known as “Variety” is presented with the musical accompaniment, which includes several numbers from the Edward B. Marks Music Co. catalog. These numbers are “Jolly Peter,” “Parade of the Wooden Soldiers,” “No Use Crying,” “When You See That Anti of Mine” and Franz Lehar’s latest, “My Little Nest.” Incidentally all of these numbers were huge successes in Germany under similar German titles a short time ago.

“Variety” is said to be the most elaborate German photoplay since the release here some years ago of “Passion.” So far it has been presented at the Rialto Theatre, New York, and several other large houses in important cities. Later it is to appear in every section of the country.

Feist Song Pleases Prince

The Prince of Wales has long been recognized as an enthusiast for American popular music.

Sam Fox Co. Secures New Spanish Dance Success

Well-known Concern Gets Publishing Rights for “Bobadilla” in This Country—To Feature It in National Campaign

The Sam Fox Publishing Co., of New York and Cleveland, O., is to handle in this country the Spanish success, “Bobadilla,” a six-eighth one-step, originally published by Keith Prose & Co., Ltd., of London. The Fox organization is rushing out orchestrations and vocal copies and has arranged a national exploitation drive on this number. Already it is said that some of the leading record and roll companies have requested special orchestrations so that they can release it at an advance date.

Paul Whiteman in Gotham

Following his return from a triumphant European tour, Paul Whiteman and his Orchestra gave a concert in the Central Park Mall, New York, which was broadcast from station WNYC.

Win and Art Bean, of the Saxophone Shop, Little Rock, Ark., have opened a branch store at Conway, Ark., carrying a full line of band and string instruments.

Marks Numbers Used in Setting for “Variety”

Five Well-known Successes of That House Used in Presentation With Elaborate German Film Just Released

His latest favorite is, according to a report from London, reproduced below, the musical comedy success, “It Must Be Love,” published by the Famous Players Inc. publication. This song is still a big American success and from late reports is repeating its achievement in Europe. It was the outstanding number in last season’s musical success, “Merry, Merry,” one of the most popular shows on Broadway.


date: August 15, 1926

THE TALKING MACHINE WORLD (World of Music)
Bust of Victor Herbert for Central Park, New York

Victor Herbert, whose compositions and personality are so highly thought of by New Yorkers, is to have a memorial in Central Park. It will be located in the southwest corner of the concert grounds, almost opposite the bandstand, where many of his band and orchestral compositions are played. It will be a bronze bust designed by Edmund T. Quinlan, and has been approved by the Art Commission.

Joe Davis Writes This One

Joe Davis, besides being the head of the Triangle Music Publishing Co., Inc., every once in a while writes a song or two. This time it is a beautiful Hawaiian waltz song entitled "My Hawaiian Serenade." He wrote it in conjunction with Arthur C. King, who in his spare time sings and plays over the radio and is on no less than ten stations a week. In the past ten days, he has received over 500 letters commenting upon his new song. He expects to make this one of his plug songs this fall in conjunction with "She Belongs to Me," "I'm Leaving You," "I Don't Want to Forget."

New Groove Suite

Leo Feldt, Inc., is publishing a descriptive suite by Ferdie Groove, the arranger for Paul Whiteman, which has been entitled "Mississippi." It is issued for orchestra and also as a piano solo. It is in four movements under the captions "Father of the Waters," "Huckleberry Finn," "Old Creole Days" and "Mardi Gras."

New Harris Numbers

Charles K. Harris, the pioneer popular publisher and ballad writer, has a number of surprise songs which will be introduced during the coming season. Among these are "The Sweetest Kiss of All," "Starlight, the Roses and You," "Would You Tell," "You Never Cared for Me," "They Don't Want Me Back Home Again," and a new mother song, entitled "Safe in Mother's Arms." This number promises to achieve popularity. Strong exploitation drives will bring these numbers to public attention.

F. B. Kelton With Harms

Frank B. Kelton, formerly California representative of Jack Mills, Inc., is now manager of the harness and vaudeville department of Harms, Inc., 62 West Forty-fifth street, New York. Young Kelton has been closely associated with the show world all his life and has played all of the leading vaudeville circuits of America.

Portland's Prosperity Indicated by Business

Dealers Optimistic as Good Business Continues—Trade Representatives Attend Seattle Convention—News of the Month

PORTLAND, ORE., August 5—"Portland is prosperous" is the heading of a two-page newspaper report made by the Portland Oregonian, which in conjunction with the statistical department of the Lumbermen's Trust Company, has made an exhaustive survey of business conditions in Portland, securing data from every source. This survey was made to answer, if possible, with some degree of economic accuracy the ever popular question: "How's business?" Each fundamental fact points to a continuation of this prosperity.

Portland merchants, wholesalers and their salesmen went on masse to Seattle to attend the Western Music Trades Convention held there July 27 to 30, inclusive, with just enough of the store force left behind to "carry on" as best they could.

W. H. Lawton, Pacific Northwest manager of the Columbia Phonograph Co., and Randall Bargelt, Oregon representative, called all Columbia dealers of Portland and the State of Oregon to the Multnomas Hotel, Portland, for a demonstration of the new Columbia Viva-tonal phonograph. Five models were shown and demonstrated, the dealers receiving them with great enthusiasm.


Offices of the Oregon Music Trades Association, the Oregon Radio Trades Association and the Portland Broadcast Listeners' Association have been moved from 411 Journal Building to Rooms 301-302 of the same building.

George J. Thompson, Jr., executive secretary of the Oregon Radio Trades Association, and manager of the Pacific Northwest Radio Exhibition, is assuring radio fans and dealers that one of the best radio shows to be held in the United States during the coming year will be in Portland, September 21 to 25, inclusive, at the municipal auditorium. Out of a total of 84 booths in the auditorium, 60 have already been sold, with the greater part of the remaining 24 booths spoken for.

The first annual Pacific Northwest Atwater Kent radio dealers' convention was held here at the Multnomah Hotel June 22 and 24, under the auspices of the Sunset Electric Co., George L. Sammis, manager in charge. The convention opened with the registration of guests, the address of welcome being given by Gordon Prentice, president of the Sunset company, who introduced H. T. Stockholm, personal representative of Atwater Kent. New models were exhibited and prices announced by Stockholm, who also gave an explanation of their service policy.

The Saxophone Shop has been opened at 274 Washington street, Portland, a local prominent saxophone artist.

The Vern Wenger phonograph shop, for four years located at 224 Alder street, has moved to 264 Alder street. Mr. Wenger has taken two floors at 264 Alder street, installing his Victor, Brunswick and Columbia phonograph and record departments on the first floor and his Grube, Vendome and Fada radio lines on the second floor.

Carl W. Jones, traveling representative of the Brunswick Co., reported the Yakima News Music Co., exclusive Brunswick dealer, is enlarging its store by moving from its location at 109 East Yakima avenue, in order to have more space and a more desirable location nearer the main shopping district.

Mr. Jones also announced that the Bailey Music Co., of Spokane, under the management of Russell Bailey, is remodeling its store. Mr. Jones, who for the past fifteen years has been Pacific Northwest representative of various national phonograph companies, among them the Columbia and Cheney, affiliated August 1 with the L. C. Warner Co. of Seattle, Portland and Spokane, in the radio department of the Seattle branch.

Conn-Porland Music Co., at Alder and Eleventh streets, has rented space to Mrs. G. Gadby for a record and portable phonograph department. Mrs. Gadby has installed the Okeh, Odeon and Vocalion records and the Swanson portable.

All Victor dealers report splendid success with the reduced price sale of their remaining stock of Victor mechanically recorded records.

Frank Raymond, for the past several years sales manager of the Wiley B. Allen Co., has been transferred to the San Francisco Wiley B. Allen store, where he will have charge of the sales department.

Nelle Mugger, who two years ago forsok the record business to enter the automobile business, has returned to her "old love" and is back at the record department of Sherman, Clay & Co., this city.

This invention relates to devices for causing a phonograph to repeat the playing of records, and another object is to provide a repeating device of the character indicated which shall be capable of adjustment to adapt it to phonographs of different kinds and to records of different sizes.

In the accompanying drawing, Figure 1 is a plan view of a portion of a disc record in position on the turn-table of a phonograph, together with a repeating device constructed in accordance with the invention. Figure 2 is a similar plan view showing the position of the parts at the time when the needle is released from the guide and is allowed to engage the screw shaft. Figure 3 is an enlarged bottom plan view of the repeating device. Figure 4 is an enlarged cross sectional view through the repeating device, the section being taken substantially on the line 4—4, and Figure 5 is a fragmentary view, partly in vertical section and partly in side elevation, showing the adjustable construction of the guide and the manner in which the screw shaft returns the needle to the starting position, the section being taken substantially on the line 5—5, and Figure 6 is an enlarged transverse section through the casing and screw shaft showing the adjustable connection between the pivot member and the casing, the section being taken substantially on the line 6—6, Figure 1.


This invention relates to disc type sound reproducing machines and has for its principal object to provide such a machine in which all the parts are supported in a cylindrical casing the cover of which constitutes, the record turntable. A further object is to simplify the construction and decrease the number of necessary parts for phonograph machines in general; without sacrificing the reliability to the end that a high grade, inexpensive machine may be provided. A further object is to adapt the improved machine to electric drive.

Figure 1 shows a top view of the machine with the tone arm omitted, and Figure 2 shows a vertical section taken on line AA of Figure 1. Arthur B. Carlson, Kenosha, Wis. Patent No. 1,576,830.

This invention relates broadly to improvements in sound-reproducing machines and has particularly to do with improving the tone arm. Thereby, the primary object of the invention being to provide a tone arm which will include articulately related sections capable of reproducing a reproducer and sound box in such manner that the latter may have its position easily and conveniently altered so as to be capable of reproducing both the lateral and hi-fi sound type of records, and to permit this.

The invention relates to a multiple record phonograph construction which will automatically play, in succession, a plurality of records, which will remove the records played and position the needle correctly for the next record, and which will stop the machine after all the records have been played.

Further objects are to provide a mechanism which will remove the records in a simple and quiet manner, which will not injure the records, and which utilizes the rotating disk for effecting the removal without stopping the disk, thus permitting the immediate playing of the succeeding record.

Further objects are to provide an automatic phonograph mechanism which is adapted to receive a plurality of stacked disc records upon the rotating disk, which will successively play the records and remove the played records from the top of the stack and in which the disk is so constructed that it automatically adjusts itself for the decreasing height of the stack.

Figure 1 is a plan view of the apparatus. Figure 2 is a sectional view on the line 2—2 of Figure 1. Figure 3 is an enlarged sectional view on the line 3—3 of Figure 2. Figure 4 is a sectional view on the line 4—4 of Figure 5. Figure 5 is a sectional view on the line 5—5 of Figure 4. Figure 6 is a sectional view on the line 6—6 of Figure 4. Figure 7 shows the mechanism shown in Figure 6 in a different position. Figure 8 is a view corresponding to Figure 7 showing a further successive position of the mechanism.

Radio Convention to Be Held During Frisco Show

Plans for First Pacific Coast Radio Convention Have Been Completed

SAN FRANCISCO, CAL., August 5.—The first radio convention ever held on the Pacific Coast is scheduled to take place in conjunction with the third annual Pacific Radio Exposition to be held here August 21 to 28. The convention is to be held under the auspices of the Pacific Radio Trade Assn., which is also sponsoring the exposition. One of the principal speakers will be A. T. Hagh, president of the Radio Mfrs. Assn. A constructive program, including all of the problems of radio from the standpoint of the manufacturer, jobber, dealer, the broadcast station and the owner, has been planned.

According to the Pacific Radio Trade Assn., more than 400 exhibitors have now been contracted for, with approximately 90 per cent of the space sold. The exhibits will include the latest models of practically all of the outstanding manufacturers of radio receivers and accessories. Dealers, jobbers, manufacturers and manufacturers’ representatives from all sections of the West have sent in their reservations for the big convention-exposition event.
Louis Sterling, Columbia Head, Gives
Interesting Views on Gramophone’s Future

Address Which Was To Have Been Feature of
British Music Industries Convention Briefed for
The World’s Readers—Record Sales Outsetting Depression Caused by Strike.

LONDON, Eng., August 4.—The general strike and its results, together with the prolongation of the coal crisis, has brought the long period of economic depression, general throughout the country, has adversely affected the gramophone and record industry during the last month. At this time, the effect of the general strike on the record industry is causing a slackening in sales, but, except for 1926, the gramophone industry of late years has been the joyful exception. Even this year, the possible effects of the general depression have been considerably mitigated by the enterprise and wonderful recordings of the leading companies. The monthly and mid-monthly bulletins, together with the wonderful combinations of recordings to please all tastes, have kept stimulated the public taste, and maintained a demand that has kept the factors and retail trade busy, if it has not created a record Summer trade.

Louis Sterling on Future of Gramophone

Considerable disappointment was felt in many quarters when, according to the general strike, the Federation of British Music Industries canceled the arrangements almost completed for its annual convention. However, the music industries are not entirely to be disappointed as at the last meeting of the directors of the Columbia Graphophone Co., Ltd., was down to read a paper on “The Music Industries of To-day and To-morrow,” and, as I stated in my last letter, Mr. Sterling considers for his paper, so that I am now able to let readers of The World have his conclusions on the talking machine industry and its future. Mr. Sterling considers that the talking machine industry is entitled to first place among the music industries as the retail turnover of this section is to-day larger than any other section, and that it is so because responsible for its development having been given the public what it wanted in music but were enterprising enough to keep a little ahead of the public mind. The gramophone has had to fight the musician’s prejudice, the dealer’s prejudice and everyone’s prejudice, but has forced its way into general acceptance despite ridicule, sarcasm or prejudice. Fighting, says Mr. Sterling, not sleeping or idly waiting, but giving the gramophone its place in the music industries. Referring to broadcasting, he held, as far back as 1922, when asked what effect will wireless have on the gramophone industry, that anything bringing good music into the homes of the people was of advantage to the gramophone industry. Wireless broadcasting has enormous value and will itself grow into a large and profitable industry. The recent general strike showed the necessity of a receiving set in every home. But radio will never be the home entertainer—unless you can standardize the people’s mind exactly as you can their clothes or their motor cars. Dealing with the possible attempts of the trade unions to restrict production in industry generally, Mr. Sterling considered that they could not stem the natural tide, and that in time piece-work must and will become more general. Workers would earn more and spend more. Costs of production would automatically come down, output increase, new demand arise and be created at home and abroad. In regard to the trading viewpoint, the manufacturers of gramophones and records had never stood still. They had recognized that the early developments were but indicative of greater things and they schemed and planned for them. Again, not many industries could say that in spite of largely increased wages, and costs of raw materials, prices were as low as, or lower than, pre-war. He considered it was due to the development of automatic machinery; increased output; the raising of every standard of quality, and advertising, which had stimulated increased demand. There had been a tendency to amalgamation in the manufacture of records. This was an age of big business—amalgamation, co-ordination, and concentration of large outputs. There could be no better proof of the soundness of policy than that British-made gramophones and records were being exported in large quantities to every country in Europe, in spite of high tariffs and depreciated exchanges. He estimated that, last year, over three-quarters of a million gramophones and over £2,000,000 records were produced in this country.

The gramophone to-day, was entering upon a new phase—a revolutionary one. After the advent of the radio, and the spread of electrical record-making, had been developed, and already wonderful things had been done with it. It was impossible to forecast the possibilities of this new art. Research already indicated some early and startling prospects. More he would not say. Side by side with these radical changes in recording art, the instrument was being improved to reproduce what it had never been able to reproduce before. New gramophones were coming along that would give the most perfect reproduction, and improved methods in their manufacture would bring these instruments to the public at still lower prices. Concluding his remarks on the gramophone industry, Mr. Sterling said, “the gramophone business is at the beginning of a new and vigorous growth, to which I would add my profound belief that it will not be many years before the gramophone and its records will provide a bigger turnover than the rest of the music industries combined.”

The Record Exchange System

The Columbia Graphophone Co. has apparently been able to solve the vexed question of record exchanges, for this year it has assorted and Griffithed its many dealers by arranging a free exchange of all canceled Columbia records, dealers receiving in return brand new titles without charge or additional orders. The conditions applying to Columbia records are also announced as applying to the canceled records on the Regal catalog, dealers again being placed in the position of being able to exchange all “cut-outs” free of charge, i.e., one to one, without the necessity of ordering further records.

Some Trade Briefs

The first annual meeting of the Vocation Gramophone Co., Ltd., was held recently and it was announced that the company has been associated with Signor Marconi in a new process of recording, and that from the results already obtained the company would be in a position to soon place on the market the records showing a distinct advancement in the recording art. The profits shown in the company’s report totaled £14,701.

The newly named Edison Bell, Ltd., has just placed on the market two new sound boxes called the “Era” and the “Standard.” The Vocation Co. is having quite a demand for its new portable, which is a fine high-grade proposition.

The various Gramophone companies will demonstrate their goods apart from the other musical instrument makers at next year’s British Industries Fair.

POINTS ABOUT SPRINGS (10)

The higher the temper of a mainspring the stronger it is, but the risk of breakage is greater in proportion. On the other hand, if the tension is too low, the risk of breakage is nil, but the spring would be too weak. Mainsprings are made of steel, the temper of which is midway between these two limits. We might mention that the colour of a mainspring spring is an indication of its temper. The spring colour is for appearance only, and is a later process performed after tempering. Get a Vulcan spring list immediately. Write to-day.

USE VULCAN MAINSPRINGS

Best in the Long Run!

Note the Greaseproof Wrapper.

Made by J. STEAD & CO., Ltd.

MANOR WORKS SHEFFIELD, ENGLAND
**Pathe Phono & Radio Corp. Banner**

**DANCE RECORDS**

- **1976**: Baby, Face—Fox trot—The Radiophonics
- **1977**: Barcelona—Fox trot—Imperial Dance Orch.
- **1978**: Many, Many—Foxtrot—Imperial Dance Orch.
- **1979**: How Many Times?—Fox trot—Anselmo's Troubadours
- **1980**: The Jones and the Bloodworth Executives—Fox trot

**INSTRUMENTAL RECORDS**

- **1976**: I Am Waiting My Time—With the Breakers
- **1977**: Louis, Louis—Fox trot—Louis Jenkins' Fox Trotters
- **1978**: What Would You Do?—With the Breakers
- **1979**: I've Found a New Baby—Fox trot—Louis Jenkins' Fox Trotters
- **1980**: For My Sweethearts—Chorus—The Breakers

**RACE RECORDS**

- **1976**: The Two Vocal Men—Voice and Orch.
- **1977**: Louisaoka—Voice and Orch.
- **1978**: It's an Old-Fashioned Thing—Voice and Orch.
- **1979**: You Can't Get Away from Me—Voice and Orch.
- **1980**: Keep on Running—Voice, Chorus, and Orch.

**Ferrell-Paschal**

**Golden Showers—Hawaiian Guitars, Ferrell-Paschal**

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**August 15, 1926**

**THE TALKING MACHINE WORLD**

**ADVANCE RECORD BULLETINS FOR SEPTEMBER**

(Continued from page 142)
Important Developments Feature Month Throughout the Los Angeles Territory


Los Angeles, Cal., August 4—Howard L. Brown, Los Angeles branch manager of the phonograph department of the Victor Talking Machine Co., sailed early last month for Europe and plans to visit five or six of the old countries, returning to his desk and work about the middle of August. During this time he will be engaged in some developments which are expected to be important things during Mr. Brown’s absence.

Walter S. Gray in Los Angeles

Walter S. Gray, president of the Walter S. Gray Co., has spent the last month and a half in Los Angeles and visited the various dealers. He reported good business, especially with portable machines.

New Columbia Models Arriving

The new Columbia instruments are arriving at Los Angeles headquarters and a number of advance orders are being received from all parts of the Southern district. W. E. Henry, California general manager, attended the Seattle Convention of the Western Music Trade Association.

Atwater Kent Dealers Convene

Ray Thomas, Inc., Southern California distributor of the Atwater Kent radio, was host, July 16, to about two hundred Atwater Kent dealers, who held the bulk of their business in the room of the Alexandria Hotel. Instructive addresses featured the event.

Association Plans Broadcasting

Tentative plans have been made by broadcast associates for an hour’s program every other day under the auspices of the Radio Trade Association of Southern California. The principal motive for this venture is to create increased interest in the trade, and it is expected that the radio stations, to whom the program is being broadcast, will give to retail salesmen to demonstrate radio sets at the time of day when most stations are silent, also, it is believed, that the Association itself will be advertised in this manner.

Success Assured for Radio Show

With practically every inch of space sold and plans running smoothly and satisfactorily, the Fourth Annual National Radio Exposition, which will take place September 5 to 11, inclusive, at the Ambassador Auditorium, Los Angeles, seems assured of unbroken attendance and strong interest is anticipated.
Business Gains Reported in the Kansas City Field

KANSAS CITY, Mo., August 7—Following a period of comparative quiet in the phonograph business in this city during the latter part of July, due largely to the vacation exodus and the very small number of new sales having been made, there are signs of life and activity. The new sales, in fact, have been increasing as the sun comes up on the autumns, and have been held continually during the past few weeks, are expected to yield big returns this Fall.

The new Columbia Viva-tonal was introduced here in a two-day demonstration at the Hotel President, by Mr. Peter Cochran, and the demonstration was repeated in Kansas City, and all the surrounding territory of Kansas, Oklahoma and Missouri, to witness the premier performance of the new machine in this territory. W. D. Ockenden, manager of the Columbia, represented the demonstration. The reception given the new machine by the Columbia dealers was decidedly enthusiastic and the performance of the Viva-tonal surpassed their expectations, even after months of anticipation.

The Edison Distributing Co., of this city, reports that it has had great success with the Edison reproducer, and that there is a good demand for this attachment. Records have continued steady, and the new sample record, carrying ten of the best numbers of the month, has pleased buyers and popularized the Edison among the dealers. July business showed an increase over June, says C. L. Smith, manager of the Edison Co. here, and the prospects for Fall are better than ever.

C. V. Blessel, manager for the Starr Piano Co. here, has recently opened a retail store of his own in connection with the wholesale display room of the company. He reports that his business is steady.

The Wood's Music Stores, located at 402 East Twentieth and 1621 East Eighteenth, are both doing good business. Mr. Wood has moved the former store to 413 East Twelfth street, combining the two stores into one large establishment. Here they are installing new fixtures, and re-decorating. Mr. Wood is a Columbia dealer.

A new phonograph and radio store has been opened here, by B. H. McNeill and Donald Phelps. The store is located at 6339 Brookside, in the Brookside shopping center, and will handle Brunswick machines only.

The radio service was opened here during July with two meetings of radio dealers from the surrounding States of Kansas, Oklahoma, Arkansas, Iowa and Nebraska. The first meeting was in honor of Powel Crosby, and 250 dealers were entertained at a luncheon at the Hotel President, by five Crosby distributors, the Sterling Radio Co., Kansas City; Harbison Mfg. Co., of Kansas City; the Theodore Riech Motor Supply Co., of Macou, Mo.; the Ross-Frazier Iron Co., of St. Joseph, Mo., and the American Electric Co., of St. Joseph. This meeting was followed the next day by a dealers' meeting.

Henry G. Hillebrand With Amphon Corp. of America

Henry G. Hillebrand, well known in radio and phonograph trade circles, has been appointed factory representative of the Amphon Corp. of America, of New York City. Mr. Hillebrand will co-operate with Mr. Amphon distributors in the metropolitan district, devoting his efforts to see that the highest type of service is rendered on Amphon products all along the line from factory to the consumer. In this his work, Mr. Hillebrand will be closely associated with Lloyd Spencer, general sales manager of the company.

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CORRESPONDENCE FROM LEADING CITIES


Talking Machine and Radio Men, Inc., Resume Meetings

Metropolitan Dealers Hear Interesting Talks by Representatives of Toy Mfg. and Edison Co.—Prepare for Annual Outing

The regular monthly meetings of the Talking Machine and Radio Men, Inc., were resumed Wednesday, August 4, at the Cafe Boulevard, New York, with talks by Fletcher D. Dodge, secretary of the Toy Manufacturers of the United States, and Louis Resnick, of the New York Edison Co., as the features of the gathering. Mr. Dodge spoke briefly on the profit-making possibilities of music dealers installing toy departments in their stores. So far as the Edison Co. is concerned, he said, this is a very interesting talk, explaining the reasons why the Edison Co. is spending a great amount of money in advertising its weekly hour of music and other broadcasting features, and the fact that a large number of dealers are interested. Mr. Resnick, in answering questions about exclusive deals, said it would be a matter of interest to secure personal contact with Edison customers, and broadcast programs offer the best method of a large corporation entering the homes of the many thousands of its customers. A second reason is that many people are unaware of what electricity really is and short instructive talks are occasioned to bring a better understanding of electricity to listeners.

The next meeting of the association will be held at the Cafe Boulevard on September 15. At this meeting only routine business will be attended to and the members will then go in a body to visit the annual meeting of the World's Fair at the Madison Square Garden.

Byron Foster, chairman of the entertainment committee of the association, outlined the plans for the annual outing of the members, which will take place at Briarcliff Lodge, New York, on September 21.

Among those concerns that have arranged for exhibits at the annual convention of the Michigan Music Merchants' Association to be held at the Book-Cadillac Hotel, Detroit, on August 16, are the following: Amphon Co., Chicago; W. Col- lender Co., Columbia Phonograph Co., Sonora Phonograph Co. and Victor Talking Machine Co. The various new products of these several companies will be displayed.
The best season of the year is now and the next few months for selling the Starr Portable Phonograph or the Gennett Portophone. Vacation time is the uppermost thought. Outdoor play is in full swing and outdoor play means auto trips, camping parties, canoeing, moonlight dancing, picnics—and where there is play there is sure a need for music. The Starr Portable or the Gennett Portophone with Gennett Records offers an unbeatable combination to launch forth on a big summer selling campaign.

The new Gennett releases with their timeliness, vivacity, smoothness and excellence of recording and the smart clean-cut appearance and clear far-carrying tone of both the Starr Portable and Gennett Portophone present all any dealer could desire to meet the season’s selling opportunity.

These Portables may be had either under the Starr or Gennett name plate. Colors are black, brown, red, gray, green and blue. Light in weight, ruggedly constructed, handsomely finished, attention compelling. Will meet the demands of the most critical.

The Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

THE STARR PIANO COMPANY
Established 1872

Branches in:

BIRMINGHAM
BOSTON
CINCINNATI
CLEVELAND
DAYTON

DETROIT
INDIANAPOLIS
KANSAS CITY
LOS ANGELES
NASHVILLE

PORTLAND
SAN FRANCISCO
NEW YORK

Factories: Richmond, Indiana
The NEW EDISON Dance Attachment
Simple—inexpensive—doubles the volume of any New Edison for all dance music—the latest achievement of

Frank Braidwood
Cowboy Baritone
Tied up exclusively with EDISON

STAR of the "big time" vaudeville circuits, motion picture star, and recently voted as having the best broadcasting voice on the Pacific Coast—Frank Braidwood, the cowboy baritone, has now become an exclusive star in the Edison galaxy of popular artists. Another cause for Edison owners to rejoice, another opportunity for Edison dealers, another reason for phonograph purchasers preferring the New Edison.

The "cowboy baritone" sings popular music in a delightfully intimate, confidential style so much in vogue at present. There is an irresistible appeal in that magnificent, gold baritone voice, something that is above mere technique, something that "hits folks just where they live".

Give your customers a chance to hear some of these numbers. They'll just take them away from you.

51727 | After I Say I'm Sorry (What Can I Say?), Donaldson-Lyman
| But I Do—You Know I Do, Donaldson-Kahn
51743 | Let's Talk About My Sweetie, Donaldson-Kahn
| Could I? I Certainly Could, Yellen-Ager
51766 | Somebody's Lonely, Davis-Gold
51770 | No More Worryin', Donaldson-Mills-Kahn
51770 | It's Too Late To Be Sorry Now, Verges-Therrien-Le Claire
51770 | When the Red, Red Robin Comes Bob, Bob, Bobbin' Along, Woods
51769 | Blue Bonnet—You Make Me Feel Blue, Bryan-Wendtling-Richman
51769 | Oh Boy! How It Was Raining, De Costa-Silber
For the best fall business in your history

The Brunswick Panatrope
Brunswick’s New Musical Instrument

Brunswick “Light-Ray” Electrical Records (musical photography)

Brunswick
Deep Rich Tones never heard before in Radio—

The Sonora Shielded Six achieves an enchanting fullness of tone found in only one other instrument — The New Reproducing Phonograph. The sensational success of these new instruments is due to the fact that for the first time bass notes are reproduced in their full richness and depth.

And now these new depths are sounded in radio—ocean deep chords of majestic fullness, the vibrant pedal notes of the organ—these are the new and distinctive features of this great reproducer of music.
C. Lincoln Advertising Manager of F. A. D. Andrea

Popular and Widely Known Advertising Executive Admiringly Equipped for Important Post

L. C. Lincoln, one of the most popular and widely known advertising executives in the phonograph and radio industries, has been appointed advertising manager of F. A. D. Andrea, inc., New York City, manufacturer of Fada neutrodyme products. Mr. Lincoln is ideally qualified for this new post, as his previous experience includes an active association with advertising and sales problems incidental to the retail dealer.

For seven years Mr. Lincoln was associated with the Sonora Phonograph Co., Inc., occupying the important post of advertising manager for a number of years and keeping in close touch with the company's jobbers and dealers throughout the country. Prior to the Sonora facilities he was associated with the Star Bolo Co. and other well-known retail music concerns, where he gained an invaluable knowledge of retail merchandising conditions.

Mr. Lincoln will be in complete charge of the Fada advertising campaign, which, this year, will be more extensive than ever and of tremendous importance to Fada distributors and dealers.

CA Starts Educational Meetings to Help Dealers

Purpose of Meetings Is to Value Service Problems of Retailers and to Acquaint Them With RCA Sales and Ad Policies

A series of dealer educational meetings has been inaugurated by the Radio Corp. of America to help dealers with their service problems and to acquaint them with sales and advertising policies of RCA. The first of these meetings was held recently at Syracuse, N. Y., under the auspices of the Robertson-Catert Electrical Supply Co., and the H. C. Roberts Electrical Supply Co., RCA distributors. The gathering, which was addressed by Pierre Boucheron, advertising manager, and E. A. Nicholas, Eastern district sales manager of the Radio Corp. The dealers were assured that the present models offered to them will be the same in all essential respects for the next few years, as RCA engineers have decided that there can be no basic changes in the mechanism of a Radiola.

Edison and Walsh Leave on Transcontinental Trip

President of Thos. A. Edison, Inc., and Vice-President in Charge of Phonograph Division to Visit All Jobbing Centers and Meet Dealers

Charles Edison, president and chief executive officer of the Edison Bros. and together with Arthur T. Walsh, vice-president and general manager of the phonograph division of the Edison interests, left Orange on September 12 for an extended tour of the entire country. Messrs. Edison and Walsh will visit all the Edison jobbing centers from coast to coast, and arrangements have been made for a gathering of Edison dealers at each point, to whom the executives will deliver a message of great importance.

Various new products have emanated from the Edison laboratories, some of which, including the dance reproducer, have already been offered to the trade and public, while others will be placed on the market in the future. These new products will be demonstrated and explained to the dealers in detail and they will also be informed of the national advertising campaign planned for the coming months in the interest of the new Edison phonograph and records. Elaborate new merchandising plans will also be described.

It is expected that Messrs. Edison and Walsh will be away from the factory headquarters for a period of from three to four weeks, and it is believed that the contacts with the dealers of the country, developed through the medium of the trip, will prove a powerful factor in promoting the distribution of Edison products.

Ideal Phonos Parts Co. and Buel Parts Co. Combine

Pittsburgh and Cleveland Firms in Agglomeration: Capital Increased—New Officers

An agglomeration of considerable importance to the trade throughout the Pennsylvania, Ohio and West Virginia districts took place recently with the merging of the interests of the Ideal Phonos Parts Co., Pittsburgh, with the Buel Parts Co., phonograph and radio wholesalers, Cleveland, O.

Plans have now been completed for the operation of the business in the future under the name of the Ideal Phonos Parts Co., Inc., with a considerable increase in capital stock of the corporation, to its present warehouses in both Pittsburgh and Cleveland. The officers of the merged corporation will be: Paul Susselman, Fred C. Schuyler, William C. McClelland and B. W. Lyons, who will personally and through a sales force of eight additional representatives, working from both Pittsburgh and Cleveland, keep in close contact with the trade and be able to offer the benefits of an increased buying power and a larger and more varied stock of merchandise made possible by this consolidation.

Among the more important advantages to the trade in these three States brought about by this latest move is the assurance of more efficient and prompt service on the Okeh and Odeon records, which are being merchandised by the company in Pittsburgh territory through an arrangement with the Everyboy's Talking Machine Co., a wider and more efficient distribution of Carryola portables, Valley Forge picnics and portable radio reproducers, Melody-Art music rolls and Artone phonographs, a new type phonograph that has so far met with an unusual degree of success due to its excellent tonal quality.

Fred. P. Oliver Elected Vice-president and Gen. Manager

Of Boley-Oliver Co., New York, Distributor of Kellogg Products in Important Territory

D. H. Boley, head of the firm of D. H. Boley & Co., Inc., 1440 Broadway, New York, sales agent for the products of the Kellogg Switchboard & Supply Co., Chicago, Ill., announced on September 1 that Fred. P. Oliver, one of the most popular members of the wholesale trade, had become associated with his company. The firm has been organized as the Boley-Oliver Co., with Mr. Boley as president and treasurer of the company and Mr. Oliver as vice-president and general manager.

This new arrangement for the distribution of Kellogg products in the important territory served by the Boley-Oliver Co. reflects the rapid growth and popularity of Kellogg receiving sets. Mr. Boley has been identified with the Kellogg organization for several years and has established representative and successful dealers throughout his territory. Mr. Oliver’s association with the company will undoubtedly enable the organization to build up an impressive clientele among the leading dealers in the East, for the quality of the Kellogg product will be reinforced by the fact that Mr. Oliver numbers among his close friends practically every well-known and active talking machine dealer in Eastern territory.

"Fred" Oliver needs no introduction to the trade throughout the country, for he has been identified with the phonograph and radio industry for the past thirteen years. For eleven years he was vice-president and general manager of the Blackman Talking Machine Co., New York, Victor wholesaler, and for over a year was metropolitan sales manager for the Manual Master Corp. He brings to his new connection an exceptionally valuable merchandising and executive experience with a thorough knowledge of the retailers’ problems.

An Important Correction

In the advertising of the Magnavox Co. appearing on pages 56 and 57 the circulation of The Talking Machine World is given incorrectly, through an error on the part of the engraver. The circulation of The Talking Machine World is 13,000 copies per issue, and not the figure given in this advertisement.

See second last page for Index of Articles of Interest in this issue of The World.
Fall Volume Depends on Sales Promotion

Retail Trade in Better Position Than Ever to Do a Profitable Business. Vigorous Sales Promotion Campaigns Will Be Rewarded.

With the Summer drawing to a close and the Fall, with expected stimulation of business, in the offing, the retail trade must begin to make plans for the sales promotion drives of the last quarter of the year. Reports reaching The World from correspondents in the leading cities of the country, as well as the statements of dealers themselves, indicate that optimism prevails throughout the trade. The way in which local prospects are regarded is justified. An analysis of the condition of the industry, taking into consideration the effect of new products on sales of retailers, indicates that there are many sound reasons for the expectations of the retail dealers regarding a busy Fall season.

New Instruments Will Effect Sales

The fine new lines of talking machines, embodying radical improvements; improved methods of recording, resulting in better records; new and improved radio receivers and speakers, all tend to aid the dealer, in that the talking machine merchant will have new talking points to strengthen his sales message. Not only will non-owners of talking machine and radio sets be prospects for these products, but those who already own the old-style instruments may be considered prospects and the dealer who makes a serious attempt to sell to these people during the Fall undoubtedly will be rewarded for his trouble by making sales that otherwise would never materialize.

Stabilization in Radio

While the talking machine situation has improved tremendously, great strides also have been made in radio. The chaotic condition that marked the industry a year ago has largely been eliminated and, comparatively speaking, the industry, at least from the angle of the retail dealer, is in a stabilized condition that can only react to the benefit of the trade as a whole. The retailers, too, have succeeded in profiting by past mistakes resulting from lack of knowledge of merchandising radio, and have revised their methods of operation to such an extent that many of the profit-killing practices of a year ago have been eliminated. This is particularly true of the service problem. Talking machine dealers now are not permitting service to devour profits on sales. Service plans have been evolved that create customer satisfaction and at the same time leave the dealer with a profit. Some merchants have even brought the service department to the point where it is actually a profit-producer.

Better methods of selling have been evolved, and a method of stabilizing radio retailing. Intelligent salesman, who understand their product and, what is of equal importance, understand how to secure the name of the prospect to the dotted line without

Introduction of new products gives the retail merchant strong talking points which he can capitalize. Reports indicate that the country is in a prosperous state and the time is ripe for sustained campaigns. The people have the money and whether they will spend some of it for products handled by the talking machine dealer depends in a great measure on the sales effort put forth...

This instrument has been designed with 3 major factors being considered:

1. PERFORMANCE
2. APPEARANCE
3. PRICE

Added to these features we emphasize the FACT that the LYRIC is sufficiently selective to meet congested broadcasting conditions in the Metropolitan area.

The LYRIC is embodied in a Mahogany Cabinet. The front panel is bakelite, size 7 x 18, and very attractively lithographed in gold. The Rheostat and Tuning Knobs are also made of bakelite. Indicators and armores engraved with gold. The condensers are of the S.L.F. type.

This receiver covers all stations ranging from 200 to 600 metres.

Mr. Jobber, write or wire us for detail on our exclusive territorial proposition.

Dealers are requested to inquire of their Jobbers regarding the LYRIC or Address:

New York Album & Card Co., Inc.
23-25 Lispensar Street, New York
(Established 1907)
Carrying the News of the BRUNSWICK PANATROPE

First demonstrations of the Brunswick Panatrope were the news of the day in the metropolitan newspapers the following morning. Now, knowing that when people hear this marvelous instrument they'll want to own it, Brunswick is carrying the news of the Panatrope to the millions in the pages of the leading magazines, and in newspapers as well. This advertising creates the sales opportunity of a lifetime for Brunswick dealers. Watch for it, tie up with it, and get the utmost in profits from this sales-creating publicity.

Watch September issues of these publications:
Saturday Evening Post
Sept. 11
Literary Digest
Sept. 18
Good Housekeeping
Liberty
Sept. 25
Vogue
Harper's Bazar
Etude

Brunswick
PANATROPES • PHONOGRAPHS • RADIOLAS • RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., General Offices: CHICAGO
H. H. Roemer Appointed General Sales Manager of Bell & Howell Co., Chicago

Statement of Interest to Dealers by Prominent Executive Now Connected With Manufacturer of Motion Picture Producer Equipment and Filmco Cameras and Projectors

H. H. Roemer, former director of sales promotion and advertising of the Zenith Radio Corp., has been appointed general sales manager of the Bell & Howell Co., Chicago, manufacturer of 95 per cent of the world's consumption in professional motion picture producers' equipment and amateur FILMO cameras and projectors.

Mr. Roemer's activities in field organization and development in radio merchandising methods are well known to the music and radio dealer, as well as the industries at large and his convictions in the substantial improvement in that industry's retail outlets are clearly manifested by the move he has just made. The Talking Machine World, ever anxious to pass on to its readers such constructive material as will encourage greater successes for the retail music and radio dealer, requested Mr. Roemer to prepare a paper incorporating the statements made by him during his recent visit to New York City, which is as follows:

Many of my good friends in radio, hearing of my recent change, have expressed surprise in what they term as leaving the industry. I have not stepped out of the picture—in fact, I will figure in it to a much greater extent since it will not in any sense be in competition with any radio or musical line—but in solving one of the dealer's greatest problems and bringing to the retail and even wholesale market to the record and music lines a much-sought-for support. Manufacturers and dealers alike appreciate the financial difficulties brought about by off-seasonal sales slumps. It is a condition which, until overcome, will never render retail merchandising of these lines an attraction for investment—much less a condition of those who are at present engaged in it exclusively.

"The success of an industry depends upon the successful development of its products and by this token, the success of distribution is wholly dependent upon the success of its retail outlets. If a dealer fails to make a profit obviously he cannot continue in business. A dealer may show a profit over a certain period of time—but, if sales are permitted to fade out during off-seasons, the profits of his peak months are absorbed by the upkeep expense of non-productive months and seasons. There is a very practical moral to the old story about means to assist the dealer over the terrors of that Summer slump and by such means as would hold his selling forces intact and not carry him too far away from his nearest dealers—to keep his entire organization in business and his sales roads have to be followed in contact with the same type of patron. Practically every music and radio dealer in the industry realize the quickness of a short season dwindle away during the late Spring, Summer and early Fall months.

The answer to this problem rests in the analysis of his own setup. First, the music and radio dealer will have to be given for the home. An additional line of kindred retail merchandise is, therefore, necessary for his retail business. Second, his merchandise appeals to the finer senses. He will cash in biggest by obtaining the importance of selecting merchandise of like appeal for 'off-season' selling. Third, his method of merchandising involves a thorough understanding of selling 'in-the-home' and he is particularly equipped to sell by large-scale advertising and capitalizing on this highly specialized form of selling—taking on such a line as will further the continuance of this method of selling in order that his sales force remain in good training throughout the entire year and from year to year.

There is a fraternal relationship between the phonograph customer and dealer through that contact produced by the constant sale of records—likewise between the radio customer and dealer through the sale of accessories and services. But there's that inevitable break of these contacts during those dead summer months when even the best in music will not keep door of the radio stores.
Looking at the World Thru Rose-Colored Glasses

On Brunswick’s "Light-Ray" Electrical Records

(Music by Photography)

These two masterly recordings of this popular number — vocal by Nick Lucas; instrumental by Abe Lyman and his Orchestra—are without question the finest being offered the public. Every Brunswick dealer will find an extraordinary sales opportunity in these two records.

New Brunswick Records are now on sale every Thursday

Brunswick

Panatropes - Phonographs - Radiolas - Records

The Brunswick-Balke-Collender Co., General Offices: Chicago
H. S. Schott Appointed
Eveready Gen'l Sales Mgr.
Has Been Connected With the Industry in
Manufacturing and Jobbing Branches for
Twenty-five Years—Well-Known to Trade

Announcement of the appointment of Harry
S. Schott as general sales-manager of the Na-
tional Carbon Co., Inc., manufacturer of
facturing ends of the business for almost
twenty-five years. During most of this period
he was actively engaged in selling and sales di-
rection in the Eastern States and Canada.

His first association with the well-known
Eveready trade-mark was in 1913 when he went
with the old American Eveready Works to as-
sist in launching the first advertising campaign
undertaken for Eveready flash lights. Mr.
Schott then entered the Canadian branch of
the American Eveready Works, which was estab-
lished in 1914, when the Canadian branch was
absorbed by the Canadian National Carbon Co.
in 1918. He was named assistant sales man-
ger. He returned to New York in 1920 as
Eastern sales manager of the American Ever-
eady Works, and when that organization was
taken over by the National Carbon Co. in 1921
he became Eastern district manager of the con-
cern. He was appointed assistant sales man-
ger of the National Carbon Co. in 1924, and
continued in that capacity until his recent ap-
pointment as general sales manager.

American Bosch Magneto
Corp. Issues Statement

Net income of $243,752, after charges and de-
preciation, but before Federal taxes, has been
reported by the American Bosch-Magneto Corp.
of Springfield, Mass., for the first six months of
this year. This equals $1.17 a share on 207,399
shares of no par stock. In the first half of last
year the income was $211,995 or $1.15 a share,
carried on 188,666 shares of no par stock.

J. B. Meyers With Liberty

J. B. Meyers, formerly manager of the music
department of Namm's department store,
Brooklyn, N. Y., recently joined the sales staff
of the Liberty Music Store, Messrs. Hill and
Kosoweiz, proprietors, New York. Mr. Meyers
is succeeded by H. Busloff at Namm's.

E. R. Fiske Made C. E. Co.
Assistant Sales Manager

Assistant Director of Sales of CeCo Tubes Has
Had a Wide and Varied Experience in the
Radio Trade and Industry

PROVIDENCE, R. I., September 6—Edward R.
Fiske, formerly Eastern sales manager of the
Waage Electric Co., of Chicago, has recently
joined the staff of the C. E. Manufacturing Co.,
Inc., of this city, as assistant director of sales.

Mr. Fiske has long been associated with radio
sales work and activities, having managed the
Eastern field for the Waage Electric Co. for
the past two years. Prior to that time he was
buyer for the radio section of the John Wana-
maker Store, New York City. From shortly
after the war up until he entered the Waage Elec-
tric Co. he was identified with that or-
ganization, and during the World War he was
on active duty in the Radio Communication De-
partment of the U. S. Navy.

This wide, varied and successful experience in
the radio field makes the new sales execu-
tive of the C. E. Mfg. Co. capable of riding to
success with the "CeCo" tubes. The C. E.
Mfg. Co. is said to be one of the largest exclu-
sive radio tube manufacturers in the United
States.

Jackson Music Store Moves

SANTA MONICA, CAL., September 7—The Arthur
E. Jackson Music Store recently moved to new
quarters at 1447 Third street, where additional
floor space is available for the constantly in-
creasing business. This establishment is one of
the oldest established in this city, having been
founded by Mr. Jackson thirty-two years ago.
Mr. Jackson is one of the oldest inhabitants in
Santa Monica, coming here forty years ago when
the total population of the city was in the
neighborhood of 250.

PEERLESS ART MISSION ALBUMS
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 re-
tails at a popular price with a healthy margin of profit
for the dealer.

And Now—THE PEERLESS PORTABLE
A $25.00 machine in value—to retail at $15.00. Covered with
either Brown or Blue two-tone Fabricord—Piano hinge—Brass
drawn, one-piece tone arm. Send for sample and if you don't
think it's the finest portable phonograph at anywhere near the price
—Send it back.

A Peerless Quality product throughout.

PEERLESS—All that the name implies—known the world over

PEERLESS ALBUM COMPANY
PHIL. RAVIS, President
636-638 BROADWAY, NEW YORK
WALTER S. GRAY CO., Pacific Coast Representative
San Francisco and Los Angeles
Broader Field for Stromberg-Carlson Dealers

The recognized value of the Stromberg-Carlson franchise is markedly enhanced by the addition of two new 5-tube Shielded Receivers. The power and prestige of Stromberg-Carlson reputation in Radio can now be fully utilized in both the 5-tube and the 6-tube market.

Through the broadening of the Stromberg-Carlson line, possessors of the Stromberg-Carlson franchise are in the enviable position of being able to concentrate their efforts on the products of a limited number of manufacturers—an obvious advantage in radio merchandising.

No. 502 Receiver, Art Console Model (Illustrated below) American Walnut cabinet; coils shielded; equipped with voltmeter; operates with battery power or house current; space for batteries, etc. Price, less accessories: East of Rockies, $290; Rockies and West $315.


No. 5-A Cone Speaker for use with Nos. 501 and 502 Receivers. Price, East of Rockies $33; Rockies and West $40.

Stromberg-Carlson Telephone Mfg. Co.
Rochester, N.Y.
The Dealer Must Not Ignore His Responsibility

I

X a surprisingly large number of talking machine stores of the country, as investigation shows, the new machines are being bought by the customers rather than sold by the dealers, painful as that statement may be to some of those who believe that they may properly classed as merchants. The trouble appears to be that too much dependence is placed upon the ability of the factories, through widespread advertising, to develop public interest in the new instruments, to keep that interest at high pitch and thereby bring customers into the stores without direct dealer effort.

What success has attended the sale of the new machines and records is in a great measure due to the factory publicity, but that publicity can be expected to scratch only the surface in developing profitable sales. The greatest volume of business will be done by those dealers who realize that they have something revolutionary to offer, that the public is inclined to be skeptical and that direct men must be developed for bringing the prospective customer and machine and records together, so that positive proof of the excellence of the latter may be offered.

The printed word should do much to keep the public informed of what the new products offer, but no printed message can convey properly the excellence of the tonal qualities of the new instruments and their records. Nor can it be assumed that the newspaper reader will take the trouble to visualize for himself that quality of tone. Dealers who are really going after business can cite many instances of customers who have absolutely refused to be sold by word of mouth, insisting that their machines of the old type were thoroughly satisfactory. When an intelligent demonstration was offered, however, these same stand-patters proved most enthusiastic. It is a question of comparison demonstration, and the work of selling has quite as much to do with influencing the prospect to hear the demonstration and be convinced himself as it has with the actual signing of the buying order.

Establishing Definite Policy Governing Trade-ins

THE efforts of the Pacific Radio Trade Association to establish a definite policy governing trade-ins should receive the enthusiastic endorsement of radio dealers throughout the country, and the plan that is finally evolved should be studied carefully by the retailers, both as individuals and through the medium of their local associations, for upon the proper handling of trade-ins will depend an important share of future retail profits.

It is conceded that it would be practically impossible to establish a fixed schedule of trade-in valuation to be adhered to strictly by all dealers, but it is possible to draft a schedule to be used as a guide in the making of allowances on used receivers. Such schedules have been adopted in other industries, as for instance by the automobile and the piano men, and although each transaction is handled more or less on its own merits, the schedule affords the dealer a definite starting point from which to operate, and he can increase or decrease the allowance as he sees fit.

The dealer who is building for business volume cannot dodge the trade-in question, for if he is going to meet competition on an equal basis he must handle a certain amount of replacement business. It is but natural that the owner of a receiver, which is two or three years old, and who is financially able, should desire to place in his home the latest apparatus with such improvements as have been developed during the past year or so. It is also natural to assume that he will hesitate about throwing away his old receiver and write off as a total loss the amount of money he has put into it. This means that the dealer to sell an improved set must make some...
This one plan appeals alike to jobbers and dealers

In our contact with our distributors this season, we emphasized just one thing: "We make no claims. Satisfy yourself."

Our distributors took this cue in talking to their dealers. They said: "We make no claims. Satisfy yourself."

Why this plan? Merely because every claim we may
make can be outclaimed. We are not making or selling claims.

Neither are you in the business of buying or selling claims. Your customers are buying performance this season.

Performance, that is, selectivity, sensitivity, volume, tone quality, ease of control, value per dollar, etc.—are these words for salesmen to use or will the set and the reproducer prove their existence?

We are so confident of the
ability of Kolster Sets and Brandes Reproducers to prove their own superiority that we rest our case completely on a demonstration.

Our jobbers will be glad to lend you a Kolster Set and a Brandes Reproducer to prove their superiority to you—in your store or in your home—alone or with others. You are the sole judge. We say: "We make no claims. Satisfy yourself."

Make our products prove their case. Convince yourself that they are easy selling—because outstanding in value.
Send coupon for the name of your nearest Kolster-Brandes distributor. We’ll notify him that you’d like to hear a Kolster Set and a Brandes Reproducer. We’ll send you a description and picture of our new line.

Kolster-Brandes
FEDERAL-BRANDES, INC.
Woolworth Building
NEW YORK, N. Y.
allowance for the old equipment, an allowance that will permit of him again disposing of it on a basis that will at least give him an even break, even though it may not show any profit.

The sale of a used receiver, properly handled, means the realizing of a fair profit on batteries, tubes, and other equipment necessary to operate it. It means also the lining up of a new customer for the house, perhaps one who could not be persuaded at the moment to make the necessary investment to secure a new apparatus of the latest model. As his enthusiasm over radio develops, there opens the way for more accessory and equipment sales and very likely the opportunity for a profitable replacement.

In gathering general information regarding the trade-in problem, and as a result thereof developing sound suggestions for its handling, the Pacific Radio Association is rendering a definite and valuable service not only to its own members but to the industry at large. The trade-in can be made the medium for developing new business, or it can prove a tremendous profit eater, according to the manner in which it is handled.

Profit From Accessory End of Radio Business

The dealer who, handling radio receivers, is inclined to regard the accessory end of the business as a necessary evil is most likely suffering from lack of knowledge of the importance of this factor of the business, not alone as an income producer, but as a builder of goodwill and patronage. Just as the owner of a talking machine expects to be able to buy needles, record brushes, lubricants, and other essentials for the operation of the machine from the dealer from whom he bought his outfit in the first place, so should the purchaser of a radio receiver expect to get adequate service in the matter of accessories for replacement purposes from the dealer who supplied his set.

Naturally, the dealer keeps on hand a stock of tubes, batteries, eliminators, etc., with which to equip the receivers he installs, but he is inclined to disregard the accessory department as a separate division of his business, in the belief that he cannot compete successfully with the price cutters, who are still with us, even though in smaller numbers than heretofore.

In the first place he can refuse to compete on a cut-price basis and still do a surprisingly large volume of business with those who demand standard products and expect to pay a fair price for them. On the other hand, even though the net profit on accessories may not arouse his enthusiasm, the department is bringing into the store regularly those who are potential buyers of new receivers or are in a position to recommend the store and its service to their friends.

In the early days of the business, when home-made sets were the vogue, a number of dealers ran into grief by trying to build up a profitable trade in parts, for it was soon found that not only was the unit sale small, but meant so much time spent in explanation and in instructing the amateur that there was a loss rather than a profit at the end. This does not apply, however, to present-day standard accessories, such as tubes, batteries, antenna equipment, etc., designed chiefly for replacement purposes. It is a cash-and-carry business that can be developed to a most satisfactory point, as witness the experience of various dealers set forth in the columns of The World.

Price Maintenance Again to the Fore

Once again the question of legalized price maintenance comes to the fore as a subject for national legislation, and according to Senator Arthur Capper, of Kansas, author of a bill introduced in the Senate’s last session for that purpose and similar to a measure introduced in the House by Representative Kelly of Pennsylvania, there will be a determined effort in the next Congress, which meets in December, to have some measure granting price protection on patented and trade-marked articles passed by that body.

It was quite evident during the hearings held in the last Congress on the Capper and Kelly bills, that there was strong organized opposition to any measure designed to fix the retail price at which an article must be sold. Nor was this opposition confined to consumers, for the department store and chain store interests were prominently to the fore in the fight. It means that if the price maintenance measure is to be passed during the coming Congress this strong opposition must be fully recognized and every effort made to combat it.

There are certain fixed arguments that the opposition uses frequently. First, that the merchant, having bought the goods and paid for them, comes into full ownership and consequently can do as he pleases with his own property. Another is that the public benefits when merchants through superior ability, so-called, can afford to lower prices and take a smaller profit. Then there are those who raise the cry of monopoly when the manufacturer seeks to take advantage of rights believed to be granted to him when he secures a patent.

Regardless of the soundness of these arguments they must be combated in a manner that is convincing, and no better proof of the value of price maintenance in the building up of a sound industry is to be found than that offered by the history of the talking machine trade. The wide distribution of its products in small stores, as well as large ones, was built up primarily through the protective influence of fixed prices that were admittedly fair to the customer as well as to the manufacturer and dealer.

Reawakened Interest in the Talking Machine

One of the effects of the widespread advertising and demonstration of the new talking machines and records, in a measure unexpected, has been the tendency of owners of old-model machines to take a greater interest in their instruments, even though they may hesitate about investing in one of the new types. This fact was brought out by the experience of dealers who make a practice of handling live repair departments and selling repair parts and who report a greatly stimulated demand for repair work.

This reawakened interest in the talking machine means an increased market for record sales, and probably accounts in no small measure for the improvement in record business reported from various localities. When one dealer can report a repair business averaging $300 a month, with single items running up to as much as $20, there is reason to believe that the talking machine, even of the old type, is again coming into its own. It augurs well for the record business during the coming Fall and Winter.

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National Record Albums are Good Albums

Nationally known because they give real satisfaction.
They require less selling effort.
Made to contain all makes of disc records including Edison.

Write for our list of 1926 styles and prices

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.
Store Door Playing in Certain Localities
Is Unbeatable Stimulus for Record Sales

Much Discussed Practice of Attracting Customer’s into Stores by the Playing of Late Releases at Door Builds Record Sales—How One Store Has Developed Its Record Department

Does the talking machine dealer located in a neighborhood or on an avenue which has a transient population get the full benefit of the store’s situation? Many of them do, of that there can be no doubt for in past issues of The World there have appeared instances of dealers selling as many as 15,000 of one record through the medium of store door playing. But does the average dealer realize the profit-making possibilities of regularly putting before the public the latest releases through the constant playing of a new hit? Store door playing can be one of two things, depending entirely on the location of the store. In a residential section the constant repetition of one selection, played at the door and, as is done in many instances, amplified many times through loud speaker devices with the attendant distortion, can be a nuisance and there have been many moves made by harassed home owners and businessmen to have a law passed to forbid such playing. On the other hand, in a section where the adjoining buildings are given over to shops and similar establishments, the practice is not objectionable if kept within reasonable bounds.

Countless instances can and have been given in the columns of this magazine where dealers are making large profits in their record departments and the medium through which they reach their purchasers has been that of placing a talking machine with a record repeater at the door or just inside the door.

A concrete example might best illustrate this practice. A large drug store situated in the neighborhood of the Grand Central Station, New York, has in addition to its drug department countless other departments, as have most drug stores of the present day. Included among them is a small music department, carrying three-for-a-dollar records, sheet music and small musical instruments such as harmonicas, inexpensive ukuleles, etc. This department does not face on the street but occupies a corner of the store about twenty by twenty feet. Aside from an occasional window display the only means of attracting trade is through having a record played continuously. Yet the average daily sales are in the neighborhood of $100, of which 65 per cent represents the sale of records. When it is taken into consideration that the only trade drawn upon are those people who have entered the store to purchase some other article of merchandise and who are attracted to the music department through the playing of a record it can be seen how powerful a sales lever this method of selling is. A dealer who has 65 per cent represents the sale of passers-by each day, who is failing to cash in on his natural advantage will also see that he is overlooking a definite profit.

Latest Summary of Exports and Imports of “Talkers”

Figures on Exports and Imports of Talking Machines and Records for the Month of June Most Interesting

WASHINGTON, D. C., September 7.—In the summary of exports and imports of the commerce of the United States for the month of June, 1926 (the latest period for which it has been compiled), the following are the figures bearing on the talking machines and records:

The durable imports of talking machines and parts during June, 1926, amounted in value to $54,118, as compared with $38,865 worth which were imported during the same period of 1925. The twelve months’ total ended June, 1926, showed importsations valued at $157,131; in the same period of 1925, $148,343.

Talking machines to the number of 10,008, valued at $309,225, were exported in June, 1926, as compared with 7,040 talking machines, valued at $187,969, sent abroad in the same period of 1925. The twelve months’ total showed that we exported 93,863 talking machines, valued at $2,631,744, as against 74,364 talking machines, valued at $2,459,119, in 1925.

The total exports of records and supplies for June, 1926, were valued at $169,808, as compared with $128,723 in June, 1925. The twelve months ending June, 1926, show records and accessories exported valued at $1,949,999, as compared with $1,687,283 in 1925.

The countries to which these instruments were sent during June and their values were as follows: United Kingdom, $585; Other Europe, $6,385; Canada, $7,106; Central America, $34,651; Mexico, $50,772; Cuba, $3,474; Argentina, $10,308; Chile, $3,915; Colombia, $33,184; Peru, $5,669; Other South America, $7,344; China, $12,030; Japan, $3,092; Philippine Islands, $7,329; Australia, $22,422; New Zealand, $5,893; Other Countries, $89,316.

Sparks-Withington Co.
Adds to Factory Space

Manufacturer of Spartin Radio Receivers Increases Facilities by Addition of Factory Devoted Entirely to Radio

JACKSON, Mich., September 4.—Manufacturing facilities of the Spartin Radio Division of the Sparks-Withington Co. here have been greatly

William Sparks
increased by the addition of a large three-story factory in eastern Michigan, formerly occupied by the Jackson Automobile Co. This factory has been laid out and equipped for exclusive radio production and assembly. It is now in full swing of volume manufacture and shipments.

The Sparton line now consists of four models. To the two table types which formed the original offering last Spring, the company has added a console, housing all accessories and including a reversible speaker shelf, and a console with a large built-in cone reproducer.

Cabinet work, as well as the radio essentials, is handled complete in the company’s own plants, adding a highly interesting phase to the industry for which this section of Michigan has long been famous in the fine furniture markets of the world.

Coil winding operations are another interesting manufacturing operation. In this department, as in several others, the company has introduced methods of accurate and efficient production, which are the direct results of its long experience in the precision manufacture of other electrical equipment.

William Sparks, president of the Sparks-Withington Co., is giving his personal attention to the production and distribution of the Sparton line and he anticipates the products of the company taking a prominent position in the Fall and Winter radio offerings as indicated by the growing popularity of the line.

Kenneth Curtis, chairman of the board of control of Curtis Lighting, Inc., makers of X-Ray reflectors and lighting experts, together with other executives of the concern, recently completed a series of fifteen radio talks on phases of indirect lighting. The talks included the latest information on flood lighting and show window lighting, with particular attention being given to the use of colored lights in motion.
Our Sincere Congratulations to
James K. Polk, Inc.
on their
Fifth Anniversary
in business—and as distributors of

Honest Quaker
Main Springs

Everybody's
TALKING MACHINE CO., INC.
PHILADELPHIA, PA.
Creating Sales Through Proper Lighting

Modern Methods of Window and Store Lighting Give the Talking Machine Dealer Opportunity of Making Eye-Arresting Displays

By Richard L. Brown

A harmonious background of rich plush or of wood paneling with a dull, light-colored finish will help to create the desired atmosphere of luxury and refinement. It will also eliminate shiny surfaces in the window and will help to brighten the window with the aid of lighting.

Similarly, X-Ray floodlights are used to concentrate attention on the cabinets themselves. With color screens, the X-Ray Floodlights are many times more effective in the window than when the beam is clear white light. Money spent in this equipment is a good investment.

The psychology of color is becoming more and more a means of profit-making for enterprising merchants. Color lighting secures the attention of prospective buyers from a long distance. It plays upon their sensibilities and emotions exactly as it does in the motion picture theatres. Each color and combination of colors has a definite human appeal. You can make use of color to such an extent that it will have a direct bearing on the number of sales of your talking machines and radio cabinets. The message and spirit of your display can be enhanced many times by the proper and judicious use of color light.

From the colors of nature we have developed color senses. Orange, for example, suggests warmth and gives an air of good taste and beauty. Amber denotes contentment, cheer and prosperity. Rose is soft and inviting and suggests health. Green is refreshing and soothing. Blue gives an air of stability and refinement. Purple suggests luxury and splendor. Deep red gives an atmosphere of striking beauty and mystery. These colors are easily procurable by placing inexpensive color screens over your X-Ray reflectors and floodlights.

Purpose of Color Lighting

The main purpose of color lighting is to set off an already appealing display and give it a finished tone. When in well applied, the purchased are scarcely conscious of it. Instead, they merely feel that the cabinets appear particularly attractive. For this reason, the deeper colors, such as red, blue and purple, are not as effective, when used singly, as they are when used more sparingly in connection with a clear or modified color of a lighter hue.

For instance, when there is one predominating color in the window, such as amber, orange, or light green, slight tints of red and blue from the X-Ray floodlights will accentuate the richness and superior qualities of the cabinets far more than predominant colors of red or blue in the window. A color thrown upon an object of a similar color, such as amber on oak or

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Are You Selling the Whole Family?

The music merchant's problem of today is to find a way to continue to sell to the friends and customers he has already established. Almost every home has a piano or phonograph—and these instruments usually last for several years. Obviously it is impossible to increase the sale of pianos or phonographs to customers who are already well supplied—and the present day condition of keen competition leaves very few homes that are not canvassed thoroughly on these articles.

The solution is to have something else to sell to your present customers—something to offer the other members of these families whose goodwill and friendship you now hold—something to sell where you have already eliminated sales resistance.

This "something" is a line of band instruments.

Every member of a family over 6 years of age is a good prospect. The boys and girls of school age are anxious to join the school bands—and the young men at college pay their way thru school by playing in amateur dance orchestras; at home everyone enjoys a joyful gathering of young musicians.

Look over your customer list, figure how many young folks there are in these families, then you will get a comprehensive view of the biggest untouched market in the music industry.

More and more music merchants every day are realizing the possibilities of the small goods department in producing a substantial profit—many stores find that band instruments take care of the store overhead expense. Look into this field now while it is still uncrowded. Tie up with a high-grade line and you will be surprised at the increase in your sales in all departments.

We have prepared a comprehensive booklet covering the agency for King Band Instruments—write for it today.

The King Agency offers you a complete line of nationally advertised first quality band instruments and saxophones, a protected exclusive agency, a financing service for releasing capital tied up in payment sales. The booklet explains all this in detail—may we send you a copy together with our catalog for your examination?
New Models Create Need for Salesmanship

Demonstrations, Advertising and Other Forms of Sales Promotion Necessary to "Sell" Public on Latest Talking Machine Products

Most of the large companies making talking machines have now introduced their new and greatly improved models, and retail dealers throughout the country have these instruments on their floors. Although recent developments in the talking machine represent startling improvements, making the new instruments so far superior to the old that there is no comparison, the fact remains that dealers as a whole do not seem to realize the wonderful talking points which they can use to create widespread interest in these products.

Sales Through Demonstrations

The public demonstrations that have been held in various parts of the country through the co-operation of manufacturers, jobbers and dealers have merely scratched the surface. It is a pretty safe bet that a great many more people know nothing at all about the merits of the new instruments than those who do. Another point that must be remembered is that while demonstrations merely brought the fine new machines to the attention of a small part of the public, it is up to the dealer to follow up the interest generated at these events. The dealer must do the merchandising. He must hammer away to keep alive interest. He must advertise—make the best use of his window displays. He must circulate. In short, he must bring all the guns of sales promotion to bear if he expects to get volume business.

A Wide Open Market

The talk of a few years ago that the talking machine business had reached the point of saturation has been eliminated entirely by the introduction of the new instruments and records. An entirely new market has been opened to the dealer. Not only those people who do not now own talking machines may be classed as legitimate prospects, but also those who are the owners of old type instruments can certainly be sold. This is so evident that there is no room for argument when the fact is taken into consideration that the new machines and records combined are incomparably superior to the old machines. Tones which were never before reproduced through the medium of the talking machine now give added pleasure to the owner of an instrument.

Problem One of Salesmanship

The whole matter resolves itself down to one of salesmanship. It is up to the dealer to get the right kind of men and make it worth while to go for business. Twenty-five-dollar-a-week clerks produce results commensurate with their salaries. A poor salesman can do more harm than good. He can kill sales, create a condition where the dealer loses valuable good will and patronage often built up through years in business and at great expense. It is far better to carefully select men, and to build up a sales organization of the highest character. Bear in mind always that the talking machine to-day is a manufacturer product of a character never dreamed of as such. It is more than merely a provider of entertainment, and the man who is in the selling end of the game must know how to present the new lines in a manner befitting their quality.

Prospects for Sales Volume

It is up to the dealer or sales manager to make a determined drive for prospects, and then register the most vigorous follow-up to the closing of the sale. It is up to him to build up his sales organization. Give a good salesman a fairly live prospect and the chances are pretty good that a sale will result sooner or later. The whole thing has a tendency to change the tone—it is up to the dealer! And having successfully concluded the sale of a new type talking machine, the dealer must now consider the task of repaid times.

Creating Sales Through Proper Window Lighting

(Continued from page 14)

maple, does not alter the color of the cabinets but tends to enhance and beautify their appearance. Amber or mahogany or chestnut does not change the color of the cabinets either, but it invests them with a much deeper and richer tone. The stronger colors, when thrown on high, accent wood, have a tendency to change the tone, as red on a dark-green object will make it appear red-black. Care should be taken that the deeper colors do not have this effect on their surroundings.

Whether only a small part of the show window is color lighted or the entire display is tinted and colored, the difference in the appearance and attractiveness of the window compared with the same light display lighted with clear, unmodified white light is astonishing. Color equipment is easily available, and it will repay for itself many times over in bringing out the desired effects many times over.

Backgrounds to take color lighting effects are coming rapidly into favor. Neutral tones of pink, such as gray, and silver and gold metallic curtains make splendid settings for countless beautiful combinations of color light.

Color Light in Motion

The newest and most appealing advancement in show window and show room lighting is color light in motion. X-Ray reflectors and color equipment on flasher or dimmer arrangements have been adopted by many operators. This means a great variety of intermittent color flashes and steady color lighting effects are made possible, with almost any color combination desired. The separate floodlights in the windows and any given number of the reflectors may be so wired that they will be lighted steadily or by flashes, and by adjusting the circuits public can be made to flash on the command of the show window and show room merchandising commands the attention that a costly newspaper campaign does.

Whether on a large scale or small cost of installing color lighting in your show window will be repaid many times over in a very few months, and it will be the greatest material help you can find for bringing out emphatically the message of your window and the popular selling points of your cabinets.
Majestic Standard-B Current Supply  
Especially adapted for sets having not more than seven 201-A tubes, or six 201-A plus one 135-150 volt power tube. Popularly priced for the average set. Improves tone—betters reception.

Price .......................... $32.50  
West of Rocky Mts. ....... $30.00

Majestic Super-B Current Supply  
Capacity 1 to 12 tubes, including the use of 135-150 volt power tubes. Complete with switch to control current from light socket.

Price .......................... $35.00  
West of Rocky Mts. ....... $37.50

Majestic Master-B Current Supply  
Particularly adapted for Radiola 25, 28 and 30 and super heterodynes. Will operate all power tubes, also the new super power tube UN-171 (150 volts). Unequaled for sets having a very heavy current draw. Rating about 60 mls at 150 volts.

Price .......................... $42.50  
West of Rocky Mts. ....... $45.00

You, Mr. Music Dealer, sell a phonograph fully equipped and then look ahead for repeat sales of records and needles to that customer. Why not apply that selling scheme to radio apparatus? Don't forget the old customer who purchased a radio set from you last year or the year before—sell him a

Majestic “B” Current Supply  
delivers pure direct current—From your light socket

at a low average cost of about one-tenth of a cent an hour. You have access to that customer’s home—enter it with a Majestic Unit—attach it to his set for seven days. Tell him if he is not satisfied he gets his money back. Show him how the Majestic Unit works—smoothly—without hum or noise—cheaply—without upkeep expense. Explain how it relieves him of the annoyance of buying new “B” batteries, hooking them up to the set, and littering the room with wires and adjustment screws. Your old customer is far easier to sell than a new prospect. Capitalize upon your acquaintance and former contact with him and make him even more satisfied with your store and its service by increasing his radio enjoyment with the addition of a Majestic Unit to his receiving equipment.

Sell your new receivers equipped with the Majestic Unit and boost your profit on the initial sale. Incidentally, you will have made a pleased customer and a satisfied set owner, for you relieve him of battery troubles and replacement worries.

Sell your old and new “B” customers Majestic Units on the easy payment basis. The small amount of money involved makes the collecting a simple task, the long life of the unit keeps the customer satisfied. That’s the way to do a big business, and make big profits. You know Majestics are "staple merchandise," guaranteed by us to the point that YOU can guarantee each Majestic will make good, or we, the manufacturers, will. Therefore, it’s easy to collect the installments, as they fall due. The customer is bound to keep satisfied, and you experience no trouble in having him continue paying for his purchase. The full profits are in your hands in a few months’ time. You will increase your turnover at least 100 per cent, as hundreds of other dealers are doing. Three models take care of practically all receivers sold.

The best reproduction from your receiver is obtained by delivering to the set the exact voltage required—neither too little, which results in weak signals, nor too much, which causes "blasting."

Because of a constantly changing voltage it is impossible to provide exact voltage input by using batteries.

In B-Power Units this control is likewise essential because of the different line voltages prevalent in different districts. A power unit without means of voltage control cannot give uniform satisfaction. Best results require at least two controls, viz., that on the Detector and Intermediate circuits (or, in the absence of the latter, on the Amplifier circuit).

Note the two voltage regulators on the Majestic Standard-B and Super-B models, and the three controls on the Master-B, the latter designed specially for those sets having heavily biased circuits with resultant low current draw.

Remember the Above When Selecting Your B-Eliminator

New York Show, Booth 10, Section B  
Chicago Show, Booth 6, Section F

GRIGSBY-GRUNOW-HINDS CO.
4558 Armitage Avenue

CHICAGO, ILL.
H. H. Roemer Appointed General Sales Manager

J. A. Fischer Co. Purchases Aeolian-Vocalion Materials

Manufacturer of Valley Forge Products Buys Parts and Replacement Material From Aeolian Co. to Serve Vocalion Owners

PHILADELPHIA, PA., September 7—The J. A. Fischer Co., of this city, maker of Valley Forge main springs and talking machine replacement materials, has just consummated a deal with the Aeolian Co., whereby it purchased parts and replacement materials on hand used in the construction of the Aeolian-Vocalion.

The magnitude of this deal, which was negotiated between J. A. Fischer and C. M. Estes, purchasing agent of the Aeolian Co., is to be found in the fact that over three carloads of materials were sent from Meriden to the Fischer headquarters in this city. The inventory value of the merchandise purchased is said to be $180,000.

From the very beginning of the organization the policy of the J. A. Fischer Co. has been service to its customers. While half of the organization has been busily selling and servicing merchandise the other half has been equally industriously engaged in securing the proper goods to sell. This well-balanced concern has therefore met with considerable success in a brief period of time.

J. A. Fischer, in commenting on the deal stated that the motive which prompted this purchase was the opportunity to render good service to the owners of over 100,000 Aeolian-Vocalion machines in this country. This large shipment, in addition to the regular stock on hand, has forced the J. A. Fischer Co. to secure outside storage facilities.

Federal Corp. Announces Two New Distributors

BUFFALO, N. Y., September 7—The Federal Radio Corp., of this city, manufacturer of the Federal Ortho-sono line of radio sets recently announced the addition of two wholesale houses to its list of distributors. Cincinnati and adjacent territory will be served by the Cincinnati Ignition Co., and in Colorado the Whitney Sporting Goods Co., Denver, will distribute the Federal line from its headquarters in the Kitterman building. Both of these firms are already established in their respective localities and have a following that gives assurance that the Ortho-sono line will be maintained at its usual high standards.

Columbia Plans for Biggest Season in Business History

W. C. Fubri, vice-president and general sales manager of the Columbia Phonograph Co., has stated this week that the company's record business for August was substantially ahead of January, which represents a remarkable sales volume indicative of the tremendous popularity of Columbia records. The company is making plans for the biggest season in its history, and the factories are now working to capacity to take care of the requirements of Columbia dealers.

The Columbia Viva-tonal photographs, which have been received with marked favor by dealers throughout the country, are being shipped to Columbia branches in considerable quantities, and Mr. Fubri expects that by the end of September shipments will be going forward at a very satisfactory pace. Wherever the Viva-tonal phonographs have been introduced they have received the enthusiastic endorsement of the trade, and the Columbia Phonograph Co., Inc. has received many letters from representative dealers commenting in the highest terms of praise upon the acoustical qualities of the new instruments, as well as the attractiveness of the cabinet designs.

Blackman T. M. Co. Becomes Radiotron Tube Distributor

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, wholesaler of Victor products, Fada and Crosby radio sets and Pathex motion picture cameras and projectors, announced this week that the company had been appointed a distributor of Radiotron tubes, manufactured by the Radio Corp. of America. This tube, which is the standard of the industry, is now the subject of advertising campaigns that have ever been inaugurated in the radio industry, and the appointment of the Blackman Talking Machine Co. as distributor is indicative of the company's faith in the future of the talking machine dealers as a sales outlet for these products. The Blackman organization is one of the most efficient and successful in the East, and is ideally qualified to distribute effectively Radiotron tubes.

Prominent Mohawk Jobbers

Otto Frankfort, general sales manager of the Mohawk Corp. of Illinois, manufacturer of Mohawk receiving sets, was a recent visitor to Eastern trade centers during the course of a trip which included Buffalo, Chicago, Montreal and Toronto. Mr. Frankfort stated that during the past few weeks his company had appointed prominent jobbers in practically every trade center throughout the country, a recent appointee being the George C. Beckwith Co., Minneapolis, Minn., one of the leading Victor wholesalers in the Middle West. Mr. Frankfort will announce in the course of the next ten days the complete list of Mohawk jobbers who have been established recently.

For the Better Merchant

High-grade Dry Cell CERTIFIED B. & C. Batteries and Dry Cell B. & C. Success Batteries now available.

SUCCESS BATTERY MANUFACTURERS
35 Broadway
Brooklyn, N. Y.
Recent additions to the Columbia Fine Art Series of Musical Masterworks by world-famous musicians include the following:

- No. 41 Schubert, Symphony No. 8 (unfinished)
- No. 39 Beethoven, Symphony No. 9 (Choral)
- No. 34 Berlioz Symphonie Fantastique and others

Nothing so emphasizes the importance of Columbia’s position in the music trades as these amazingly brilliant, imported, electrical recordings.
Columbia Album Sets of Musical Masterworks have proved that they sell readily and without resistance to a certain, wide group of musical enthusiasts. They are captivating in their brilliance and tone-quality. The hearer is frequently surprised and delighted to know that such remarkable recordings are available.
The opportunity to locate and stimulate this vastly important and remunerative market awaits every alert dealer. The desire for such music as may be had with these exquisite record-sets already exists. With but slight cultivation, this desire can be effectively capitalized without interference with, or substitution for the usual market for other types of records. Let the Columbia Salesman give you full details.
The New
Viva-tonal
COLUMBIA
Like Life Itself

In every Viva-tonal Columbia there is the utmost attention to each
detail, seen or unseen, whether it be for ornament, convenience or
service. For example: every Viva-tonal Columbia is set off with a
harmonious golden bronze silk grill cloth that screens the tone-
amplifying section; every Viva-tonal Columbia is equipped with
four removable needle cups.

When you first see these Viva-tonal Columbias you will at once
realize that they embody an expertness of design, decoration and
finish, rarely, if ever before, attained.

The selection, fashioning and polishing of the woods and the
whole delightful ensemble make them both an outstanding achieve-
ment in fine quality cabinet work, as well as masterpieces of lasting
and artistic beauty.

You can play any record of any make on the Viva-tonal Columbia, but your cus-
tomers will prefer Columbia New Process Records because of their perfect inter-
pretation and because they are "The ONLY records WITHOUT SCRATCH."

Columbia Phonograph Company
New York
Why One Store Reported That Radio Business Suffered From a Summer Slump

Prospect Asks Prices of Radio—Salesman Too Lazy to Demonstrate—Customer Leaves Without Further Words—Salesman Reports "Business rotten"—End Scenario

A customer entered the store of the Blank Phonograph Shop, after first having looked at the window display of radio sets.

"What is the price of that set?" she asked, pointing to a well-known receiver—an expensive set.

"Two hundred and fifty dollars," declared Em. T. Head, the salesman, who was alone in the store at the moment, not deigning to move from his comfortable position behind the counter where he had a good backrest.

"And what is the price of that console model?" asked the prospective customer, indicating another set shown in the window.

"Three hundred and eighty dollars," drawled the salesman, yawning and then looking out to the street, his whole attitude one of bored disgust.

The woman hesitated a moment at the door of the store and then with a "Thank you" she stepped out and was gone.

The incident related above it not a figment of the imagination. It actually happened and the guilty person was the manager of one of a chain of stores. This is certainly an excellent example of how not to sell. Perhaps the salesman felt indisposed. The writer happened to be in the store at the time and the prospect seemed to him to be eager to become the owner of a radio set. The salesman lost a perfectly good sale for the concern that was paying him a salary to sell merchandise.

How easy it would have been for this salesman to politely ask the customer to examine the set at close range in the store and to explain the merit of the particular receivers in which she happened to be interested. Then, if the prospect still was undecided, it would have been an easy matter to secure her name and address for the purpose of later follow-up. Even if no sale resulted from the effort the person would know about the store and remember the courteous treatment she had received. That is the kind of good will that builds a firm foundation.

Northwest Trade Ass'n for Federal Regulation


MINNEAPOLIS, MINN., September 8.—Following an address on "Radio Legislation," by Congressman W. H. Newton, of Minnesota, the Northwest Radio Trade Association, in conjunction with its affiliated Listeners' Leagues, passed a resolution urging Congress to pass a law whereby the regulation of broadcasting be placed in the hands of some executive branch of the Federal Government with adequate funds appropriated by Congress to maintain the necessary special organization. This organization is to have authority to issue and revoke licenses, to refuse to issue licenses whenever it appears that the public interest is best served by such refusal, to assign wave lengths and call letters, to establish power limitations and to formulate and enforce regulations in connection with said licenses.

It was also resolved that a law be passed stating that broadcasting stations shall not be deemed to be common carriers under the law, and shall retain the right to determine the character of all material broadcast, and that there shall be no tax levied on radio receiving sets or parts, or upon broadcasting equipment or operation, for any special purpose related to radio broadcasting or government regulation thereof.

H. H. Wilken Appointed Sleeker Mid-West Manager

The promotion of Hugh H. Wilken to be district sales manager of the Sleeker Radio & Mic. Corp., Long Island City, with full responsibility for sales and service in the Mid-West territory, has been announced by Gordon C. Sleeper, president of the company.

Mr. Wilken has been with the Sleeker organization for the past three years and is well known in the industry. His headquarters for the present will be at 33 West Kinzie street, Chicago, Ill., from which he will cover the States of Ohio, Indiana, Michigan, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Kansas and Missouri. Mr. Wilken is a seasoned sales executive, having been for some years district sales manager of the California Packing Co. before joining the Sleeker organization.

The Spell of Radio Magic Unbroken!

HERE is the Radio Sensation of years—the Velvet "Jewel Case". Its grace of contour and quiet finish naturally blend into the most tasteful surroundings and reproduction is so complete and natural that you lend yourself to the full enjoyment of the melody "just as if you were there!" Sales will reach unprecedented volume—for the public wants it! Write or wire for dealer or jobber franchise quick!

Sales Department
THE ZINKE CO.
1333 S. Michigan Ave. Chicago, Ill.

Manufactured by
THE BORKMAN RADIO CORP.
S & I Lake City, Utah
Kalamazoo, Mich.

The "Jewel Case" Number 21 $45.00

A masterpiece in design, workmanship, and acoustics.


Velvet Radio Speakers

"Just as if you were there!"

New Beauty—New Acoustics

Number 9

The "Old Lantern"

Price $12.50
Analysis of the Radio Accessories Field

Growing Realization Among Retail Merchants That These Items Will Bring in Considerable Revenue if Aggressively Exploited

There is evident throughout the talking machine trade a growing interest in the radio accessories field. Dealers are beginning to think seriously of how best to merchandise accessories in order to secure maximum turnover and profit. While it is true that there are many problems now facing the retail merchant insofar as the accessories field is concerned, there can be no doubt that these problems can be smoothed over by intelligent merchandising, bringing increased revenue to merchants.

In the last issue of The Talking Machine World there appeared an analysis of the radio accessories situation as it exists in the talking machine store. Regardless of the individual problems of the dealer, this analysis proved conclusively that there is a big market for accessories of all kinds, including loud speakers, tubes, battery eliminators, rectifiers, voltmeters, ammeters, hydrometers, chargers and other miscellaneous products that may be classed as radio accessories.

Big Accessories Sales

The result of this survey also showed that while many talking machine dealers are making successful bids for this line of business other dealers are looking upon the accessories department merely as a necessary evil. It is interesting to note that where the merchant has given some thought to the promotion of accessories sales business has been of the most substantial character. While it is true that the margin of profit on most of these products is small and that the profit per item is insignificant compared to the revenue derived from the sale of an expensive radio set or talking machine, the fact remains that the volume sold makes up for this apparently unsatisfactory condition. The point is proved, as was shown last month, by the fact that the gross volume of three dealers located in three sections of New York City serving to different classes of people did, respectively, gross semi-annual business in round numbers of $38,000, $26,000 and $8,000. These are startling figures, and make one realize that the multiplicity of sales of small items may be worth while when there exists such a tremendously large demand as the talking machine dealer engaged in radio is enjoying today.

Analyses Sales Possibilities

In connection with the radio accessories business it is interesting to note that a paper was recently read by W. C. Rice, of the Rice-Waters Co., Seattle, Wash., before the Western Music Trade Convention, entitled "Can a Music Dealer Make Money Through the Sale of Radio Accessories?" Because this paper deals with some of the most important problems bearing on this end of the business, and because it demonstrates that there is a worthwhile field, once certain problems have been eliminated, it is reproduced in part hereinafter.

"I'll bet that a lot of you retailers got a good laugh when you read the title of this subject. We all know that a dealer can sell radio accessories, if he will concentrate his efforts and follow up his radio buyers through numerous methods. One of the most important is keeping in touch with the purchaser the same as the dealer does in the selling of many of the other lines. Now, in the phonograph department, the dealer always tries to keep the new issues of records before the phonograph owner, knowing that it means a large increase in his record department. That, of course, is no more important than the radio accessory department. By keeping in touch with your radio owner you are bound to get a certain volume of battery, tube and other accessory business.

Building Battery Sales

"We all know the necessity of the proper voltage of 'B' batteries, if the owner happens to buy 'B' dry batteries we know that they are at their best the first day they are used and begin to lose their strength from then on. When the set is sold the foundation for future sales should be laid. Never overestimate the life of batteries. The customer should be told that the ordinary 'B' battery will need replacement in the course of two and one-half to four months, when used on the average five-tube set. Of course there are exceptions; some people are able to use their batteries for a much longer period, but if your set is sold right you relive yourself of a lot of future grief and make a number of sales that you would not otherwise make. At the time of the original sale of the set give your customer your advice about the purchase of 'B' wet batteries, of 'B' eliminator, of 'B' rectifiers. Tell him they are a bargain of that nature at that time you have planted a seed that will grow and make a future sale very easy."

Profixs in Chargers, Speakers, Etc.

"Always try to sell a charger with your original sale; you can easily show your customer the advisability of keeping the 'A' battery to hand and voltage. It will not be a hard sale if he is shown that he will automatically pay out the price of a good charger in the course of a very few months at some battery station and have nothing to show for his money if he does not have it included in his contract.

"When a small loud speaker is sold with a set always try to show the superior quality of tone from the better speakers and the chances are that your buyer will be back in a very short time and buy the better speaker."

Strong Sales Promotion Needed

"Now I believe that the music dealer, if he will put real effort behind the radio accessory department, keeping it constantly before his customers, with attractive window displays, letters to his customers, newspaper advertising, etc. and that if the manufacturer will arrange for the right kind of discounts; and if the distributor will stop retailing at wholesale prices and only legitimate retail stores, cutting down the retail outlets to something within reason, then I think that it is possible for the music dealer to make a net profit on radio accessories."

Thomas Goggin & Bros.

Get Columbia Viva-Tonal

SAN ANTONIO, Tex., September 4—Thomas Goggin & Bros., one of the oldest music houses in Texas, having been established in 1866, recently secured the agency for the new Columbia Viva-Tonal line of phonographs. This appointment is under the management of Thomas Goggin and Tom Logan, and W. E. Parker has direct supervision over the phonograph department. Miss Elfreda Rummel is in charge of records sales and she reports a ready response and good sales of the New Process Columbia records.

Herbert Weil, Jr., Elected Secretary and Treasurer

The many friends of Herbert Weil, Jr., were interested to learn of his election as secretary and treasurer of the Herbert-John Corp., New York, distributor of radio products. An extensive sales campaign for this season's business has already been inaugurated by the Herbert-John Corp. and the sales force has been augmented. Herbert Weil, Sr., president of the organization, stated to The World that he is looking forward to a very satisfactory year.

Pathophones in Demand

STOCKTON, Cal., September 4—The Peffer Music Co. reports an increasing demand for the new Pathophonic phonographs, known as the Pathophone. The wide introduction of the new instruments was most successful and increased the store's volume of August business considerably over that of former years.

The Smith-Carroll Co., talking machine dealer, recently supplied the Herald Model Home, Lexington, Ky., with a Brunswick Panatrope.
The New Balkite Charger

MODEL J. Has two charging rates. A low trickle charge rate and a high rate for rapid charging and heavy duty use. Can thus be used either as a trickle or as a high rate charger and combines their advantages. Noiseless. Large water caps. Visible electrolyte level. Rated with dwell battery, 2.5 and 3.5 amperes and with 3/8 volt batteries, 8 and 12 amperes. Special models for 23 or 45 volts. Price $10.50. West of Rockies $10.50. (In Canada $12.50)

Balkite Trickle Charger

MODEL K. With new 6 volt "A" batteries can be left on continuously or trickle charge, thus automatically keeping the battery at full power. Connects the "A" battery into a light socket "A" power supply. With 6 volt battery can be used as an intermittent charger. Or as a trickle charger if resistance is added. Charging rate about .5 amperes. Over 200,000 set. Price $10. West of Rockies $10.50. (In Canada $12.50)

A New Balkite "B" at $27.50

Balkite "B" eliminates "B" batteries and supplies "B" current from the light socket. Noiseless. Permanent. Employment requires no replacement. Three new models. The new popular priced Balkite "B" sets at $27.50 for sets of 5 tubes or less requiring .75 to 30 volts. Balkite "B" sets, for sets of 8 tubes or less; capacity 30 milliamperes at 135 volts is $42. Balkite "B" Y for any radio set capable 40 milliamperes at 150 volts; 50 milliamperes at 150 volts; 60 milliamperes at 150 volts; (In Canada) "B"-W $39; "B"-X $59.50; "B"-Y $69.50.

Balkite Combination

When connected to the "A" battery this new Balkite Combination Radio Unit supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on your set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either 4 or 6 volt "A" batteries and requiring not more than 10 milliamperes at 135 volts of "B" current—practically all sets of up to 8 tubes. Price $19.50. (In Canada $23.50)

All Balkite Radio Power Units operate from 110-120 volts AC current with models for both 60 and 50 cycles.

The most comprehensive and advanced line ever offered by Balkite

The new line of Balkite Radio Power Units for 1926–7 is the most comprehensive ever offered. It is a complete line to take care of the power requirements of practically every standard radio set on the market.

It is also the most advanced line Balkite has ever offered. It is a line that furnishes radio power from the light socket. In each of its three fields—battery charging, "B" power supply, and complete power supply for both circuits—it offers units with such marked and obvious advantages as to make Balkite outstanding in the field. Each model offers advanced features of operation and convenience that are to be secured in no other device.

While the line is all-inclusive, it is a very simple line limited to very few models, probably the smallest number of models offered by any prominent radio manufacturer. This means a line on which the jobber and dealer can easily concentrate his sales effort. It means a fast-moving line with rapid turnover and short shelf-life.

And while Balkite is the most advanced line of radio power units on the market it contains no experiments of any sort. All the new Balkite Units are based on the same successful principle that Balkite has so thoroughly and successfully demonstrated in the past. As usual, all are noiseless in operation. They have no tubes. They are permanent pieces of equipment. Even the new Balkite Charger and the Balkite Combination are merely combinations of the best selling Balkite Units of past years. The result is a line which, as has always been the case in past years, will be trouble-free with clean profit to the jobber and dealer. Get your share of Balkite profits.

FANSTEEL PRODUCTS CO., Inc., North Chicago, Ill.
With these facts — can

MORE Farrand Speakers sold last season than all other licensed cone speakers combined!

Farrand Speaker
SENIOR
(17-inch cone)
Featuring a new driving unit and walnut-laminated wood cone — with its price unchanged a greater "buy" than ever.
$32.50

Illustrated below —
Farrand POWER Speaker
(36-inch cone)
A de luxe size Farrand Speaker capable of reproducing the full volume of an orchestra. Pedestal Model (illustrated) —
$79.50
Wall Model $65.00

Farrand Speaker
JUNIOR —
(14-inch cone)
Radio's greatest speaker value — a smaller edition of the Farrand Senior and its only rival in performance.
$16.50

Farrand Radio Products
you afford not to be a Farrand dealer?

NO PRODUCT in the annals of radio retailing offers greater sales possibilities than the Farrand Speaker—no product assures quicker turnover and profit!

LAST SEASON, despite a trebled production capacity, there were never enough to go 'round. This season, still further increased facilities insure delivery to all.

THE FARRAND FRANCHISE not only means profit, but protection—proven territorial and price protection that has won the confidence and endorsement of retailers the country over.

PRICE MAINTENANCE, unparalleled in radio retailing, has identified the Farrand Speaker from its first appearance on the market. Farrand dealers know they can get full price without fear of price-cutting competition.

THREE NEW Farrand Products this season—Power Speaker, "B" Eliminator, and combined "B" Eliminator and Power Amplifier—give a threefold additional value to the Farrand Franchise.

FOUR WORDS tell the story of Farrand consumer acceptance—"The Ear Says Buy!" Quality of performance—outstanding superiority—make Farrand sales merely a matter of demonstration.

Don't wait. Apply for your Farrand Franchise NOW. There is a Farrand Distributor near you. Get in touch with him At Once!

FARRAND MANUFACTURING COMPANY, Inc.
Thompson Avenue at Court Street
Long Island City, N. Y.

FARRAND "B" ELIMINATOR
A heavy-duty eliminator of new high-voltage capacity
$48.50 without tube

FARRAND "B" ELIMINATOR combined with POWER AMPLIFIER
Delivers 400 volts of "B" power
$62.50 without tubes
Profit Winning Sales Wrinkles

Indications Point to New Record Outlets This Fall—Opposing Opinion That Good Location Means Higher Prices—Unique Window Display Sells Okeh Record for Wm. Gillespie—Rothenbaun Co. Emphasizes Record Service—Other Stunts That Help Sales

The dealer who is failing to push his record sales to the limit is neglecting a sure, steady and growing source of revenue, if present indications count for anything. Repair stores report that the number of instruments brought in for repairs are growing at a great rate and many dealers state that numbers of customers for records of big hits such as "Valencia" say that the record is the first they have bought in many months, or, in some cases, years. These new outlets, or rather outlets which have been stagnant for a long period, indicate that interest is constantly reviving in the talking machine, and record sales will even mount above the fine figure which they have attained during the past six months or more. It behooves the dealer to pay some attention to the long-neglected record department if he is to share in the cash profits that record sales bring.

Makes Public Store Policy

There are many people who have the firm conviction that a store located on a street or avenue in the center of a high-class shopping district raises the price of an article to correspond to the increased overhead which the location brings. To offset this opinion, the Lunday store of Fifth avenue, New York, displays in the front of its main show window an attractively printed scroll, reading: "Whether on Fifth avenue or Sixth avenue, whether in town or out of town, the same prices prevail in every Lunday store."

A "Live" Record Window

The policy of selecting one record from a list and pushing that record strongly by means of window displays has many times brought dealers large profits. Particularly is this true when the title of the record is such that it can be adapted to an unusual window display. An instance of this is the experience of the Radio Phonograph Shop, Jacksonville, Fla., of which William C. Gillespie is proprietor, who recently pushed the OKeh record, "Black Snake Blues," sung by Victoria Spivey. This store installed a window display consisting of a box in which six snakes were enclosed. The snakes he bought at ten cents apiece, screen wire cost about two cents and the picture which was on hand, so that all in all the display cost ninety cents. Nevertheless some 1,300 people were stopped by the unusual display and the initial healthy order of this number was sold out "clean." The demand continued and the display was kept in the window with unvarying good results. Mr. Gillespie expressed the results of the window, saying: "I hope to tell you, there were very few, if any, who packed this store, who didn't fall for this number like a trout grabbing a full-sized shrimp."

Sells Public on Its Service

The Rothenbaun Co., of Pittsburgh, Pa., believes in service and loses no opportunity of bringing home to the large number of customers and the general public that the concern specializes in satisfying its clients. Direct mail has been found most effective by this concern in bringing before its large clientele and prospects the products featured in the talking machine department. Recently in all letters and other publicity sent out by the talking machine department a pamphlet was enclosed bearing the illuminating heading: "Rothenbaun Phonograph Record Service Means—" Beneath this was a message that emphasized the Rothenbaun service, pointing out that the department stocked the latest popular hits as soon as they were released, new records were received each week, the stock of both popular and classic numbers is always complete, the organization is composed of intelligent sales people, sound-proof hearing rooms for use of customers at the store makes prompt delivery of all purchases. The pamphlet also stated that phone and mail orders are welcome. This sort of publicity has been exceedingly effective in building up the tremendously large talking machine, record and radio business that the firm enjoys.

Sell the public on the service you give and the prices, ratings and, of course, the goods might be classed as shady competition will have little opportunity of undermining your business.

Theatre Tie-ups Pay

Within the past six months or so the practice of dealers co-operating with local theatres in supplying talking machines and records as an added attraction to the regular theatre program has become more and more widespread. The introduction of the new type instruments was chiefly responsible for the added interest in this type of exploitation, but dealers secured such good results that many of them are keeping up the work, linking up the instrument through the showing of some interesting picture, the title of which is similar to that of a record release. An example of such work was recently demonstrated in Brooklyn, N. Y., where the Namm store called a talk on the lobby of Loew's Metropolitan Theatre for the week preceding the showing of "The Dream Waltz" and during the week of the showing of the film. This "Dream Waltz," which was presented regularly and played constantly on the platform to which the instrument was repositioned briefly told of the instrument and of the fact that it was loaned by the Namm store.

A Sales Building Card

One of the methods used by the A. H. Meyers music stores in New York City to stimulate radio receiver sales has been the sending out of flexible mailing cards, printed on cards, which number over 20,000 people.

FREE RADIO INSTALLATION CARD
To Sales Manager of A. H. Meyers Stores.
Mr. ____________________________
Address ___________________________
To Free Radio Installation, Plus Variety Services.
A. H. Meyers.
Present This Card With Your Purchase.

A large number of sales have resulted from this stunt, as the idea of receiving something free in conjunction with the buying of a radio set has a decided appeal.

Pushing One Record

An interesting window display of effective simplicity and of reasonable cost attracted crowds when shown at the Lusher Bros. Music Store, New York, and was responsible for the sale of many records of "My Dream of the Big Parade." The display was built about a fluttering American flag. A telescopic view of the flag was had through three walls of beaver board painted red, white and blue, placed about a foot from each other. An uneven cut-out in the center of each wall about two and a half feet in diameter permitted the observer to view the flag, which was kept constantly in motion through the use of an electric fan, which was invisible to the passers-by. On each side of the front of the display the words, "This is the selection and the title "My Dream of the Big Parade" was lettered at the foot of the board. The entire cost of the display was in the neighborhood of five dollars and it could be used over and over again by simply painting over the title of the song and with some other object substituted for the flag.

The Melodee Music Shop recently opened at Valley City, N. D. A complete line of musical instruments and radio equipment is carried.
Atwater Kent Radio

1926-1927
Policy, line, prices, advertising—are right

No wonder Atwater Kent dealers are jubilant over the Fall and Winter sales outlook. See what they see!
The sales policy: So satisfactory last year that it stands pat for 1926-1927, without the change of a comma.
The line: Four Receiving Sets. Five, six or seven tubes. Genuine One Dial operation, without auxiliary devices; or three dials for those who prefer. Tone, selectivity and range of all models again improved by Atwater Kent engineering. These sets will sell easily and stay sold—the Atwater Kent way.
Three Radio Speaker models. One of them offers a new decorative note—duo-tone color.
The prices: Receivers from $60 to $145, including battery cable attached to each set. Radio Speakers, designed to bring out the best in Atwater Kent Receivers, from $16 to $23. A price for every customer.

EVENLY SUNDAY EVENING
The Atwater Kent Radio Artists bring you their summer program at 9:15 Eastern Daylight Time, 8:15 Central Daylight Time, through:

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<tr>
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<th>Station</th>
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<tr>
<td>9:15 EST</td>
<td>New York</td>
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<td>8:15 CDT</td>
<td>St. Louis</td>
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<td>Boston</td>
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<td>7:45 MST</td>
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<td>Washington</td>
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<td>Chicago</td>
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<td>6:00 MST</td>
<td>Minneapolis</td>
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<td>5:45 CST</td>
<td>Paul</td>
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Write for illustrated booklet telling the complete story of Atwater Kent Radio
ATWATER KENT MANUFACTURING COMPANY
Halloween Tie-Ups Created Radio Sales

Dealers Can Increase Sales in Radio Departments by Intelligent Tie-ups With Forthcoming Holidays—Some Concrete Examples

By W. B. Stoddard

One of the metropolitan newspapers recently said, editorially: "Radio as a craze or fad is over, but more people are buying radio sets than ever before." Radio has become standardized and people are having it installed just as they would a telephone or a phonograph, for the pleasure and convenience it offers. In traveling over the country this Summer I was more than ever impressed with the truth of this statement. In hundreds, literally thousands, of homes there are now radio sets whose owners know no more about the construction of same than they do about the mechanism of their telephone. This is particularly true of women—who buy a radio set as they would a player piano and when anything goes wrong expect a skilled mechanic from the firm from which they purchased it to come and repair it, just as he would their phonograph. Dealers should recognize this fact and conduct a special sales campaign for the benefit of this large class, ignoring altogether the radio undertaken to attract their customer. Here is a new and delightful form of entertainment.

Effective Halloween Publicity

Halloween is an excellent time to call these radio sets to the attention of the public, for in the hush of the games the voices snatched from the air will harmonize perfectly with the spooky atmosphere which characterizes all Saints' Eve. An excellent example of Halloween publicity was that of the Hancock Music Co., whose ad showed at the top a party listening to the strains of music on the radio, while outside could be seen witches, goblins, black cats, owls and bats. In a compact paragraph in the center, surrounded by plenty of white space, they made the following suggestion:

New Way to Spend Halloween Eve

Last year and for a number of years preceding perhaps, you attended a Halloween party and were annoyed by the games and sports of the past. This year make it a Radio Halloween and let a sparking and amusing Halloween program entertain you and your guests.

In order to visualize this new type of entertainment they arranged a window which showed an entire room set for a Halloween party. The walls were black and two long French windows were hung with curtains of orange silk. Through these windows could be seen a sweep of murky sky, with a yellow moon shining through the clouds, black tree branches, a fence on which were perched cats with bristling tails, and a witch on her broom. Between the windows was a tall mantel with a cheerful fire in the grate, and overhead orange letters fastened to the wall to form the word "Radiola." On a table was a Radiola set, while another was shown on the floor, both being tied with orange ribbons. A big floor lamp had a black and orange shade and the room was illuminated with an orange glow.

"Make It a Radio Halloween"

The Willey B. Allen Co., Los Angeles, called instant attention to its radio sets with a rather striking ad:

Make It a Radio Halloween

"Sorry, madam, but our musicians are all engaged for Hallowe'en!"

Your plans are all made. Invitations are out. Pumpkin lanterns all made. Even the wax is ready to slick up the floor for the Hallowe'en dance. Then the bottom drops out. The musical entertainment is not of music—was there ever a worse calamity? A Hallowe'en party without music! That's when...

A Radio Halloween

It places the nation's best dance orchestra at your command—and singers, musicians, entertainers—artists you wouldn't dream of hiring.

You Can Get One in Time for the Halloween Party

The window backing up the printed ad had walls of yellow upon which were strips of orange and black. A large orange half-moon had applied to it two black cats with green eyes. A tripod was formed of gnarled branches, from which hung a grinning jack o' lantern, while the other branches and paper ran to the four corners of the window. Long strips of orange paper, upon which were black owls, were laid across the floor, while paper bats, horses and bells, to give a carnival atmosphere, were strewn about. On a gilded easel was an orange card lettered in black, with a black witch in the corner, saying: "For a Merry Hallowe'en Party." Two radio sets, upon one of which perched a black cat and on the other an owl, were shown at each side of the window.

Phonograph-Radio Halloween Tie-up

The Phonograph & Radio Shop, of Oakland, Cal., combined the two as a Hallowe'en entertainment in its large window. The black wall was hung with waterfalls of orange paper and in the center of the display was the cut-out figure of a witch four feet high, with long, skinny fingers, pointing to a phonograph on one side and a radio set on the other. A big orange card overhead had printed in black: W I T C H Radio or Phonograph.

In front of the witch was a big black cauldron, on which was painted in white: "Come and we will demonstrate both." Cardboard pumpkins were set about and dance records were strewn over the floor.

How Hobrechts Tied Up With the Holiday

Hobrechts, Sacramento, Cal., had on the wall cards of gray and orange on which were painted black cats. A lamp with orange parchment shade had long streamers of black, and twisted streamers of orange and black paper extending to the four corners of the room. In one corner was a palm, and on a raised platform were two radio sets. Beside one of the sets was a loud speaker, with a black cat in the mouth of the horn. Standing behind the radio was a little fellow in carnival costume of black, white and orange, bearing a cardboard sign: "Entertains Your Hallowe'en Guests With Radio." Several other radio sets were placed on the floor close to the glass, where they could be examined at close range.

Effort of Persistent Sales Promotion Is Cumulative

Here is a little true story with a moral. A certain dealer spent a year in building up a record business. He argued the record business on the same basis as he had the other methods of publicity and sales promotion which experience had taught him would bring his record department up to a profitable basis. However, progress was slow and in two years, because of keen competition, the department was not making the money he thought it should. He determined to close out the record branch of his business, and accordingly he sold it to a dealer a block away, the clerk who had been connected with the record end of the business from the beginning changing positions and remaining with the record department. Two months after the department was sold business suddenly commenced to pick up and every month since a gain of 200 per cent in record business over the same period the preceding year, when the first dealer was still the owner, has been enjoyed, according to the sales clerk. The first dealer had sold his record department just to show the cumulative effect of his persistent promotion methods were about to return him a handsome profit.

Columbia Ad Creates Sales

Large advertisements in the Chicago Defender and the Baltimore Afro-Defender in the Columbia race month "Whip It to a Jelly," sung by Clara Smith, resulted in unusual sales of this recording.
The Valphonic is becoming a by-word in the phonograph trade. It is being used in preference to many high-priced reproducers, because of its beauty, clearness of tone, and volume. It is amazing how near it comes to the new type machines. Retail price $5.00 in antique finish.

HAVE you noticed how easily a “Valley Forge” main spring glides into the spring cup? Due, of course, to the double polishing process to which all Valley Forge springs are now subjected. A new treatment that has been immediately recognized as a vast improvement. Convince yourself!

J. A. FISCHER COMPANY
The Home of Valley Forge

730 Market Street,
Philadelphia, U. S. A.
Radio Mfrs. Association
Opposes Czar Appointment

Decides Against Having "Czar" of Radio Industry—Against "Chaotic Conditions"—Disapproves International Radio Week

CHICAGO, Ill., September 4.—At a meeting of the Board of Directors of the Radio Manufacturers' Association, held last month in Cleveland, O., a number of important subjects were discussed and voted upon. One of the most important was a proposal that a "czar" be appointed for the radio industry. A definite "no" was the answer of the association to this suggestion.

A. T. Haugh, president of the association characterized reports of chaos in broadcasting as the work of publicity seekers and expressed the opinion that the situation is well in hand. On this subject, the Board of Directors issued the following statement:

"The association, which is representative of the leading manufacturers of radio apparatus in the United States, believes that the future of the radio industry is entirely in the hands of the listening public. Recent attempts to gain publicity by scarehead articles regarding 'chaotic conditions' are wholly unwarranted. There is only one thing in which the listening public is interested, and that is what they get over the air.

"Reports reaching the National Association of Broadcasters show that, while a few stations may have jumped their wave length or changed their power, the effect on the listening public has not been noticeable, nor has it made any material change in receiving conditions or in the worth of radio to the listener.

"Practically all the stations have agreed to stay put until such time as suitable regulation has been provided."

The meeting also voted disapproval of International Radio Week. The association, it was explained, will no longer sponsor or support the overseas radio tests, because of poor results. As one member stated: "It was felt that the tests have done more harm than good in leading radio set owners to expect too much of their sets and too much of the broadcasters."

Stevens Booklet Stresses Seamless Burtex Diaphragm

Special Exclusive Feature of Stevens Speakers Is Described in Attractive Booklet, Which Contains Interesting Information

An attractive booklet, designed for distribution to the public, has been prepared by Stevens & Co., Inc., New York, and is now available to all dealers handling the Stevens line of radio speakers, with the dealer's imprint thereon if desired. The booklet is artistically illustrated in color, and describes the various models in detail, stressing particularly their unique tone quality, which it is stated is made possible by the seamless Burtex diaphragm, an exclusive Stevens feature, and a specially designed balanced armature unit.

Helpful hints are given in the booklet on the best method of obtaining most satisfactory results from Stevens speakers, including proper connections to the receiving set. The booklet points out that if tubes and batteries are in good condition there is nothing to prevent the utmost radio enjoyment when the Stevens speaker is used in connection with a good set.

Photoradiogram Message

Sent Pacific Coast Show

A facsimile message of greeting from Gen. J. G. Harbord, president of the Radio Corp. of America, was transmitted to the sponsors of the Third Annual Pacific Radio Exposition at its opening at San Francisco on August 21.

This was the first public demonstration of the photoradiogram system in the West, only commercial pictures having previously been transmitted.

Engineers of the Radio Corp. of America assembled receiving equipment which was placed on public view at the Radio Show in San Francisco, thus permitting the spectators to witness Gen. Harbord's greeting actually spelling itself out in dots and dashes. The demonstration aroused wide interest, manifested by those present when the message was received.

RCA Dealers Use Sales Helps

RCA authorized dealers have used more than 14,000,000 pieces of sales helps so far this year, according to the advertising department of the Radio Corp. This includes catalogs, folders, blotters, booklets, special Radiola III folders, contest folders, motion picture slides and window trim material.

R. C. Cameron Appointed
Sleeper Service Manager

Gordon C. Sleeper Announces Appointment of Mr. Cameron to Important Post—Will Have Charge of Service, Returns and Replacements

Robert C. Cameron has been promoted to the important post of service manager of the Sleeper Radio & Mfg. Corp., according to an announcement by Gordon C. Sleeper, president. Mr. Cameron, who has been with the Sleeper organization for two years, gaining experience in practically all departments of the business, will have full responsibility for returns, service and replacements at the home office, as well as instruction of distributor's service men.

Mr. Cameron is a practical radio engineer, having graduated from Kentucky University. He succeeds F. A. Klingenschmitt, who has resigned.

Class "A" Attendance Quality Buyers

The one Big Exposition that is making a strong drive in a direct mail campaign to interest the quality dealer.

National Radio Exposition

EXHIBITION HALL—HOTEL SHERMAN
Chicago, September 27th to October 2nd incl.

Likewise will all billboard, window card and newspaper advertising be designed to appeal to the real quality buyer.

Exhibits will contain the latest worth while radio products that should be shown to a class "A" audience.

Come and see what a radio show should be—No circus, vaudeville, or freak stunts

A dignified exposition of radio for fireside entertainment of home lovers.

For further particulars address

National Radio Exposition
608 S. Dearborn St.
Chicago, Ill.
"Negro Spirituals" Are Classics, States Advertisement of Droop Music House

Advertisement Devoted Exclusively to "Negro Spiritual" Recordings by Paul Robeson Gives Music and the High Plane it Occupies

In advertising records there is for the greater part a certain set form used by dealers, and when a piece of publicity, pertaining to records, appears which differs from the usual, it attracts considerable attention. During the latter part of last month there appeared in the Washington, D. C., newspapers an advertisement of Droop's Music House, which was distinctive and a fine example of the highest class of advertising. This advertisement was three columns wide and ten and one-half inches deep and was devoted entirely to recordings of "Negro Spirituals." The feature of the ad was an editorial by E. H. Droop, which merits reprinting. It reads:

Negro Spirituals

In this announcement I desire to express what I feel about this wonderful music of the Negro. Many of these melodies are unquestionably of ancient tribal origin and were brought to this country more than 300 years ago by those poor beings who, torn from their homes, were sold into slavery. Hearing them, you will find that many are expressive of deep sadness and of suffering; rarely do they express worldly happiness or joy.

The "old" Negro of 80 to 100 years ago had a "spiritual" voice that was天生like understanding: with this power, he clung reverently to "de word o' God" as exemplified by him by his spiritual advisers.

These Negro Spirituals will remain forever as the purest Negro "blood" to ever found lodgment within our shores. They are as soul-stirring as the cry of Rachel.

I recommend these songs to all lovers of Emotional, Uplifting, Spiritual Music.

E. H. Droop.

Adjoining this editorial appears a selection of five recordings chosen as being characteristic of the negro spiritual records, all recorded by Paul Robeson, the foremost bass singer of the negro race.

The point of the advertisement, that of explaining the proper plane of "spiritual" records as occupying a place in the classical catalog, is well brought out in the editorial by Mr. Droop. Those music lovers with a proper appreciation of musical values have always ranked "spirituals" in their proper position as classics, with a distinctive and everlasting appeal. Others, however, were apt to confuse this type of record with the more widely known "race" record which has a wide appeal but as different from the "spiritual" as a jazz or "suet" song of the present day is from an operatic selection rendered by Caruso. The advertisement has therefore an educational value in addition to being a sales stimulator.

Boudette Co. Plans National Campaign on Loud Speakers

National Distribution Arranged for the Sonorhode Line of Speakers, Which Have Won Popularity in New England Territory

Greatly enlarged space and manufacturing facilities have now made it possible for the Boudette Mfg. Co., of this city, to offer its line of loud speakers to radio fans all over the country. Last year this company found its production capacity so taxed that it was forced to work on a twenty-four-hour basis and restrict sales effort to New England. This sales handicap did have one beneficial effect, it helped the firm to carefully test out its product in a small district and to work out a good co-operative sales policy for the trade. With a reputation firmly established in New England the company has a rich background for its national campaign for the coming season. Representative jobbers all over the country have applied for distribution rights in their territories, and many franchises have already been granted to prominent wholesalers.

Aside from the story told by the figures on the balance sheet of this company, there is a very romantic history behind the early struggles of the organization. With limited floor space and more limited financial support the Boudette Co. was struggling three years ago for a foothold in what was then a fast-moving but slippery market for the new manufacturer. In reality, the firm had but two assets, its loud speaker unit design, and indomitable courage in face of great odds. A few Boston jobbers were interested in the speakers, called the Sonorhode loud speaker and sales grew from actual demonstration and recommendation of one radio fan to another rather than advertising, because the budget for that purpose was practically zero. Last year the company applied its unit, which has sixteen exclusive design features, to the cone type of loud speaker and results were even more remarkable than with the horn type. The sales response was instantaneous.

This year's models of the Sonorhode cone speakers contain the same reliable unit as last year's, but the physical appearance has been enhanced. One of the most attractive designs has the cone speaker mounted and draped on a piano lamp pedestal. Another model is arranged for hanging from the ceiling, similar to a picture or ornament shield.

R. R. Records, Columbia Dealer, in New Quarters

Texas Dealer Moves to Larger Store in Anticipation of Bristik Business—Displays Victor Models at Store Opening

DALLAS, Tex., September 3—In anticipation of a brisk Fall and Winter business in the new Victor Columbia line and the other products carried by his establishment, R. R. Records, music dealer, of Brownsville, Tex., moved to new and larger quarters which had been especially prepared for the housing of a retail music store. The new store is one of the most attractive in the State with solid mahogany fixtures throughout. The opening day festivities were well attended and an appropriate music program was given. The feature of the opening, however, was the introduction of the new Columbia line of Victor-tonal phonographs.

In addition to the Brownsville store Mr. Records conducts a store in Houston under the name of the Records Music House. This establishment is under the management of A. S. Margolius and he reports similar interest being displayed in the Columbia line of phonographs.

Long Distance on One Tube

A world's record in radio reception on a one-tube set is claimed for Miss Jeanie R. Miller, an invalid radio enthusiast of Oswego, N. Y., who states that she listened to station LOW, Buenos Aires. Her record came to light in the annual Miss Radio contest conducted by the World's Radio World's Fair to determine the champion femi-}

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**Mr. Edison Man:**

Never Say "KAN'T," say "KENT"

The KENT No. 1

With "S" Sound Box for playing lateral cut records on the Edison Disc Phonograph has outdistanced all competition.

Bought for their resale and playing value by thousands of dealers and Jobbers for over 10 years. Write for catalog of complete line.

F. C. KENT CO.

Irvinton, N. J.

---

**Sonorhode Speaker**

Support its mass production and to expedite dealer sales the Boudette Co. will launch a very thorough national advertising campaign, using leading newspapers, radio fan magazines and trade journals. Dealer helps in the way of cards, circulars and signs are all ready for distribution.

**R. R. Records, Columbia Dealer, in New Quarters**

Texas Dealer Moves to Larger Store in Anticipation of Bristik Business—Displays Victor Models at Store Opening.

**New Store of R. R. Records**

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Texas Dealer Moves to Larger Store in Anticipation of Bristik Business—Displays Victor Models at Store Opening.
"More than pleased"

The Metropolitan Music Co., in Minneapolis, Minn., sells most of the leading lines, including Steinway pianos, Victor Victrolas, Radiola and Stromberg-Carlson receiving sets, and, of course, Eveready Radio Batteries. "About six months ago," Mr. J. Long writes, "we began to install your Eveready Layerbilt 'B' Battery with Radiola and Stromberg-Carlson sets. We have been more than pleased with the results obtained and find it easy to sell this excellent battery through your wonderful advertising." The Eveready line is a logical one for every music establishment. Order a stock of Eveready Radio Batteries from your jobber.

Manufactured and guaranteed by
National Carbon Co., Inc.
New York San Francisco
Atlanta Chicago Kansas City
Canadian National Carbon Co., Limited
Toronto, Ontario

Tuesday night means Eveready Hour—S P. M., Eastern Standard Time, through the following stations:

- WEAF—New York
- WJAR—Providence
- WEEL—Boston
- WWHO—Worcester
- WTN—Philadelphia
- WOR—Buffalo
- WCMR—Pittsburgh
- KSO—St. Louis
- WEF—Cincinnati
- WYAM—Cleveland
- WJW—Detroit
- WOC—Chicago
- WOC—Davenport
- WCCO—Minneapolis
- WCCO—St. Paul

EVEREADY Radio Batteries
—they last longer
Viva-Tonal at Store Door
Increases Record Sales

New York Columbia Dealer Introduces New Instrument to Public Through Store Door Playing and Many Sales Are Created

The Charles Bloomfield Music Store, New York, Columbia dealer, found that in pushing the New Process Columbia records and in introducing the new Columbia line of Viva-tonal phonographs, store-door playing with the new instrument proved an almost unbeatable method of bringing the Viva-tonal to the attention of the buying public. Immediately after receiving stock of the Viva-tonal line Mr. Bloomfield placed an instrument in the entrance to the store and had a Columbia record play constantly. As this entrance is several feet long and is lined with window space the record could be heard a great distance, the long narrow entrance serving somewhat as an amplifying horn of large proportion. The result was an immediate interest in the Viva-tonal instrument, with many sales being made. Record sales also increased as a direct result of the demonstration.

Columbia Viva-tonal at Store Entrance

Radio Corp. Prepares Dealer Mail Campaign

Direct Mail Campaign Consisting of Letters, Cards and Folders in Six Mailings to Prepare Way for Demonstrations of Receivers

Details of an exhaustive direct mail campaign, localized and built around the RCA authorized dealer's store, has been announced by the Radio Corp. of America. It is called the Fifty-Fifty Direct Mail Campaign because the cost is shared by the Radio Corp. and its dealers. The campaign comprises letters, cards and folders in six distinctive mailings, and is designed to pave the way for the dealer's salesman, who should make a demonstration call at the home of the prospect after the last piece has been mailed.

Broadside in color have been mailed to all RCA authorized dealers, containing full details of the campaign. It is explained that the mailings are prepared by the Radio Corp., ready for the mail boxes, imprinted with the dealer's firm name and street address, addressed to the prospects furnished by the dealer, with postage stamps affixed. All that is left for the dealer to do is to deposit each mailing in the post office. The mail includes a return prospect card for the salesman's follow-up and reports.

This direct mail campaign is declared to be the most comprehensive ever undertaken in the radio industry, and the Radio Corp. is urging every one of its authorized dealers to take full advantage of this sales building opportunity at minimum cost.

Pleasing Sound Phonograph Co. Makes Special Offer

A large assortment of phonograph main springs and other equipment is being offered to the trade at a special price by the Pleasing Sound Phonograph Co. of New York City. In making this announcement, Isadore Pascal, president of the company, stated that the springs are made of the highest quality tempered steel, accurately gauged and properly oiled. Complete details of the entire line of phonograph equipment are advertised elsewhere in this issue of The World.

For the past eight years the Pleasing Sound Phonograph Co. has specialized in handling obsolete and discontinued parts, which are difficult to obtain, thus rendering a real service.

Miguel V. Varell, Columbia So. American Representative

Has Had Many Years' Experience in Talking Machine and Import and Export Fields—Will Make Headquarters at Buenos Aires

The Columbia Photograph Co., Inc., New York, has just appointed Miguel V. Varell to the important post of representative for South America. Mr. Varell is well qualified for the arduous duties of managing and developing this vast and important territory, having had experience in the phonograph and phonograph record business extending over a period of more than twenty years in the United States and foreign countries. During this time he has held a number of important executive positions, among them that of manager and vice-president of the American Odeon Corp. of New York. For a number of years Mr. Varell was associated with the Carl Lindstrom, A. G., Berlin, as their foreign representative. Mr. Varell's long experience in the general export and import field, his wide acquaintance, and broad knowledge of conditions peculiar to South America, indicate that Columbia is especially fortunate in securing at this time the services of a man who can assist so materially in forwarding the ambitious export program now being launched by the Columbia Photograph Co., Inc. Mr. Varell has spent many years in residence in South America. He speaks five languages and understands, as do few men, how to select a repertoire of records, both native and imported, that will have a popular appeal in the different South American countries. Mr. Varell will make his headquarters in Buenos Aires, capital of the Argentine.

No Skimping

Full-size Cone, 17 inches—made of the Finest Materials money can buy.

Expensive wooden box packing, no breakage—Full 5-foot cord—exclusive direct-drive Unit, adjustable—Generous Discounts.

More Tower cones have been sold since March 21st than any other make during same period.

Write us for your distributor's name.

The Tower cone

$9.50

TOWER MFG. CORP., Boston, Mass.

Akradyne 80, New Radio Set, Now on the Market

A new model receiving set, called the Akradyne 80, manufactured under the Neutrodyne patents, will shortly be placed on the market by the Akradyne Radio Corp., of New York. The set operates with six tubes and is so constructed that the latest type power tube will properly function in the last audio stage. A battery cable for convenience in making connections is standard equipment with each set. Alfred Bloom, head of the organization, claims exceptional volume for this receiver, with an entire absence of distortion and a reduction of so-called static disturbances to a minimum. Mr. Bloom also claims that microphonic noises have been eliminated in the operation of this set.
EVERY Flyer Motor, just before it is shipped, must pass the listening test. The motor is placed on a delicate sounding cabinet which magnifies all sound far more than would be the case in actual use. Then the motor is started and a trained inspector listens. If there is the slightest vibration or jar, the motor is discarded. If it passes, the motor is taken to another room and another inspector puts it through the same test.

Flyer Motors can pass such rigid inspections because every single part is made and fitted as precisely as in a fine watch. The result is a perfectly balanced motor that stands up under every kind of use, satisfies the buyer, and stays sold. Experienced dealers insist on Flyer-equipped portable phonographs and insure themselves against returns, complaints, delayed payments and losses.

because

THE Flyer Motor is as perfected a mechanism as a fine watch. The noise you hear in many phonograph motors is caused by the grinding and wearing of poorly matched parts. There can be no such faults in a Flyer Motor. Every part must pass severe inspections for precision. Tolerances are held to half a thousandth of an inch. As the motor moves along the assembly line every part is again tested for its perfect match and fit. Inspections guarantee that nothing but a perfected part can find its way into a Flyer Motor. The result is a silent, durable, sturdy motor that will give years of satisfactory service—a safe motor for you to sell.

The GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century
How Texas Firm Keeps Collections on Par

S. Knowlton, Manager of the Credit Department of San Antonio Music Co., Outlines Collection Methods He Has Found Successful

By B. C. Reber

While it has been readily admitted that the sales organization of any firm in a great measure will determine the success and progress of the business, it must be remembered that a sale is not complete and the dealer does not get his profit until the product which has been purchased has been completely paid for and the customer satisfied. For this reason on the effectiveness of the collection department depends, in a large measure, the success of the dealer.

In San Antonio, Tex., the credit department of the San Antonio Music Co. is under the management of S. Knowlton. His position is no easy one, for the sales of this firm are continuously on the increase and with this increase comes an added responsibility to the department of which Mr. Knowlton is in charge. However, since more than 85 per cent of the collections are made on time each month and the other 15 per cent kept prompt within reason, it can be readily seen that Mr. Knowlton is holding his own in a creditable manner.

A short time ago I had the privilege of meeting Mr. Knowlton for a few moments when he was not busy and during this time he gave me a few points on how he conducts the credit end of this business so successfully. He has been more than twenty-five years in this sort of business and knows whereof he speaks. So his statements are such that any music dealer or credit manager may readily learn from with profit.

Know the Law

"One of the first things that any dealer or credit manager should do," Mr. Knowlton explained, "is to acquaint himself with the law in his respective State so that he will know exactly how he stands. The laws regarding credits, instalments, law suits, chattel mort- gages, and other similar cases with which credit men must be familiar, differ in various States. In some States these laws have been arranged so that a credit man has some assurance of getting his money. He may garnishe the man's wages, or take similar action. In other States, however, this is impossible. For this reason, it is the duty of every man who handles credits to thoroughly inform himself as to his position as written in law.

"With knowledge of this kind before him, he can better act and avoid pitfalls which many credit men fall into unconsciously through ignorance of their position. In this State (Texas) a man may transfer his bank account from one bank to another, write the word 'agent' after it, and you cannot touch it. The law recognizes that account as an account of which the man is agent and it is subject only to his own executive powers.

"It is also possible for one man to move his furniture from one place to another without notifying the authorities. Having done this, it is also impossible to force him to tell where he moved and where his household goods are located. It is also impossible for any firm to as much as unhook a screen door to take their own merchandise except through proper process of law. Doing so lays them liable to a suit from which the complainant will emerge victorious.

"While, in handling credits, it is always much more pleasant to avoid all recourse to legal ac-

The Radio Set People Can Understand Is the Radio Set People Will Buy!

You can't sell customers by scaring them! You've got to win their confidence. You've got to show them that what you have to sell is substantial, sound and economical. The new Mu-Rad set is a set that can be "shown." In addition to equipping every set and surpassing most radio sets in all ordinary demonstrations the Mu-Rad is so sim- ple, yet practically constructed that the most immature mind can comprehend its operation with little difficulty. It is tuned by just one dial. The new Mu-Rad models are setting examples of tremendous volume, controllable to a whisper, delicate selectivity at any range and quality of tone remarkable in radio history. Investigation costs you nothing.

Write today for further information.

(A) Space for 135 Volt "B" Battery or Mu-Rad B Eliminator

(B) Power Tube

(C) Space for "A" Battery and Trickle Charger

MU-RAD

RADIO CORPORATION

Dept. W., Asbury Park, N. J.

September 15, 1926

THE TALKING MACHINE WORLD

(Continued on page 34)
Symphonic Has Practically World-Wide Distribution!

Besides proving itself a notable artistic triumph, the Symphonic Phonograph Reproducer has chalked up a great merchandising success!

"There's a Symphonic distributor near you." No matter where you are located, in what part of the world, you can obtain the sort of service you have every right to expect on the Symphonic Reproducer. Consult the list below for city nearest you:

**DOMESTIC DISTRIBUTION**

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Other Responsible Distributors Being Added

**EXPORT DISTRIBUTION**

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<td>MEXICO</td>
<td>NEW ZEALAND</td>
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This world-wide distribution of an obviously superior product, coupled with effective advertising and intensive sales promotion, has placed the Symphonic Reproducer at the forefront of demand.

We solicit your patronage on the basis of superior merchandise, most attractive prices and discounts, and broad, personal cooperation. Write today for the name of distributor in the city nearest you.

**Sympathetic Sales Corporation**

LAMBERT FRIEL, President

370 Seventh Avenue    •    New York City

GENTLEMEN:

Please send me the name of my nearest distributor and all details regarding the Symphonic Reproducer; prices, discounts, etc.

Name ___________________________  Street ___________________________  No. ______________

City ___________________________  State ___________________________
ATLAS CASES—phonograph manufacturers' standard for years

Leading phonograph manufacturers believed it was all to their advantage to adopt Atlas Cases and now they know it. That's why they've continued to use them.

Extremely strong and remarkably rigid, Atlas Plywood Packing Cases give ideal protection to the fine finishes and delicate mechanisms of both phonographs and radios. Unusually light in weight, too—which is soon realized by the big reduction in freight bills.

Sonora Line of Radio Receivers Shows Decided Trend Toward Simplified Control

New Offerings Include Six-tube Set in Two Console and One Table Model—C. H. Henry, Chief Radio Engineer of Company, Explains Operation of New Receiving Set

The 1926-27 line of Sonora radio receivers shows a decided trend toward simplified control with balanced circuits and shielded sets. The same circuit in two console and one table models comprise the new offerings. It is a six-tube set with two tuning controls and selectivity and volume adjustments. Two stages of radio frequency and three of audio frequency are employed. Among the new and interesting features used in the Sonora receivers is the new radio frequency amplification system known as the "Hull Balanced-Bridge Circuit," which has the following advantages: 1.—Maximum sensitivity obtainable from UX 201A tubes. 2.—Amplifies at all wave lengths equally well. 3.—Does not oscillate or squeal at any wave length. 4.—The tone quality is not distorted due to regeneration, and 5.—Simplifies operation in that there is no required delicate setting of dials or knobs.

The three stages of very low-ratio transformer-coupled audio-frequency amplification not only provide for the best tonal quality, but make possible the satisfactory employment of "B" eliminators without danger of the trouble usually known as "Buttering" or "clocking." A four-point "Sensitivity-Selectivity" knob makes available a wide variation in selectivity. This control enables the operator to increase the sensitivity to weak signals to a maximum by using little selectivity as is possible under his existing interference conditions.

Charles C. Henry, chief radio engineer of the Sonora Phonograph Co., in explaining the simplified control of the new set, states:

"By placing the two tuning drums side by side, properly curving the edges and using metallic friction reduction gears, a new tuning control mechanism has been obtained which gives, in effect, a single tuning control without the drawbacks to which uni-control are subject. This is a marked improvement over the common forms of single, double and triple tuning dial devices.

"After tuning in any loud station it is possible with one finger to run through the broadcast band of wave lengths and to tune in one station after another by moving both tuning dials simultaneously with one finger. Then, by a slight change of position of the finger, either drum may be turned slightly to increase the loudness of the signal. The total absence of additional vernier adjustments and "components" makes for the ultimate in simplicity of operation. The tuning system is a precision or vernier mechanism of maximum ease and quickness of setting."

Other features of the new models are the use of steel for strength and for the removal of the possibility of permanent misalignment of synchronization parts and the shielding of component parts to reduce interference. The base panel is of steel and the front panel is beautiful mahogany veneer. All visible metal parts are given several coatings of heat-treated enamel.

"Ferrous metals have been treated to prevent corrosive action. Cabinets are of a high-type of home furniture and the designs harmonize well with all home settings. They are made of selected and matched mahogany veneers. The finish is hand-rubbed and of the popular Adam brown color. Console models are equipped with a new Sonora built-in cone speaker, oval in shape and free from paper rattle. The popular battery and speaker table upon which the table model is set is made in the same design as last year, but has a built-in cone speaker instead of the horn type. The battery compartments have been made more accessible through a removable back and two removable front panels.

Sonora Table Model

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Sonora
CLEAR AS A BELL
Advertising will appear in these publications
"Roughs" of Sonora Ads that

Sonora's Twin

The New Reproducing Sonora

All the color, warmth and magic of living music - Full range of the extreme musical register - Cabinet of exquisite finish and design - Sonora's world-famous tone

This double

Feverish Activity in the Advertising Department: artists busy, copy writers working overtime, photographers lighting the night, printers and engravers dashing in and out, newspaper representatives from all over the country - meanwhile we borrowed these preliminary layouts. The finished ads will be striking pieces of work—actual size, 400 and 600 lines each.
Now in radio comes that daring depth in reproduction and that marvelous tone achieved heretofore only in the New Reproducing Sonora Phonograph. Visualize the 2,600,000 families who will read this persuasive sales message in The Saturday Evening Post and the 3,829,000 newspaper readers into whose consciousness this message will be hammered week after week.

Sonora sincerely believes that its dealers will enjoy one of the most successful seasons in their history, with this most comprehensive line of phonographs and radios at a price range thoroughly in accord with the consumer demand. Sonora sales will naturally reach new heights—but with this dominating, sales compelling advertising campaign, appealing to 6,400,000 families, unprecedented success is certain.
The ARTOPHONE Corp.  
1622-24 Pine Street  
St. Louis, Mo.

“And now a radio that lives up to the traditions of The Highest Class Talking Machine in the World.”

Distributors of the
NEW REPRODUCING SONORA and the SONORA SHIELDED SIX RADIO for Arkansas, Oklahoma, Western Tennessee, Western Kentucky, Mississippi, Louisiana

Barker Wholesale Co.  
Barker Building  
Los Angeles, Cal.

“We sincerely believe that this will be the most successful season Sonora Dealers have ever enjoyed. A comprehensive line backed by dominating advertising will compel success.”

Distributors of the
NEW REPRODUCING SONORA and the SONORA SHIELDED SIX RADIO for Southern California, Arizona and the Hawaiian Islands

Baltimore Phonograph Distributing Co.  
309 North Charles Street  
Baltimore, Md.

“New depths in reproduction are realized in the New Reproducing Sonora and the Sonora Shielded Six. New heights in sales will be realized by the dealers who feature this particularly popular line.”

Distributors of the
NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for Maryland and the District of Columbia

J. H. BURKE COMPANY  
221 Columbus Avenue  
Boston, Mass.

“From fashionable Back Bay to the backwoods of Maine, Sonora’s famous tone achieved success for Sonora dealers.”

Distributors of the
NEW REPRODUCING SONORA and the SONORA SHIELDED SIX RADIO for Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut
Kohler Distributing Co.
63-67 Minna Street
San Francisco, Cal.

"The New Reproducing Sonora and the Sonora Shielded Six are the keys that will open the 'Golden Gate' to the haven of permanent profits."

Distributors of the
NEW REPRODUCING SONORA and the SONORA SHIELDED SIX RADIO for Northern California, Oregon, Washington, Northern Idaho, Western Nevada, Alaska

Moore, Bird and Company
1720 Wazee Street
Denver, Colo.

"With the New Reproducing Sonora and the Sonora Shielded Six, Sonora dealers' sales will climb to the Pike's Peak mark."

Distributors of the
NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for Colorado, New Mexico, Wyoming and Western Nebraska

McPhilben Keator, Inc.
68—34th Street
Brooklyn, N. Y.

"Our experience as one of the earliest radio jobbers has given us a very keen appreciation of the value of Sonora's merchandising policy of permanent profits."

Distributors of the
NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for Brooklyn and Long Island

Pennsylvania Phonograph Distributing Co.
1015 Chestnut Street
1747 Chester Avenue
Cleveland, Ohio
Wabash Building, Pittsburgh, Pa.

"Promiscuous distribution invariably promises unfair competition. Everyone cannot secure the Sonora franchise but those who do are assured of permanent profits."

Distributors of the
NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for Pennsylvania, Southern New Jersey, Delaware, Eastern part of West Virginia and Northern Ohio
The Talking Machine World, New York, September 15, 1926

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

C. A. Richards, Incorporated
811 West Broad Street
Richmond, Va.

811 East 45th Street
New York, N. Y.

AUTHORIZED DEALER
Sonora Clear As A Bell

This gold leaf sign in a dealer’s window is an insignia of quality that thousands of Southerners will be looking for.

Distributors of the
NEW REPRODUCING SONORA
and the
Sonora Shielded Six Radio Set
for
Virginia, Eastern Tennessee, North Carolina, South Carolina, Georgia, Florida and Eastern Alabama.

Reliance Battery Products Co.
2211 South Eighth St.
Council Bluffs, Iowa

The C. D. Smith Drug Company
313 South Third St.
St. Joseph, Mo.

"This season radio will be bought chiefly on the reputation of the maker—Sonora is a name in which everyone has implicit confidence."

Distributors of the
NEW REPRODUCING SONORA
and the
Sonora Shielded Six Radio Set
for
Iowa and Nebraska

"Where Cleopatra reigned, where the kangaroo plays, where the tango originated—everywhere those low booming notes and crooning cries of the New Reproducing Sonora and the Sonora Shielded Six are enthusiastically acclaimed."

Distributors of the
NEW REPRODUCING SONORA
and the
Sonora Shielded Six Radio Set
for
The World—excluding the United States

"For ten years ‘Clear As a Bell’ music has won success for dealers, ourselves and Sonora, first with the Highest Class Talking Machine in the World and now in radio as well."

Distributors of the
NEW REPRODUCING SONORA
and the
Sonora Shielded Six Radio Set
for
Missouri and Kansas

Incorporated
181 Whitehall Street
Atlanta, Ga.

100 East 45th Street
New York, N. Y.

1311 South Eighth St.
Council Bluffs, Iowa

1311 South Eighth St.
Council Bluffs, Iowa

100 East 45th Street
New York, N. Y.

1311 South Eighth St.
Council Bluffs, Iowa

100 East 45th Street
New York, N. Y.

1311 South Eighth St.
Council Bluffs, Iowa

100 East 45th Street
New York, N. Y.

1311 South Eighth St.
Council Bluffs, Iowa
Sterling Roll & Record Co.
137 West Fourth Street
Cincinnati, Ohio

"The Highest Class Musical Instruments in the World on a basis that insures permanent profits."

Distributors of the NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for Eastern Kentucky, Southern Indiana, Southern Ohio and the Western part of West Virginia

Strevell Paterson Hardware Co.
Salt Lake City, Utah

"The popularity of the deep toned phonograph is proven in the success of the New Reproducing Sonora—and now a radio in which the same depth in reproduction is realized—The Sonora Shielded Six."

Distributors of the NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for Utah, Southern Idaho and the Western part of Nevada

TAY SALES COMPANY
231 N. Wells Street
Chicago, Illinois

"The dealers' opinion of Sonora is very definitely expressed in Chicago. Sixty-seven of the most prominent dealers advertise Sonora week after week in the leading newspapers of this city."

Distributors of the NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for Illinois, Northern Indiana and the river towns in Iowa

Yahr-Lange, Incorporated
207 East Water Street
Milwaukee, Wis.
442 E. Lafayette Ave.
Detroit, Mich.

"The success of the Sonora dealers during the decade we have distributed Sonora pays a glowing tribute to Sonora’s merchandising policy of permanent profits."

Distributors of the NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for Wisconsin and Michigan
<table>
<thead>
<tr>
<th>Company</th>
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<tr>
<td>Doerr, Andrews and Doerr</td>
<td>Minneapolis, Minn.</td>
<td>“The dealers to whom we sold the first Highest Class Talking Machine in the World, ten years ago, are still the most enthusiastic Sonora boosters.” Distributors of the NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for North Dakota, South Dakota, Minnesota, Montana and Northern Iowa</td>
</tr>
<tr>
<td>Greater City Phonograph Co.</td>
<td>76 Fifth Avenue, New York, N.Y.</td>
<td>“The continuation of Sonora’s liberal cooperative advertising policy, backing up the New Reproducing Sonora and the Sonora Shielded Six will undoubtedly result in the outstanding success of the season.” Distributors of the NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for Northern New Jersey, New York City, counties of Westchester, Putnam and Dutchess and all Hudson River towns and cities on the west bank of the river south of Highland; all territory south of Poughkeepsie</td>
</tr>
<tr>
<td>Gibson Snow Company, Inc.</td>
<td>Syracuse, N.Y.</td>
<td>“Ten years ago we began distributing the Highest Class Talking Machine in the World. Today in addition to distributing the quality phonograph, we are distributing a radio to which we believe the same term may be applied.” Distributors of the NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for New York State, with the exception of towns on Hudson River below Poughkeepsie, and excepting Greater New York</td>
</tr>
<tr>
<td>Hassler Texas Company</td>
<td>2216 Commerce Street, Dallas, Texas</td>
<td>“The World’s Highest Class Musical Instrument — merchandised on a basis that not only gives a dealer a substantial profit but keeps it for him.” Distributors of the NEW REPRODUCING SONORA and the Sonora Shielded Six Radio Set for The State of Texas</td>
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H. C. Cox, President Columbia Co., Discusses European Business Conditions

Prominent Executive, Home From First Annual Meeting of Heads of Various Columbia Companies, Makes Interesting Analysis of Conditions in Various European Countries

Henry C. Cox, president of the Columbia Phonograph Co., Inc., of New York, the American unit in the Columbia international combine, has just returned from the first annual meeting of the heads of the various Columbia companies which are now manufacturing in eleven countries, exclusive of the United States, and selling in practically every civilized part of the globe.

At Mr. Cox's conference, held in Berlin, there were present, among other officials: Louis Sterling, managing director of the Columbia Gramophone Co., Ltd., London, and its subsidiaries and chairman of the board of directors of the Columbia Phonograph Co., Inc., of the United States; Max Strauss, director general of the Carl Lindstrom A. G., Berlin, and its subsidiaries, established in many foreign countries, and R. Seligsohn, managing director of the Trans-Oceanic Trading Co. of Holland; as well as Mr. Cox, the American president.

When interviewed, Mr. Cox discussed freely the general business conditions as he observed them in the European countries visited in his seven weeks' tour. He dwelt specifically and enthusiastically upon the conditions obtaining in the manufacture and sale of phonographs and phonograph records as an industry and as they affected the companies forming the Columbia combine. In England, Mr. Cox says, the coal strike has not affected seriously industries other than those situated in the immediate vicinity of the mines. Transportation is normal.

The phonograph and record business in England has shown a remarkable increase. Never before in the history of the industry, Mr. Cox says, has the Columbia record sales at this season of the year reached such volume. The advance leaders of the Viva-tonal Columbia phonographs are also running far above the most sanguine expectations. In fact, the announcement of the new line of Columbia phonographs has aroused a decided and a consumer enthusiasm that is without parallel in the history of Columbia.

Mr. Cox was impressed with the considerable progress that German industry is making in her reconstruction program. He affirms that everybody seems to be hard at work and that unemployment is being steadily reduced. The Lindstrom Co. is going ahead rapidly with the new recording system and is following the same methods in recording and manufacturing that have been so successful in producing the British and American Columbia New Process record. The German company is also adding to its line the Viva-tonal Columbia phonograph, recently developed in America. Plans are nearing to manufacture and market these phonographs not only in England and Germany, but in all foreign countries which have Columbia factories or to which Columbia products are exported. Mr. Cox says that the matter of extending and increasing the export business of all the companies in the Columbia combination received special attention at the Berlin conference. Mr. Seligsohn, who returned from the meeting from a four months' business tour of South America, reported that business conditions in the Latin-American countries were never better, and that everything pointed to an unprecedented increase in business for manufacturers of phonographs and phonograph records who have the experience and the resources to handle it. The Lindstrom Co. has for years been the outstanding factor in this rapidly expanding field.

A pleasant incident which marked the visit of Mr. Cox in London was the news, received shortly after his arrival, that the new Columbia factory, just completed in Australia, had already begun manufacturing, and that within a few days after the first records were pressed the plant was in full production.

The increase in Columbia business is worldwide, as shown by the announcement of the purchase of a plant in Oakland, Cal., a key position for manufacture and quick distribution of the company's products on the Coast and in Western States.

Mr. Cox was accompanied on his trip by Mrs. Cox. A number of days were spent in sight-seeing in Paris and a restful vacation enjoyed in Stratford-on-Avon, the quaint English town in which Shakespeare was born.

How the Charles E. Roat Music Co., of Battle Creek, Caters to School Children

Progressive Music House Sets Aside Rooms for Memory Contests—Furnishes Instruments to Children So That They May Prepare for Music Rural Schools—Increased Good Will Is Result

BATTLE CREEK, Mich., September 4—Co-operation with the schools and school children not only smooths the path for future sales, when in the next decade or two the school children of today will become the buyers and home builders, but has its good results in immediate sales and also builds up the prestige and reputation of a music establishment as being a vital factor in community affairs. This is the experience of the Charles E. Roat Music Co., which goes to extremes in putting the facilities of the store at the disposal of school children preparing for music memory contests and similar musical events.

This establishment for some time prior to the annual music memory contest, in order that all children, whether or not they possess musical instruments at home, may stand on an equal footing, sets aside certain demonstration rooms for the children so that they may prepare for the coming contests. In each room a talking machine and a set of records containing the musical compositions from which the examination will be held, are placed. The children are made welcome at the store after school hours and, as natural, parents in hearing of this favor accorded their children patronize the store, and more than once an entire set of records has been purchased by parents.

Nor does the Roat establishment stop here. In the case of rural schools, too far removed from the store to take advantage of having the pupils visit and study, upon request they may have the store furnish a talking machine and the full set of records required. Special programs are given the pupils and repeated as often as the teachers desire. The publicity secured by the store more than offsets the time and trouble expended.

F. W. Clement, vice-president of the Charles E. Roat Music Co., sums up this type of exploitation work in a few words, saying: "The music store cannot directly enter the public schools but there are many ways to cooperate with the schools in some enterprise. We are always on the alert to do so and find that it reacts to our advantage in creating sales and general good will."

There's Profit and Satisfaction in Selling CCO Radio Tubes

CECO tubes are being advertised to your discriminating customers in the pages of the big magazines and Radio Journals they read.

Are you prepared to supply the demand?

A Type of CECO for Every Radio Need

You insure customers satisfaction every time you make a sale of CECO. They are "best by test" in the laboratory—"best by performance" in the home. Write today for complete data sheet.

Two New CECO Tube Developments

The new enlargements in the CECO Plant located at Providence, R. I., the largest in the world devoted exclusively to Radio Tube Manufacture.
Sell the newest things in radio—the most advanced—yes! But radio that has had the “road test” of experience. There is nothing newer than the single control of the latest Radiolas—nothing newer than the complete A.C. operation of Radiola 28 and Radiola 30—nothing newer than the remarkable power Loudspeaker 104. Yet all these are developments which RCA has pioneered and which are now tried—tested—and perfected products. They are in hundreds of thousands of homes already.

Their fame is widespread. Their advertising has been gaining power for a full year, as a rolling snowball grows in size and force. Your real profit lies in proved quality. Feature RCA Radiolas.

"ROAD-TESTED" RADIO

Sell the newest things in radio—the most advanced—yes! But radio that has had the “road test” of experience. There is nothing newer than the single control of the latest Radiolas—nothing newer than the complete A.C. operation of Radiola 28 and Radiola 30—nothing newer than the remarkable power Loudspeaker 104. Yet all these are developments which RCA has pioneered and which are now tried—tested—and perfected products. They are in hundreds of thousands of homes already.

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NO MORE "B" batteries. And no more current bum! The RCA "B" Battery Eliminator will stay sold, because it means steady current, silently delivered. It helps radio sales because it improves reception. It opens new selling possibilities with old customers. It serves with the power tubes because it delivers up to 135 volts. It has the name RCA to back it—and a wide sales market eager for RCA products. Push the Duo-Rectron for bigger profits.

Duo-Rectron, complete, list: $65.

RCA "B" BATTERY ELIMINATOR (DUO-RECTRON)
Bringing Prospective Customers Into the Store Through Power of the Window

Darrow Music Co., of Denver, Col., Says J. L. Simpson, Interests People in the Line It Handles by Arranging Windows of Great Appeal—How a Record Display Created Sales

Business is good only for those who make it good, in phonographs or any other line, these days. And, it's a patent fact that you can't sell merchandise to folks unless you get them into your store, and, in general, it's more or less difficult to get them into your store, unless you can interest them in some way in your windows.

The Darrow Music Co., of Denver, is very much alive to this fact, and as a result, the Dar-row show windows are perhaps the most un-usual of any music store in the West.

The Darrow people interest folks in their show windows by putting something in them which is snappy, right up to the minute, and suggestive of something late in the musical line.

Their latest stunt in the way of a graphic, novelty window, advertising a late record which is very popular right now, in Denver, revolves around the possibilities of building something appropriate about the title of a late song.

"I'm Wild About Animal Crackers," is the song and record chosen as the basis for their last window display. A regular jungle is created in the window by means of a truck load of the smallest limbs cut from coniferous trees, and arranged in appropriate jungle style.

In the midst of all this dense foliage, the Dar-row people have placed a bunch of jungle animals not large as the real thing, but much larger than toys.

Here are lions, tigers, elephants, and all the rest of the inhabitants of the real jungle, and one old lion makes his head up and down con-stantly, being equipped with an automatic de-vise which makes him seem very much alive.

This window display is so graphic that it attracts people almost as magically as do the animals in a genuine zoo, the space in front of the window on the sidewalk being crowded and jammed from morning to night.

Appropriate signs on the windows, such as "Do not feed the animals," add interest to the window display. A big bunch of animal crackers is displayed in connection with the display, and a large sign announces the fact that a box of these crackers will be given free with every record, "I'm Wild About Animal Crackers," sold during this exhibit. In another section of the show window this record is played con-tinuously on a phonograph, and since this is located just inside the door, the song is audible for almost a block away.

This window display could not be described as an inexpensive one, since the animals in the window were borrowed for the occasion, the cottonwood limbs cost nothing but the cutting, and the phonograph playing in the doorway costs the store nothing.

And yet, this display, because it is ingenious, because it connects up graphically with a pop-u-lar song, interests many persons daily and has resulted in many sales.

Precision Products Co., of Ann Arbor, Mich., Expands

C. A. Verschoor, president of the Precision Products Co., 332 South Main Street, Ann Arbor, Mich., announces the purchase by that company of the radio manufacturing division of the Machine Specialty Co., of Ann Arbor. The latter has been engaged in making Arborphone radio sets on contract for the former. This step was taken, according to Mr. Verschoor, preparatory to increasing the production of Arborphone sets. In order to finance the pur-chase and provide capital for expansion, the Precision Products Company has sold an issue of common stock to its present stockholders and close associates, including Sanford Bros., Chi-cago, who represent the Arborphone nationally.

September Columbia Record Display Stimulates Sales

The September window display of Columbia New Process records prepared by the Columbia Phonograph Co., Inc., for the use of its dealers is an example of the lengths to which the com-pany is going in order that Columbia dealers have every advantage in attracting potential record buyers. This display, entitled "The Masquer-ade," is a particularly attractive one and is the work of Alice Willett Donaldson, widely known for her magazine cover designs and book illus-trations. The display is one which lends itself to striking color and unusual treatment and displays are using the display report that it has been effective in enticing customers into their stores.

Geo. Lewis Has Had Wide Experience in Radio Field

Vice-president and General Manager of Ken-Rad Corp., Manufacturer of Vacuum Tubes, Spent Years in Radio Service of U. S. Navy

OWENSBORO, Ky., September 4—George Lewis, who recently assumed the position of vice-

The EAGLE

All That is Best in Radio

Getting Into Action!

The spirit of radio optimism is "in the air." Radio dealers everywhere are face to face with the signs that point to a brisk fall-and-winter season, with standardized radio equip-ment setting the pace in sales.

Eagle Radio has kept its faith with dealer and public year after year. This year, our line of standardized products has been further strengthened by the introduction of new creations whose sheer merit outweighs every comparison test.

Seeing the Eagle 1926-7 line is the first step toward "Getting Into Action!"

EAGLE RADIO COMPANY
16 BOYDEN PLACE
NEWARK, N. J.
The Crosley Musicone, announced little more than a year ago, introduced a revolutionary speaker principle and took the radio loud speaker market by storm. Its overwhelming popularity, which has involved the replacement of hundreds of thousands of old type loud speakers, establishes beyond challenge the Musicone's superiority.

And now Powel Crosley, Jr., announces the Crosley Super Musicone!

This larger 16-inch cone utilizes the same Crosley patented actuating unit as the smaller Musicone... and this, not the cone shape, is the secret of Musicone excellence.

It offers, by virtue of its larger proportions, still more superb volume. It produces, especially in the bass, still richer resonance!

The 12-inch Musicone has been reduced to $12.50. Also at $32 in the form of a beautiful Console, in which both receiver and batteries may be placed.

THE CROSLEY RADIO CORPORATION, Cincinnati, Ohio
POWEL CROSLEY, Jr., President

CROSLEY SUPER MUSICONE
BETTER... $14.75 COSTS LESS

Write Dept 26 for illustrated booklet and details of the Crosley Dealer franchise. All prices slightly higher West of the Rockies.
Again Stewart-Warner leadership is demonstrated in a big way!

In keeping with our established policy of supplying our dealers and the American public with the most modern and complete line of radio and radio equipment on the market, we now announce the following important additions to the Stewart-Warner line:

Three new 5-tube T.R.F. receivers with two tuning dials.

Four new 6-tube T.R.F. receivers with one tuning dial.

A new type reproducer, employing an entirely new principle, embodying the best features of the horn and cone types.

These new numbers do not in any way supplement any of the present Stewart-Warner models. They are added simply to round out the line—to give the radio buyer a wider selection of styles, models and prices to choose from.

The completed Stewart-Warner line meets every demand of every radio purchaser. There is a model for every purse, every home and every taste. And all conform to the rigid Stewart-Warner standards of quality, workmanship, performance and beauty.

The broadening of the Stewart-Warner line opens up entirely new fields of profit for the dealer who holds a Stewart-Warner Radio Franchise. It means doubled sales, doubled profits and a firmer foothold in the radio business for him.

Now—on the eve of the great Fall selling season—is the time for you to hook up with Stewart-Warner. An unequalled line of radio products, a big Nation-wide advertising campaign, a franchise giving you 100% protection, the tremendous prestige of the Stewart-Warner name—all these combine to assure real success for you.

Write or wire now for complete price list and full particulars regarding a Stewart-Warner Protective Franchise in your community.

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

TUNE IN STATION WBBM, 226 METERS
THE STEWART-WARNER AIR THEATRE
Sunday—12:30 P.M. to 2:00 P.M., 4:00 P.M. to 6:00 P.M., 8:00 P.M. to 10:00 P.M.
Monday—12:00 A.M. to 2:00 A.M., 4:00 P.M. to 6:00 P.M., 8:00 P.M. to 10:00 P.M.
Tuesday—6:00 P.M. to 8:00 P.M., 8:00 P.M. to 10:00 P.M.
Wednesday—4:00 P.M. to 6:00 P.M., 8:00 P.M. to 10:00 P.M.
Thursday—12:00 A.M. to 2:00 A.M., 4:00 P.M. to 6:00 P.M., 8:00 P.M. to 10:00 P.M.
Friday—4:00 P.M. to 6:00 P.M., 8:00 P.M. to 10:00 P.M.
Saturday—4:00 P.M. to 6:00 P.M., 8:00 P.M. to 10:00 P.M.

CHICAGO TIME
-WARNER
Unit Radio

Model 325—5 tubes, 3 dials
$75.00

Model 350—6 tubes, 1 dial
Built-in reproducer—$110.00

Model 400—Horn type
(Can be used with set of any make)
$25.00

Model 345—6 tubes, 1 dial
$80.00

Model 375—Console
5 tubes, 2 dials
$175.00

Model 315—Console
5 tubes, 3 dials—$250.00

Model 365—5 tubes, 2 dials
$65.00

Model 301—AX—Tube
(Can be used with set of any make)
$2.00

Model 415—New type
(Can be used with set of any make)
$30.00

Model 360—Highboy Console
6 tubes, 1 dial
$400.00

Prices shown are without Accessories
Prices slightly higher West of Rockies

USING STEWART-WARNER PRODUCTS
The perfected Single Dial Set!

Shamrock condensers are synchronized to a hair's breadth and no model is equipped with this condenser until it is subjected to exhausting tests in special devices built and owned exclusively by Shamrock. As a result the Shamrock Radio possesses a degree of selectivity enjoyed by few— even the most expensive models.

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

SHAMROCK RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS

SHAMROCK MANUFACTURING COMPANY

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

Fidelity of reproduction of the latest machines and records placed on the market by leading manufacturers gives the salesman a talking point that should go far to tearing down sales resistance, thus building up sales volume in the talking machine store to a point never before enjoyed. Dealers have the product and sales depend on their promotion efforts.

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The PLAZA MUSIC CO. presents a remarkable new product—the FINE-ARTS CONE SPEAKER

A Full-Size Loud Speaker
Finished in Antique Bronze

RETAIL $15

Beautiful in its appearance—amazing in its tonal qualities!

Frank D. Lewis, pioneer among cone speaker scientists and internationally famous expert in radio and phonograph acoustics, designed this remarkable cone.

And the Plaza Music Company, with twenty years of experience in the merchandising of music products, is manufacturing it.

It is a cone of flawless reproduction. You will hear the finest strains of the violin—the deepest bass of the drum—the highest treble of the piano!

In beauty of design and finish as well as in quality of construction and materials the Fine-Arts Speaker is as extraordinarily fine as are its tonal qualities.

It measures fifteen and a half inches in diameter and seventeen inches in height.

Its frame is of a heavy casting, finished in a beautiful antique bronze. The diaphragm is made of a specially treated fabric that is absolutely immune to all atmospheric changes.

DISTRIBUTORS
There is an exclusive proposition behind this for you that is without parallel in profit and in satisfaction. Get particulars at once.

Plaza Music Co. RADIO DIVISION 10 West 20th St. New York
As revolutionary an advance in the popular-priced record field - - as was the orthophonic in the phonograph field!

Record dealers are astonished at the wonderful improvement in tone

The new Domino Records made by an improved principle of recording are the talk of the trade! Their remarkable depth and fullness of tone mark a new era for popular-priced records. Thousands of people who have never purchased 3 for $1.00 records will now readily buy the new Domino records. Convince yourself what wonderful records these are by sending today for a sample.

The foremost artists and orchestras in the industry record the new Domino Record. It is a profitable line for you to handle.

A complete advertising service, comprising attractive multi-color window hangers, displays, and window strips, is furnished monthly free to dealers.

Plaza Music Co. 10 West 20th Street New York
The Greatest Line of Portables Ever Offered to the Trade

Kompact
$12.50
(For West and South add 10%)
(Canada $13.50)

Regal
$15.00
(For West and South add 10%)
(Canada $16.00)

PAL DeLuxe
$25.00 Retail!
(For West and South add 10%)
(Canada $26.00)

Plaza portables are all-year-round sellers!

Real profits are now being made by those dealers who are featuring the Pal, Regal and Kompact Portables. With this complete line they are able to fill the requirements of all their customers - from those who want the best in portable phonographs, to those who prefer the popular priced machines.

SEND IN YOUR ORDER NOW

Plaza Music Co. 10 West 20th Street New York
HERE are the Little Tot Albums which are standard sellers with a special value during the Fall and the Holiday season.

A display now in a conspicuous position on your counter will result in many sales.

Cut-out-window strips and other advertising material available to help you make sales. Look at the wealth of material below covering every appeal to the child—and the grown-ups too.

Order from your jobber—or direct from us. A few jobber franchises are still open.

REGAL RECORD COMPANY - NEW YORK, N. Y.
Knickerbocker Displays Nightingale Radio Cabinets

New and Attractive Display of Radio Cabinets Shown for Three Days at Hotel Commodore — Many Metropolitan Dealers Visit Exhibit

The Knickerbocker Talking Machine Co., New York, distributor of radio receivers and equipment, had an interesting display of the Nightingale line of radio and combination radio and talking machine cabinets at the Hotel Commodore, New York, for the period of August 18 to 20. The display was most interesting and consisted of some twenty different cabinets of varying designs and finishes, with the Cardinal Woolsey as the leader of the line. This cabinet comes in black with antique 24-karat gold leaf stippled polychrome base and in Cardinal red and golden tan. Decorated in the Japanese period. The hardware is of solid brass in old English period. The compartment is arranged to accommodate the Stromberg-Carlson or several models of the Atwater Kent line. It is equipped with a Symphonic tone amplifier and has ample space for all batteries and charger. The Marie Louise cabinet, one of which is herewith illustrated, is arranged to take the Atwater Kent models 29, 30 or 32. This model is available in black, red or tan in Japanese period decoration, or in American walnut with bird's-eye maple insert on doors.

Other outstanding models in the display included the Louis XIV, in decorated case and American walnut, and the Supreme combination phonograph and radio cabinets. A wide range of price and design was offered the dealers who visited the display during the days and nights of the exhibit. The designs and decorations were executed by Rudolph Kinnis, well-known designer, and built under the supervision of J. J. Freund. Joseph W. Schwetz, sales manager of the Knickerbocker Talking Machine Co., was in charge of the display and greeted his many trade friends who were attracted to the showing of the new line.

Columbia Viva-tonal Line Demonstrated to Dealers

DALLAS, TEX., September 7—The Columbia Graphophone Co., distributor of the products of the Columbia Phonograph Co., Inc., New York, recently gave demonstrations of the new Viva-tonal list to dealers in twenty different cities served by the company. These demonstrations included showings at the Gunter Hotel, San Antonio; Rice Hotel, Houston, and the Texas Hotel, Fort Worth.

New Set and Power Units Added to Valleytone Line

Two-diad Control Receiver and Two New Power Units Round Out 1926-27 Line — Company Moves to New Home — Change in Staff

ST. LOUIS, Mo., September 4 — The Valley Electric Co., manufacturer of the Valleytone radio receivers and other radio equipment, has placed on the market for the 1926-27 season a new model, No. 52, Valleytone two-diad control T. R. F. receiver set. This instrument possesses a number of distinctive features and is a welcome addition to the Valley Co.'s line, which includes the Valleytone No. 3, three-diad T. R. F. set, the Valley ABC vibrator charger, two new power units, the T. B. C. type charger, which charges radio storage batteries, and the new Valley "B" power unit, employing the Raytheon built, delivering sufficient current to operate sets of from one to twelve tubes.

The general offices of the Valley Electric Co. have been moved from 3157 South Kingshighway boulevard to 4515-17 Shaw boulevard. This move was made necessary by the expansion of the company's business. The new quarters are in a modern fire-proof building and are conveniently located so that distributors can receive direct factory shipments with the greatest expedition.

S. S. Whitten, president of the company, is giving his personal attention to production, and vice-president H. Elder is general sales manager. James A. Hardie has been promoted to factory general sales manager, and J. F. Jones has been promoted to the position of general manager of sales for South America and British possessions. The company recently opened a branch office and warehouse at 105 Walnut street, Philadelphia, which is under the direction of L. T. Tibb.

History of Perryman Tubes Described in New Booklet

Description and Illustration of Perryman Line of Tubes Together With Résumé of Work Done by Geo. H. Perryman Given

Among the dealer helps prepared by the Perryman Electric Co., New York, manufacturer of Perryman radio tubes, is an attractive booklet, which gives the story of Perryman tubes in detail. It explains the origin of the Perryman tubes and the exhaustive research work done by George H. Perryman, who for over ten years has devoted his time exclusively to the development, design and manufacture of vacuum tubes. His accumulated knowledge and experience are built in the Perryman tubes of to-day, to which he has given his name.

The booklet is illustrated with a photograph of the Perryman plant and laboratories in North Bergen, N. J., and contains complete specifications and illustrations of the entire Perryman line, which includes an amplifier detector, power amplifier, super-power amplifier, full-wave rectifier, half-wave rectifier and a super-sensitive detector.

It is declared that the distinctive feature of all Perryman three-element tubes, which has been responsible for their success, is the Perryman bridge, an exclusive patented improvement. This is thoroughly explained in connection with other developments which are said to enable Perryman tubes to amplify sound tones in their natural characteristics with freedom from distortion. Precision, power and long life are stressed as well as the guarantee of perfection of each tube signed by George H. Perryman, with the agreement to replace it free of charge if it fails because of defective material or workmanship. This guarantee is printed on every Perryman tube carton.

An interesting feature of the booklet is a chart giving in detail the characteristics of all Perryman tubes and rectifiers.

Music Master

Horn Speaker

The Distinct Musical Instrument of Radio

No Mutation of Tone

Music Master Horn Speaker stands out as the acknowledged amplifying musical instrument of radio.

Reproduces every tone color with resonance and sustained power unequalled.

The distinguishing feature is the amplifying bell. Made of selected, seasoned wood which insures the rich, mellow sweetness conceived by the old master violin makers.

Before condemning your radio try the Music Master Horn Speaker, acknowledged everywhere as the perfect reproducer.

Do Not Accept a Substitute

Music Master Corporation

David S. Laddau, Trustee

Beitzwood, Pa.

Port Kennedy P. O.

Music Master

the born that makes any set better

Price complete $22

This advertisement is appearing in the Saturday Evening Post, September 25.
THE TALKING MACHINE WORLD

September 15, 1926

BOSCH

The Bosch promise of a greater radio line is now an actuality. Armored and shielded for better selectivity and reception — simplified control, quality furniture, receiving sets which show a startling advancement in radio engineering. The steel chassis construction, the precision workmanship, the elimination of controls, and the electrical perfection of Bosch Radio, sets it apart from all other radio equipment. The completeness of the Bosch Radio Line makes the Bosch Franchise one of the most profitable in the industry. The Amborada is a completely armored and shielded seven tube receiver of extreme simplicity of control and unusual tone quality. It is self contained with ample room for batteries, chargers and power units. It strikes a new note in fine furniture. The Cruiser is a compact five tube armored and shielded receiver. Its "Unified Control" provides the advantage of a single selector for most tuning with two dial operation when "cruising the air."

Are you the man to sell Bosch Radio? Tell us in confidence about yourself — your business, financial strength and experience. We will tell you the direct benefits of the new Bosch Radio Plan, for one dealer in a territory.

All prices slightly higher, Colorado and west and in Canada.

The Bosch Nobattery is a power unit to supply "B" current. Thousands of enthusiastic owners are creating a big market through their voiced satisfaction.

The Bosch Radio Line is a complete dealer's line — popular priced 5, 6 and 7 tube receivers — power units — two reproducers — a full line of accessories and radio furniture designed to build dealer's volume.

The Bosch Ambotone sets a new standard of radio reproduction. Its patented wood cone and art bronze finish make it sell on appearance as well as on its performance.
AMERICAN BOSCH MAGNETO CORPORATION
MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO
Manufactured under patent applications of the American Bosch Magneto Corporation and licensed also under applications of the Radio Frequency Laboratories, Inc.
The NOBATTRY

"B" Power Unit

For years the Bosch Nobattry has been considered the most satisfactory power unit for supplying "B" current. Now we present to the trade the New Edition 3 Bosch Nobattry, improved in performance, simplicity, adaptability and appearance. Safe to use on any receiving set, powerful enough for any set up to 10 tubes and with a broad range of capacity from 90 to 135 volts or better of "B" current. Bosch Nobattry "B" Power Unit is precision built, entirely automatic, no AC hum, no chemical action noises, no filaments to burn, no acids to renew, no adding water. Mistake-proof, cannot burn out tubes, gives unvarying full power to the set keeping it at top efficiency to pull in weak and distant stations. Improves the volume and tonal quality of program reception. Feature the New Edition 3 Bosch Nobattry "B" Power Unit and you will be sure of satisfactorily and profitably serving your customers.

Ed-3 for Alternating Current $55. For Direct Current $42

The AMBOTONE

The wood cone reproducer that is unsurpassed for radio reception. The Bosch Ambotone is mellow in tone and absolutely accurate in reproduction over the full range of orchestral music and the human voice. Nothing is lost to the Ambotone—nothing blurred or distorted, not even the bass notes so commonly lost in radio. The Bosch Ambotone is one of the outstanding successes in radio. To display and use it in your demonstrations assures prompt sales. The Bosch Ambotone $27.50. The Art Pedestal shown with the Ambotone is a separate item with a wide appeal to those who wish to improve the appearance of their radio. Its price is $11.50. Order today.

AMERICAN BOSCH MAGNETO CORPORATION
MAIN OFFICE AND WORKS: SPRINGFIELD, MASS.
BRANCHES: NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO
Manufactured under patent applications of the American Bosch Magneto Corp. and licensed also under applications of the Radio Frequency Laboratories, Inc.
All prices slightly higher Colorado and west and in Canada.
Pleasing Departures in Design Feature
Latest Products of Pfanstiehl Radio Co.

Modern Trend in Furniture Design and Mechanical Simplicity Emphasized in New Receiving Sets
—Designed With Intention to Appeal to Women Purchasers of Radio Receivers

Chicago, Ill., September 4—Sensing the modern trend in furniture design, and utilizing the obvious advantage of mechanical simplicity, the cabinet of hand-rubbed American black walnut, with an ornamental grill, at the opening of the speaker; Model 201-A, the "Highboy," which is the same as Model 201, but with Overtone Speaker on top, prices ranging from $215 to $225.

All of the six-tube sets are equipped with the Pfanstiehl system of tuned radio frequency, using UV or UX 210-A tubes or their equivalent, and provision is made for the use of any one-half amperes five-volt power tube such as the UX 112 or UX 171 in the last audio stage. The control operates an illuminated station chart accurately calibrated in wave lengths, and one additional knob operates the off-on switch and volume control. When turned to the extreme left all tubes are turned off. As it is turned to the right all tubes are figured, and further turning to the right increases the volume. A short indoor antenna, or an open end loop, is recommended for use in congested city areas; but where conditions permit, a standard outdoor antenna is generally preferred.

The Pfanstiehl five-tube line is composed of three models. Model 18 is a table set, with two tuning controls operating a duplex pointer which moves over a single chart calibrated in wave lengths. One additional knob controls the volume and operates the off-on switch. Model 18 is encased in an American black walnut cabinet. Model 181 is a console with single-dial dual control, without a speaker, but with space for "A" and "B" batteries and charger or socket-power equipment. This model is finished in walnut. Model 182 is a single-dial dual control console with inbuilt speaker, and space for "A" and "B" batteries and charger or socket-power equipment. The tone chamber is equipped with the Baldwin concert unit, and the cabinet is finished in walnut. These models range in price from $95 to $170. The five-tube models also embody the principle of tuned radio frequency, and have the same tube, antenna and battery specifications as the six-tube receivers.

The Overtone Wall Speaker, designed for use on top of console models 201 or 181, or to be hung on the wall, looks like an old-fashioned wall clock. It is flanked by four graceful spindles and supported by a narrow shelf at the bottom. The Pfanstiehl Radio Co. is advertising its new line of receivers in full-page pages in the Saturday Evening Post and with full-page page in the Chicago Tribune. Supplementing this advertising is a series of advertisements in trade journals and carefully conceived and executed copy service for dealers who wish to advertise in local newspapers.

New Freed-Eisemann Power Unit Has Special Features

New "B" and "C" Power Unit Is Designed to Be Completely Fool-proof and Shock-proof—J. D. R. Freed Describes Product

Commenting upon the new "B" and "C" power unit, Model 16, which the Freed-Eisemann Radio Corp. of Brooklyn is offering for the first time this season, Joseph D. R. Freed, president and chief engineer of the company, declared that it is so designed as to be completely fool-proof and shock-proof.

"Every precaution has been taken in the design of this power unit to prevent distortion," said Mr. Freed. "The user is assured of freedom from gradual deterioration of quality such as may occur when "B" batteries are used, as their internal resistance increases with age. Each unit has a safety door which encloses the terminal panel and renders it inaccessible so as to protect the user from shock. A special switch automatically disconnects the 110-volt supply when the door is opened for the purpose of making contact or for any other reason. The connection of the power supply is not restored until the safety door is closed."
Radio Corp. Prepares Radiotron Sales Helps

"The Radiotron Man" Will Be Seen in Advertisements in National Magazines and in Dealers' Window and Counter Displays

The arrival of "The Radiotron Man" has been announced by the Radio Corp. of America. To capitalize the extensive advertising campaign which the Radio Corp. will conduct this season in publications of national circulation, all authorized Radiotron dealers will be provided with unique counter and window display materials as characterized by a bizarre cutout figure which will be known as the Radiotron Man, who is expected to do effective work in the sale of Radiotrons to the public. It is estimated that over 23,800,000 persons will be made acquainted with the merits and distinguishing features of Radiotrons by full-page advertisements in leading national magazines and farm publications, backed by two advertisements a week in 128 leading newspapers.

The Radiotron Man dramatizes the Radiotron campaign. Each month he will have a new story to present on the posters which he will hold, and together with five lively little Radiotron Men will serve to brighten up the dealer's windows and counters.

A striking Radiotron sign, in the form of an art transparency which symbolizes a complete line of Radiotrons, is also being offered to RCA dealers. It is designed to permit a clear view through the window while serving as a constant reminder.

Another effective dealer sales aid is the Radiotron price tag, which may be attached to various articles of merchandise in the dealer's store, and thus constantly remind customers of their Radiotron requirements. An attractive line of booklets complete with all information about Radiotron as well as other periodical ideas and selling ammunition for dealers are also ready for the new season.

Schafer Music Co. Opens

Waterloo, Ia., September 4.—The Schafer Music Co. recently opened a store at 611 Lafayette street, with a full line of pianos, radio receivers, talking machines, records and sheet music. A. C. and H. F. Schafer are the proprietors.
SUCCESS!

Melofonic Radio Speaker

A CONE THAT IS 100% QUALITY THRUOUT

The Melofonic Radio Speaker is setting the pace for high quality reproduction in the cone speaker field. Good radio sets sound better with the Melofonic. The full floating Burtex cone—the resonant wood-back sounding board—the heavy duty Melofonic Balanced Armature Unit—give it the superior tone quality that is meeting with the approval of consumer and dealer.

Melofonic Radio Speakers are Fully Guaranteed!

$25
LIST PRICE
Slightly Higher in the West

50%

TRADE DISCOUNT
F. O. B.
N. Y. C.

Get on the Band Wagon!

Desirable territory is still open in many sections, but is rapidly being closed. Send your initial order for a Melofonic today. The discount to the trade is exceptionally liberal and gives you a handsome profit.

Don't delay—this is the speaker for positive results—ORDER NOW!

Sets the Pace—Leads the Field!

Progressive Musical Instrument Corp.
319 Sixth Avenue
New York City
Piano Records Enter New Era

I have been giving quite a lot of time and attention lately to piano recording and reproduction, with a view to satisfying myself as to the changes that have been occurring in this important field since, especially, the advent of electrical methods. It seems to me that there is a great deal to be said on this subject. Some of the most interesting of the points which have developed in my own mind upon due thought and experiment shall be set forth here.

Acoustically Speaking

It has always been difficult to describe accurately the peculiar acoustical effect which the diaphragm and recording stylus of the phonograph had upon the sounds excited by the strings of a pianoforte. The rough and ready comparison with a banjo was really as accurate as anything could be. The pitch was there, but the tone was not. It was a great deal more harshly vibrated. The sounds were short, they did not have that carrying power which one knew to be associated with the very fine pianofortes commonly used in the recording studios. They especially lacked that mellowness, fullness or whatever it be called, which we associate with pianoforte tone. Acoustically speaking, what was lacking was, apparently, a goodly proportion of the partial tones which accompany the fundamental tone whenever a string is excited into sound. These partial tones impart to the tones of the pianoforte the color characteristic of them. Moreover, in the bass sections of the instrument, the fundamental tones are very feeble, so that the partial tones, even to the human ear, carry most of the burden of the tone production. When these are enfeebled the sounds are disastrously attenuated.

It can readily be understood that with the acoustic system of recording, where the

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Empire Universal Tone Arms and Reproducers

“The STANDARD of the INDUSTRY”

No. 100
Our new all-brass, CONTINUOUS Taper Tone Arm, with full ball-bearing base, equipped with our PREMIER reproducer.

Specifications:
Height from motor board to top of tone arm is 3½ inches. Inside diameter at base is 1 13/32 inches. Outside diameter of base flange is 2 ½ inches. Length from turntable center to center of horn hole on motor board is 9½ inches.

It is now a recognized fact that there are three things necessary to obtain the best results from the new electrically cut records. These are the reproducer, a CONTINUOUS taper tone arm and the long amplifying chamber.

The unit illustrated above, when used with a long amplifying chamber, embodies these points, and has been scientifically designed to meet the latest achievements in the science of acoustics.

Order sample, test it out. It will win you on its merits.

Empire Tone Arms Are Used by Carryola

THE EMPIRE PHONO PARTS CO.
10316 Madison Avenue, Cleveland, Ohio
Established in 1914
W. J. McNAMARA, President

LIST PRICES

<table>
<thead>
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<td>Gold</td>
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ADD-A-TONE

REGISTERED U. S. PATENT OFFICE

As the old saying goes, “no imitation is as good as the original—ask the man with the wooden leg.”

The ADD-A-TONE Reproducer has been “copied”—but only ADD-A-TONE has patent-protected features of workmanship, design, and tone quality. ADD-A-TONE is now part of all Carryola Portables—a splendid tribute by the world’s largest manufacturer of portables exclusively.

We are now working on several important developments which will be of considerable interest to the trade and which will be announced shortly.

UNIQUE REPRODUCTION CO.
32 Union Square

Patented 1925
The Largest Makers of Portable

Meeting Dealer Needs

From the very beginning of the popular interest in portables the Carryola Company has specialized in their manufacture. From the beginning to the present, it has devoted a great deal of time and money in research, tests and investigations.

Operating an immense modern plant, devoted exclusively to the manufacture of portable phonographs, we have been fortunate in developing a line of musical instruments which have appealed to both trade and public.

As alert makers of modern portables, we have seen the necessity not only of producing quality merchandise, but also of advertising it nationally. That's why you find Carryolas advertised generously in The Saturday Evening Post, Liberty, and other leading publications.

Live music merchants demand such cooperation; and we're happily able to fully meet their needs.
Phonographs in the World!

The Carryola Master

Just What Is It About the Carryola Master, Anyway?

WHAT is it that has made the Master the most popular portable on the American market?
We've often wondered ourselves.
We know how the Carryola Masters became what they are. Patient careful building toward an ideal, with a determination to have nothing less than something much better, brought the Master to its present pinnacle.
But that doesn't tell all the story.
The truth is that the Carryola Master has always had top-notch popularity.

Our distributors are constantly imploring us to make no changes in the Master.
They are afraid something will happen, something creep in, to upset the present entirely acceptable Carryola performance. We do make improvements from time to time. But we're mighty careful about it. We make sure that they really improve.
Improvements that really contribute something—but no yearly models. That's the Carryola Policy.
If you're not entirely familiar with Carryola Portables (Carryola Master, Carryola Flapper, Carryola Cub), just write for details.

The Carryola Company of America
647 Clinton Street
Milwaukee, Wisconsin
Again!

UTAH Leads with Two Sensations

Guarantee
Buy a Utah and use it for two weeks. Compare its tone with the best the others are able to produce. If the Utah does not give better reception return it to your dealer and he will refund your money.

Utah Standard
$22.50
The Speaker with the Golden Throat
14-inch bell

LIST
$16.00

The Utah Cone (Free Edge)
12½ inches high.
The most complete line of speakers on the market today.

Utah Superflex
$10.00
Reg. U. S. Patent Office

LIST
$19.00

Utah Junior
$12.50
11-inch bell

Made in Salt Lake City
Trade Mark Registered

Utah Radio Products Co.
1421 S. Michigan Ave., Chicago
We are manufacturers—not assemblers
Six Different Models in Apex 1926-27 Radio Line

All Models Are Six-Tube Receivers With Single-Dial Control—Company Will Continue Making the Five-Tube Line

Chicago, Ill., September 4.—The new 1926-1927 line of Apex radio receivers, including six different models, is being introduced to the trade at the present time by the Apex Electric Mfg. Co., Chicago. All of the receivers are

Frank Reichmann Advocates Community-owned Receivers

President of Reichmann Co., Maker of Thorola Sets, States That Every Community Should Install Radio Sets for Use of Public

Chicago, Ill., September 7—The government of Russia is showing the way to the United States and other countries by adapting the radio to its most useful purposes, according to Frank Reichmann, president of the Reichmann Co., Chicago, manufacturer of Thorola receiving sets and speakers. Receiving sets are being installed in every city, village and hamlet of Russia so that everyone, no matter how poor, can enjoy the benefits of high-powered radio receivers.

"This plan should be worked out in the United States," said Mr. Reichmann. "It could very easily be done. Many small communities have already installed community sets in the town hall, or some other place centrally located. In Poulan, Ga., for instance, the women's club of the town installed a set and the batteries are renewed by popular subscription. This set is in operation almost continuously, and anyone who wishes may drop in at the town hall and hear what is on the air."

"I believe it will not be long before every community will do the same thing. Once these sets are installed it would be very easy for the government to spread warning of disastrous storms, etc. The same system of communication could readily be used for the speedy apprehension of criminals. When a crime is committed in a small community and the criminal has escaped the town police could telephone the nearest broadcasting station and this station could then spread the alarm. In this way it would be practically impossible for the criminals to get away by following any road which ran through a village.

"In connection with community receiving sets, it must also be borne in mind that in every community there are persons, even in the United States, whose incomes are not sufficient to justify the investment in a high-powered, long-distance radio set. These people, however, are just as much entitled to enjoy themselves as any one else. This is especially true of the children. In the more remote towns a community radio set is just as essential to the progress and welfare of the community as is the public school. I hope to see thousands of these community sets installed before the end of this year, and will do all I can to help achieve this result."

Edward C. Evans, popular member of the sales staff of C. Bruno & Son, Inc., Victor distributors, New York City, accompanied by Mrs. Evans, spent his vacation on an extended motor trip. Mr. Evans' trip included the many scenic beauties in Pennsylvania, Virginia and Maryland.

Hubert C. Doyle Recovered From Three Months' Illness

Vice-President of Sleeper Radio & Mfg. Co. Returns to Desk After Protracted Illness—Well-known Design Engineer

The many friends of Hubert C. Doyle, vice-president of the Sleeper Radio & Mfg. Corp., Long Island City, N. Y., will be interested to know that he has returned to his desk after an illness of three months. Mr. Doyle has fully recovered and is busily engaged in rounding out plans for the new radio season. He has made an enviable reputation for himself as one of the best design engineers in the radio industry, having originated for the Sleeper Corp. many models now widely used. During the war Mr. Doyle was production manager of the Thomas-Morse Aircraft Co., which produced over 1,200 Scout planes under his direction. He is still an enthusiastic aviator, and possesses a plane of his own.

The new Sonochorde Cone

The Speaker of Eloquence

E veryone is talking Sonochorde. Once you hear this superlative Cone, nothing else matters. You'll buy it.

The new Sonochorde is so far superior to other cone speakers anywhere near its price that there is absolutely no comparison.

If you don't find it so, we'll return your money.

For full information, write BOUDETTE MFG. CO., CHELSEA, MASS. Designers and Manufacturers of the Sonochorde Cone.

HASTINGS ELECTRIC SALES CO., 41 Binford St., S. Boston, Mass.


Wall Model $327

Floor Model $35

The new Sonochorde Cone
No product in the history of the phonograph business has ever been received with more enthusiasm than has been shown by the trade to these new Artone creations.
Artone Products
— with the New Tone!

Cathedral Design Reproductions of Hand-tooled Leather Effect. Fine, Rich Tone; Extra Long Scientifically Constructed Tone Chamber (Patent Pending); New Model Goose-neck Type, Throzbach Tone Arm and Improved Reproducer; Heucman Double Spring Motor; 12" Turntable, Ample Record Space

The reception accorded these new Artones can only be described as a virtual triumph—for their remarkable tone—artistic appearance—unusual eye-value and unmatched sensible prices.

No. 4 Artone Portable $25
No. 1 Artone Portable $30

Long Island City, N. Y.
Columbia Phonograph Co.

Purchases Coast Factory

New Columbia Plant in Oakland, Cal., Is Well Situated for Quick Distribution of Products to the Coast and Western States

Increase in business has necessitated the purchase of a plant on the Pacific Coast by the Columbia Phonograph Co., New York. The Columbia factory at Bridgeport is working day and night shifts to supply the nation-wide demand for the Columbia New Process records. Despite the fact that January and February are the peak months in record buying, and that there is always a marked fall-off in Summer, the company has on hand August orders rivaling either of the big Winter months.

The new Columbia plant is in Oakland, Cal., a key position for manufacture and quick distribution of the company's products on the Coast and in the Western States. The property, which contains approximately 70,000 square feet of ground space on Fifty-seventh avenue, off East Fourteenth street, is in the Oakland industrial district. Among the big industries with plants in the immediate neighborhood are the General Electric Co., the Continental Can Co., and the Willys-Overland Co.

A modern factory building, equipped with the latest machinery, has just been erected. A railroad siding, giving Western Pacific and Southern Pacific Railroad connection, runs into the property. This purchase was made from the Austin Securities Co., McCreachan, Olney, Mannon & Greene, of San Francisco, represented the Columbia Phonograph Co. in the transaction.

O-M-C Radio Supply Co.

Holds Bosch Radio Exhibit

Western Pennsylvania Distributor of American Bosch Magneto Corp.'s Products Has Display of Its Line at Fort Pitt Hotel, Pittsburgh

PITTSBURGH, Pa., September 7—An exhibition for the benefit of dealers was recently conducted by the O-M-C Radio Supply Co. of this city, distributor in western Pennsylvania for Bosch radio. R. J. Curley, secretary of the O-M-C organization, was host, and the exhibit was held in a suite of rooms in the Fort Pitt hotel, where an elaborate showing of Bosch products was arranged. A staff engineer from the radio division of the American Bosch Magneto Corp., at Springfield, Mass., was in constant attendance and supplied information in response to technical inquiries. Complete models of Bosch sets as well as skeleton models showing the new construction and operation were on display.

A constructive feature of the exhibition was the display of the exhaustive line of dealer help and advertising and sales promotion material which has been prepared by the Bosch organization for the benefit of its dealers throughout the country.

Gold Seal Electrical Co.

Anounces Two New Tubes

First, G S X-200-A. Designed for Distance Reception—The Other, G S X-Hy-Mu, To Be Used With Resistance Coupled Amplification

Two new radio tubes, G S X-200-A and G S X-Hy-Mu, have been announced to the trade by the Gold Seal Electrical Co., Inc., of New York, manufacturer of Gold Seal tubes. G S X-200-A is designed for those fans for whom reception from distant stations holds an irresistible lure. It is to be used as a detector tube, and is claimed to be superior to the ordinary 20-a type tube. Engineers claim that it is especially sensitive to the weak signals from distant stations and should be controlled by a 10-ohm rheostat for best results, although this is not essential. No change in circuit or connections is necessary, and the new tube is said to work equally well with resistance or transformer coupling.

G S X-Hy-Mu has been produced because of the increasing popularity of the resistance coupled system of amplification. It cannot be used with transformer coupled amplification. The tube is said to require no change in the circuit but should be controlled by a 30 to 30 ohm rheostat.

The First Unit of New Pacific Coast Plant.

Cabinets of Columbia Phonograph Co.

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Laube Electric Corp. Devotes Two Windows to Presentation of Stromberg-Carlson 1926-27 Line of Radio Equipment

ROCHESTER, N. Y., September 7—The Laube Electric Corp., authorized Stromberg-Carlson dealer of this city, opened its radio season by devoting its entire store front to the display of Stromberg-Carlson products. Possessing an ideal location, the two windows presented a most powerful appeal to the passer-by.

The window with the larger display was devoted entirely to a display of treasure chest and art console models of the five-tube receivers, a feature being a receiver chassis whose points of superiority were pointed out by special window cards supplied by the Stromberg-Carlson Co.

The window at the left contained a display of the six-tube "universal" type receivers. A six-tube chassis was given a prominent position in the foreground of the window, its features also being emphasized.

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Laube Corp's Stromberg-Carlson Display pointed out by special window cards. The Tip-Top table type of cone speaker was also given a prominent place in the display. One of the running-in machines used at the Stromberg-Carlson plant for breaking-in the bearings of condensers was kept in operation near the front of the display.

Enhanced by beautiful electric fixtures, fountains and art panels, the display attracted a great amount of attention. At most any time of the day groups of people were seen attending the pretentious and beautiful display. Fred G. Laube, head of the store, reported considerable business as the result of this display.

Newark Fada Distributor Displays Line to Dealers

A large attendance of dealers from northern New Jersey attended the special showing of Fada radio held recently in the showrooms of the Essex Storage Battery Co., Newark, N. J., Fada distributor in that section. Much enthusiasm was expressed in regard to the new Fada line. P. A. D. Andrea, president; L. J. Chotten, sales manager, and L. M. Clement, chief engineer, were among the officials of F. A. D. Andrea, Inc., who attended the Essex exhibit.

K. H. Stark in New Post

Announcement has been made of the appointment of Kimball Hutton Stark, well known in radio circles, as an executive of the Chas. Freshman Co., Inc., manufacturer of Freshman Masterpiece receivers. Mr. Stark will devote his attention to purchases, materials and production control.

Hermann Thoren

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Phonograph Motors

Cabinet type motors of from 3 to 10 records playing capacity. Superior quality.

At moderate prices.

L. H. Junod & Co.

104 Fifth Ave. New York

Solo Agents for the U. S. A.
To a Dealer Who Likes to Be First!

Everywhere—in every town and city—there are dealers who like to be first. They were first with non-radiating sets. First with console cabinets. First with power tubes and cone speakers and battery chargers.

To such a dealer, whether he own a modest store or a radio sales palace, we say, "Here again is the opportunity to be first." The coupon in the lower right-hand corner will bring you news about a line of Radio Power Devices—devices of amazing low operating cost—guaranteed humlessness and absolute freedom from distortion.

Two new tubes do most of it. A tube for chargers and a tube for "B" Eliminators. Tubes without filaments.

Electrolytic tubes, guaranteed without qualification for two years, and certain to serve for many, many more.

The other members of the line—the "A" Chargers 0 and 00, the Trickle Charger, the 90 and 135-volt "No-Bees", the Unitron Control, the "A"-Power and Combination "A" Charger-No-Bee—they, too, are new achievements in radio. The dealer who is first with Unitrons will be first with products patented beyond competition.

And we want him first. And when he sees the breadth of our helpfulness—including the extensive national advertising—and the vast measure of our dealer co-operation, he will be glad he was one of the first to send this coupon.

Send This Coupon to us Today!

FOREST ELECTRIC COMPANY
New and Wilsey Streets, Newark, N. J.

Mail me Details of the Unitron Franchise—the Unitron Power Devices—and the filamentless Light Socket Power tubes.

Name ..................................................
Address ................................................
City ..................................................
State .................................................

REG. U.S. PAT. OFF.
UNITRON
RADIO POWER DEVICES

REG. U.S. PAT. OFF.
UNITRON
RADIO POWER DEVICES
New Magnavox Cone Speaker — the most advanced yet made. Covers entire tonal scale — will sell itself in demonstration with any speaker. Cornell model above (9¾ wide, 11¾ high, 5 deep, 7 cone) non-resonant metal finish; mahogany base in two tones. List $22.50. Stanford model, all-mahogany cabinet, $35.

These speakers made under Magnavox patents. Distributors and dealers protected from infringement liability.

**Radio’s first large advertiser**

From 1922 to 1925 Magnavox stood among the top three radio advertisers in national magazines. Consistent, sane advertising always has been a main plank in the Magnavox platform of dealer support. This year our advertising is planned on a more spectacular basis than ever before. It will far surpass, in volume and sales-value, our previous advertising in national magazines over the same period of time.

The prime objective of this advertising is to draw selected prospects to the Magnavox dealer’s store for demonstrations of sets, speakers and tubes. Pages and double pages will be used in a long list of proved radio mediums starting in September. Leading newspapers will be used also.

A minimum of one double page in colors and eight full pages in black...
September 15, 1926

THE TALKING MACHINE WORLD

Magnavox Single Dial Sets—now offered in seven models—all guaranteed indefinitely and prices guaranteed until January 1, 1927. Magnavox is the perfected and proved single dial set. It sells and it pays cold, without unsatisfied service demands.

Only thirty-seven sets out of the entire Magnavox production last year were returned to the factory as defective.

This campaign will feature both Magnavox Sets and Cone Speakers. It is a forceful, business-getting program that you can focus on your store. Write us about Magnavox dealerships—for set or speaker.

THE MAGNAVOX COMPANY

R. S. Williams & Sons, Ltd., Toronto - Distributors for Canada (not including British Columbia)

General Office and Factory: Oakland, Calif.

Q. S. T. . . . 48,000
Radio Retailing . . . . 30,000
Talking Machine World . . . . 10,800
Talking Machine Journal . . . . 11,700

Total Magazine Circulation, each insertion 5,319,500

and still a leading one

will be used in the Saturday Evening Post alone before Christmas. Here are the magazines with circulations:

Saturday Evening Post . . . . 2,800,000
Literary Digest . . . . 1,400,000
Atlantic Monthly . . . . 110,000
Scribners . . . . 71,000
Review of Reviews . . . . 180,000
Golden Book . . . . 190,000
Harpers . . . . 105,000
World’s Work . . . . 114,000
Radio News . . . . 251,000
Mid-West Radio Industry Honors Major H. H. Frost

Radio Manufacturers Ass'n and Sixteen Other Trade Bodies Sponsor Banquet to Popular Manufacturer on Eve of Departure for East

As a token of the esteem in which he is held in the radio industry, both in national and local circles, a farewell banquet was tendered to Major Herbert H. Frost, former president of the Radio Manufacturers Association, at the Palmer House, Chicago, on the evening of August 18. While originally intended as a limited gathering of close acquaintances, the occasion assumed the proportion of a general radio industry event. The banquet was sponsored by the Radio Manufacturers Association and sixteen other trade bodies, with A. J. Carter as general chairman and John M. Redell assisting in the details of the banquet.

Major Frost has relinquished the active management of Herbert H. Frost, Inc., Chicago, and will assume the general sales management of E. T. Cunningham, Inc., with headquarters in New York City.

The banquet was held in the Red Lacquer room of the Palmer House with Paul B. Klugh, response outlined the function which radio will perform in the future in national defense. A huge basket of flowers was presented by Mr. Klugh to Mrs. Herbert H. Frost, who was a guest of honor. Other speakers on the program were Frank Watts, New York City, and Harold J. Wrape, St. Louis, president of the Federal Radio Trade Commission, St. Louis, who thanked Major Frost for the interest he had taken in that organization and the wise counsel he had given them at the time of its formation and during its growth.

A feature of the evening's entertainment was a series of comic cartoons thrown upon a screen depicting various events in Major Frost's life. During the showing of the pictures Eddie & Fannie Cavanaugh, the "Gaelic Twins" of KVY, sang humorous songs. Throughout the banquet music was furnished by Frank Westphal and his All-American Pioneers of station WENR.

Globe Techniologic Loud-Speaker Cabinet on Market

READING, MASS., September 7—The Globe Phone Mfg. Co., of this city, has announced a new product, the Globe Techniologic radio reproducing cabinet.

Many Friends of Major H. H. Frost Present at Banquet Held in His Honor

At the opening of the gathering Carl D. Boyd, director of sales promotion of the Rockfellow Co., Columbia, recites of congratulation to Major Frost from Powel Crosley, Jr.; the Electric Club of Chicago, Frank P. Melvin, Harry L. Bradley, Allen Bradley Co., Milwaukee, the Ray-O-Vac Twins, and Peter Sampson, president of Sampson Electric Co., who on that evening was entertaining Atwater Kent dealers at a banquet at the Congress Hotel. In the opening address Mr. Klugh lauded Major Frost, terming him a leader in the industry and voicing the hope of the Middle West that he was merely "loaned" to the East for a limited time.

A. J. Carter, president of the Carter Radio Co., presented a silver loving cup to Major Frost as a visible token of friendship and appreciation of the high caliber of radio broadcasting programs which Middle West stations are placing on the air.

He prophesied that radio is on the threshold of a new period of development and that Chicago and the surrounding territory will play her part in making radio a necessity and not a luxury.

Colonel Clifton, of the Signal Corps of the U. S. Army, stated that the radio industry's gain was the Army's loss, for Major Frost was exceedingly popular among his army comrades. Colonel Clifton, in the name of the Chicago Post of the American Signal Corps Division, presented a sabre to Major Frost, who in his loud speaker cabinet. This new product incorporates in a modified form the basic principles of the new Techniologic Omni-Tonal Music Reproducing System, an invention of Irving Kimball, of Boston.

Advises Dealer Tie-up

With Dempsey-Tunney Bout

Tying up with current events of popular interest has always provided stimulation in sales. Accordingly a recent timely bulletin issued by the Atwater Kent Mfg. Co., Philadelphia, Pa., urges its dealers to take advantage of the great interest in the Dempsey-Tunney bout. Many valuable suggestions are made as to the method of capitalizing this event.

New Brilliantone Product

The new product of the Brilliantone Steel Needle Co. of America, New York City, the Junior light twin edge needle, has leaped into instant popularity. This is a ten-record playing needle and is in keeping with the established quality of Bagshaw products. The new needle is packed in 50-package cartons and 50-package display stands.

Cluett Leases New Store

ALBANY, N. Y., September 4—Cluett & Sons, the well-known music house, of 49 State street, this city, has leased the property adjoining Stanwick Hall on Broadway and will occupy the whole building in the Fall. Alterations costing about $50,000 will be started in a short time, according to plans of the firm, and will be completed about November 1, it is expected.
HEINEMAN MOTOR No. 77

THE

STANDARD MOTOR

OF THE

Phonograph Industry

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 West 45th Street

New York, N. Y.
Chas. Freshman Predicts Successful Radio Season

President of Chas. Freshman Co., Manufacturer of Freshman Masterpiece Receivers, Sees Coming Season as Most Successful

A prediction that the forthcoming season will be the most successful in the history of radio was voiced by Chas. Freshman, president of the Chas. Freshman Co., Inc., New York, upon his return to his desk from a visit to the Sesqui-Centennial Exposition in Philadelphia, where he was impressed by the interest with which visitors viewed the latest developments in receiving sets. The Freshman Masterpiece receivers are on display at the Exposition.

"Radio is growing, with leaps and bounds, and the saturation point is really nowhere in sight," said Mr. Freshman. "The public demands quality merchandise, giving quality service. This year the Freshman Co. has exceeded all its previous efforts in the building of receivers, and we have taken the lady of the house into primary consideration. For her we have designed the most pleasing furniture models, each one designed to enhance the beauty of any room in which it is placed."

St. Louis Columbia Branch Manager Visits New York

After a five-day stay in New York, Norman B. Smith, manager of the St. Louis branch of the Columbia Phonograph Co., has again taken his trusty steering wheel in hand and is now driving his family back to St. Louis. Mr. Smith motored from St. Louis to New York by way of Indianapolis, Baltimore and Philadelphia. His return trip will be via Boston, Albany, Buffalo and Cleveland. While in town Mr. Smith visited the executive offices of the Columbia Co., and reported with much enthusiasm the remarkable reception that the St. Louis district is giving the new Viva-tonal Columbia models. Many new Columbia dealers have been appointed as a result of the showing of the new Columbia line and Mr. Smith expects, upon his arrival in St. Louis, to learn that quite a few more have jumped aboard the Columbia band wagon during his absence.

C. H. Smith Appointed to Important New Position

New Is President of Westinghouse Union Battery Co.—Other Changes Made in Sales, Engineering and Executive Staffs

Cleveland, O., September 7—Announcement was recently made by A. L. Humphrey, chairman of the board of directors of the Westinghouse Union Battery Co., of the following changes in the sales, engineering and executive departments of the organization. C. H. Smith, formerly vice-president and general manager, has been made president and general manager; D. W. Souser has been appointed assistant to the president; J. K. Ross Duggan, manager of the export department, has been promoted to vice-president of sales; J. L. Rupp, formerly sales manager, has been promoted to the post of vice-president of engineering, and G. B. Cushing, formerly assistant sales manager, has been promoted to sales manager of the organization.

Panatrobe in Philippines

The American Electric Co., Inc., Manila, Philippine Islands, Brunswick agent for that territory, reports that the Panatrobe has achieved great success throughout the Islands. Daily demonstrations are given in the company's headquarters at Manila and always attract capacity audiences. The Panatrobe is also being demonstrated before various clubs and organizations with excellent results in the matter of sales.

Stromberg-Carlson Dealer Has Attractive Display

G. C. Knickerbocker Presents Receiver and Cone Speaker in Simple Setting—Features of Totally Shielded Set Strongly Emphasized

Decatur, Ill., September 7—A window display that is attractive and effective, yet which depended upon simplicity for its motive recently greeted the windows of G. C. Knickerbocker, authorized Stromberg-Carlson dealer. The accompanying photograph gives an idea of the arrangement of the window. Every feature of the totally shielded receiver is explained through the series of window cards which are supplied dealers by the Stromberg-Carlson Telephone Manufacturing Co. and the prices of the receiver and the loud speaker are plainly indicated. The Summer foliages used in the background gave a touch of color to the display and helped give it a seasonal atmosphere.

C. H. DeFoe, Dickinson, N. D., is preparing to move into new and larger quarters about the middle of this month. Mr. DeFoe features the Northland radio line and has succeeded in building up a prosperous business by his aggressive merchandising methods.

"Leads the World in Radio Values" A Sample at Factory Cost

DIAMOND T BABY GRAND CONSOLE
List Price $89.50
40% Discount, Dealers Price $53.70
Sample Price $44.60

Only one at this price

Two speakers built in. One for high notes and one for low tones. No single horn will produce both.

6 TUBES T. R. F.

You be the judge! Send us a trial order and if the set does not equal your expectations in every way send it back. Your Money Will Be Refunded Without Question.

Sample one now, then talk to us about exclusive agency in your town.

Send check with order

DIAMOND T RADIO MFRS.
SOUTH BEND, IND.
Establishing a Policy on Trade-ins

Vital Problems Involved in the Radio Trade-in Situation—Results of an Investigation Made by the Pacific Radio Trade Association

Radio retail merchandising has reached the point where it is faced with many of the problems common to the talking machine business, the automobile business, and other older industries. Of vital importance at this time is the question of radio trade-ins. Should the dealer make an allowance on an old obsolete radio set in order to make a sale of a later model? That is what is troubling a good many retail merchants at the present time. Some dealers have solved the problem by making very small allowances to old customers in certain cases. Other merchants have absolutely refused to consider a trade-in deal and prefer to lose a sale to having an old radio set on their hands. However, the time has come when dealers must make a definite policy in connection with handling trade-ins. The changes in the industry have been so rapid—new sets have been produced making obsolete old models—that concerns have entered the field with products in which are incorporated refinements of construction and new ideas in cabinets—and all of these developments have combined to create a situation where there are thousands of radio sets in homes in which new and later models can be placed with very little trouble by dealers. Another factor is the marketability of the sets that the dealers must utilize every opportunity for making sales and they can ill afford to overlook this great replacement market.

Guesswork and allowance on trade-ins can result in only one thing—loss to the dealer. Two important factors stand out in connection with the establishment of a trade-in policy on radio. The first is the marketability of the set that the prospect is seeking to trade in and the second is an allowance sufficiently low so that the dealer can sell the trade-in not only without loss to himself but at a profit. That this can be done is indicated by the experiences of dealers who have approached the matter intelligently and also this is proved by the fact that some talking machine dealers have made the trade-in phenomenon a source of profit.

There are three elements in a radio tube—The slightest movement in relation to each other causes a characteristic change, invariably disqualifying the tube.

The first important development in establishing a trade-in policy on radio has been taken by the Pacific Radio Trade Association, which some time ago appointed a special committee to investigate this matter. As a result of the work of this committee a report entitled “Radio Trade-ins” will be submitted to the association. This report contains much information on this subject that will be of practical use to dealers throughout the country and, therefore, it is reproduced in part as follows:

Analysis Based on Questionnaire

In order to gain a definite expression from the retailers of Northern California, the Pacific Radio Trade Association sent a questionnaire to a widely scattered list of several hundred of the most thoughtful dealers, particularly, to those whose methods of business and whose knowledge of radio merchandising warranted confidence.

The questionnaire asked what percentage of the retailers’ customers wanted to trade in sets and the answers varied quite widely. A fair statement would be that 25 to 30 per cent of the people buying sets at the present time have a set which they would like to trade in or on which they would like an allowance. Your committee is convinced that this is probably known that a used set might have some value, this percentage would increase and that it is possible that of the sets in use to-day nearly one-half might be available to trade-in on a higher priced or a better job. The market, therefore, for the sale of new radio receiving sets constitutes not only all of the people who have no set of their own kind, but also generally and probably 40 per cent of those who already have sets, including, particularly, home-made sets, those with one, two or three tubes and receivers which have been pushed out at cut-price sales, through mail order houses, miscellaneous manufacturers and similar selling outlets.

The radio dealers were asked whether, in their opinion, the sets traded in should be re-sold or wrecked. Here the opinion was very decidedly in favor of re-sale.

To what extent trade-ins are at present a factor is very clearly indicated in two questions in the questionnaire. The first question on the list asked whether the dealer thought trade-ins were necessary, and nearly 80 per cent of the dealers stated that they were. Far down the list appeared another question in connection with the dealer’s present policy concerning trade-ins, in which he was asked whether he made trades. The division here was nearly identical and more than 75 per cent of the dealers stated that they may not openly be advertising the fact, are, nevertheless, taking trades at the present time.

Methods of Handling

Most of our respondents said that the chief reason for the resale of trade-in sets being handled by each dealer individually, although nearly as many dealers favored a central bureau maintained jointly by all dealers. The main reason given was that a central bureau of this sort might not be a feasible one, because it involves co-operative action on the part of all dealers in the employment of help, the collection and handling of sets, the purchase and sale of the trade-ins, and in the handling of a business.

It is at this point important to point out that if a home-made set is acquired by a dealer as a trade-in and it is a product of a patented circuit or features, the resale of the set by the dealer is not legal.

It is interesting to note the answers of the various dealers to the trade-in questionnaire covering questions of policy. The dealers were asked: “Do you favor a policy of trade-ins based upon a schedule of values taking into consideration type of receiver, type of circuit, model and number of tubes?” The dealers indicated, by two to one, that they did not favor an unrestricted trade-in policy but that they favored, instead, a schedule of some kind which would indicate at least within which an allowance would be in order and profitable. The sets on which it is easiest to place a trade-in value, such as the standard makes, are not so easy to trade and there is a certain amount of liability among their owners. It is, furthermore, not possible to list all of the receivers which have been built, determine an allowance on each, irrespective of their construction, and be justified in such an allowance if once determined would, two years from now, be entirely out of line.

No Fixed Rule Feasible

From the above, it may readily be seen that as far as suggesting a hard and fast rule that will cover all trade-ins and all conditions, your committee is faced with an impossible task and the best it can do is to present the various ideas used by many scattered dealers, summarize them and make concrete suggestions, leaving the matter in the hands of the present, at least. In making these suggestions, a word of caution is in order. A dealer should bear in mind that before re-selling a second-hand set it should be checked thoroughly, it should be cleaned up and, if necessary, the cabinet should be re-finished and that it should be sold as a second-hand set and at a profit. In outlining a trade-in policy, it should be borne in mind that batteries, tubes and accessories are not included and, in the committee’s opinion, should not be traded.

Several dealers allow 10 to 20 per cent less than what the set could be re-sold for and it may be pointed out that this allowance does not provide the dealer with a fair profit, nor does the plan used by several of them following 25 per cent off list on current models. It is obvious that the traded-in set re-sold by the dealer must carry its full margin of profit based upon

(Continued on page 62)
The Sparks-Withington Company (Established 1900) Jackson, Michigan

SPARTON RADIO
"The pathfinder of the air"

Presenting a truly masterful blending of modern radio science with artful furnishing design.

The beautiful finely balanced two-tone walnut cabinet carries a hint of quiet old world splendor. The large built-in cone speakers suspended in seasoned wood fill the room with full rich melody and faithfully reproduces every inflection of voice or note. There is ample room for all accessories.

A complete line at prices of $63 and upward.

In the far West, and in Canada, slightly more.

Sparton Radio is built by the manufacturers of the world-famous Sparton horned for motor cars. Its production is a logical development of the Company's quarter-century of precision manufacture of electrical equipment.
Establishing a Radio Trade-in Policy
That Will Bring Profits to Retailers

(Continued from page 0)

...a cost which would include re-conditioning. Good business demands this.

Can Set Be Re-sold?

Running all through the answers was the often expressed thought of "probable re-sale value." In other words, a dealer should size up the set to determine whether it was re-salable and, if so, at what price, and because of this the plan worked out here has been based solely upon the question, "Can the set be re-sold?" and the trade-in is made only if, in the judgment of the dealer, a re-sale may be effected. In line with one of the plans for handling automobile re-sales is that used by several radio stores in which the customer's set is left with the dealer for re-sale, and after re-sale credit for the transaction is passed to the customer. As your committee understands this procedure, however, the dealer does not receive a profit on the re-sale so effected and is, therefore, gratuitously giving his effort in making a sale. Another consideration appears and that is, how large a new sale is being made, it being evident by the answers given that if the new sale runs into considerable money the dealer is inclined to make a larger allowance. Here, again, the thought must be borne in mind that the dealer is entitled to a full profit on the re-sale of the traded-in set.

There are many other ideas, such as an allowance based on the appraisal of the parts used in the sets, the probable sale of the parts themselves, the re-vamping of sets and the making over of circuits, and other ideas too numerous to list, to all of which the committee is opposed. It is probably a fair statement to say that the average radio merchant is appraising the trade-in set for its re-sale value based upon a quick turnover and is making an allowance of 40 to 50 per cent of such an appraisal. In other words, if, in the dealer's estimation, he can effect a re-sale of the set offered him promptly for $50, he is offering the customer $25 on a trade-in and, checking back further, we find that this method is, in a great majority of cases, used by firms of recognized standing in the retailing of radio and by those whose methods and successes justify a study of their procedure.

Committee's Suggestion

The Committee feels that the ideal handling of a set which is offered as a trade-in would be as follows:

The dealer should examine the set and quickly make an estimate of what he feels it may be promptly re-sold for and should offer its owner one-half of that figure. The above procedure calls for an eye appraisal made promptly and a statement of the exchange offered in a manner that does not leave room for bargaining.

The committee cautions the dealer in making the above appraisal of a trade-in that his profit is not equivalent to a 50 per cent discount, as might be indicated at first glance, because, after acquiring the set, the dealer will be put to the expense of testing, of correcting any defects, of putting the set in presentable appearance as well as in operative condition and, furthermore, he is assuming a hazard more or less great in putting the set into his stock.

For example, if a set was tendered to a dealer for a trade-in and the dealer, upon inspection of it, believed that he could promptly re-sell it by showing it in his store for $50, the owner of the set should be offered on a trade-in $25.

Atwater Kent Distributor

Starts School for Salesmen

Ernest Ingold, Inc., Has Classes to Train Men

In Selling Atwater Kent Line—Graduates to Be Sent to Dealers Needing Salesmen

SAN FRANCISCO, CAL., September 4.—A school for salesmanship, training men to merchandise Atwater Kent products in the proper manner, was recently inaugurated by Ernest Ingold, Inc., distributor of Atwater Kent radio sets and other equipment, and marks an advance in placing radio selling on the highest possible plane.

The school is designed to fit salesmen in selling Atwater Kent, the salesmen being furnished by Ernest Ingold, Inc., to dealers who have openings in their sales staffs. It was started to fill a need which exists, particularly among country dealers. A city dealer is usually able to secure whatever help he needs but a country dealer is not so fortunately situated and the Ingold school is supplying men with a good grounding in the sale of Atwater Kent radio. The school has a regular application blank and it might bear mention that three out of four of the applicants are rejected at the start as not having the necessary qualifications. The curriculum consists not only of a complete intensive selling and training course but also includes instruction in the conduct of the nation, their approach, their appearance and in competitive conditions. The school is non-technical in character and deals purely with the sale of radio apparatus and accessories as merchandise, staying as far away as it is possible to do so from technical discussions. The Atwater Kent Salesman's Manual is used as a text book. The accompanying illustration shows the first class on the opening night...
Did you know that the radio receiver used by great broadcasting stations to listen to their own programs is the

DAY-FAN

This announcement breaks in the Saturday Evening Post full page Sept. 11th, followed by a total of 22 full pages in the Post, Literary Digest and Liberty, with a circulation of over six million every month!

If you think you can sell such a receiver—if you want a square deal and the backing of a 37 year old company, write

DAY-FAN ELECTRIC CO.
DAYTON, OHIO
Super-Ball Antenna Proves Popular in All Countries

Yahr-Lange, Inc., National Distributor, Reports Constantly Growing Demand for Spherical Type Antenna—Many Foreign Orders

MILWAUKEE, Wis., September 7.—A convincing example of the possibilities for big business in the radio field is provided by the recent achievement of Fred E. Yahr, president of Yahr-Lange, Inc. Mr. Yahr assumed the national distribution of a new radio accessory, the Super-Ball Antenna, toward the close of last year, and in the seven months following built up a distributing organization that sold some twenty-five thousand Super-Balls, with additional orders for another thirty thousand now being completed.

This spherical antenna, which is ten inches in diameter, has proved highly efficient on all circuits, and has aroused the interest of radio experts in all parts of the country. The design of the Super-Ball Antenna makes it non-directional, and it is built of metal having the greatest electrical conductivity known. The manufacturer states that it will receive all wave lengths, increase selectivity, clarify tone, and reject a large part of the noise and interference collected by long wire aerials.

A new neutralizing condenser, just perfected, is said to give the Super-Ball Antenna from 40 per cent to 60 per cent more volume, and another important development is the Super-Ground Clamp which reduces high resistance in the ground wire connection of the apparatus, thus saving batteries, and makes a dependable, permanent ground connection.

Mr. Yahr is enthusiastic over the sales possibilities of the Super-Ball Antenna, and the Super-Ground Clamp, and considers that his success with these specialties is an excellent indication of the character and Kabbalanic value of radio. He states that he has received orders from practically every country on the globe, and a recent shipment included consignments to Argentina, Holland and Japan. Super-Ball Antennas are now handled by about 125 distributors in the United States, Canada and foreign countries.

It has been approved by the National Board of Fire Underwriters and under the National Electric Code.

H. F. Hopkins Sales Manager of Borkman Radio Corp.

Appointment as General Sales Manager Announced Recently by George F. Borkman—Has Been Long Active in Radio Circles

SALT LAKE CITY, Utah, September 7.—George F. Borkman, president of the Borkman Radio Corp., recently announced that H. F. Hopkins was appointed general sales manager of the corporation, with offices in Chicago, effective August 10.

Mr. Hopkins has been active in radio and its development since 1909, and operated one of the first transmitting stations in Chicago. He has acted as technical adviser to many leading radio manufacturers and his articles have appeared in many radio publications. For some time past he has been connected with the engineering and sales department of the Borkman Radio Corp. and his appointment as general sales manager is an excellent recognition of his ability and achievement. Mr. Hopkins has moved the Chicago office of the Borkman Radio Corp., and is now located at 230 East Ohio street.

Suffers Fire Loss

The Murmann Phonograph Co., 1138 Olive street, recently suffered a loss of $6,000 through a fire of undetermined origin which occurred in the store last month.

Features Embodied in Borkman Velvet Speakers

Line of Radio Speakers Manufactured by the Borkman Radio Corp. Represents New Developments in These Products

In the new Velvet line of radio speakers manufactured by the Borkman Radio Corp., Salt Lake City, Utah, and for which the Zinke Co., Chicago, Ill., acts as sales department, four outstanding features have been incorporated. The Velvet unit, which has the patented Borkman double-stylus bar and the specially formed diaphragm, is one of the Raymond Baby Grand RADIO CONSOLE

The Nedmel Baby Grand RADIO CONSOLE

FRANK H. ISAACS, 241 W. 36th St., N. Y. C.
Factory Representative

Jewel Case Model No. 21

Velve Speaker No. 9

Velvet

Finned

-"S""-B"-K"-B"K"-K-

usual features. It develops a clear soft tone, yet secures great range from the high vocal registers down to the deepest notes of the bass. There are no adjustments to make, no polarity interchanges, yet it is said that the unit will not burst on the heaviest power amplification.

In the horn type speaker another unique development has been achieved with the introduction of the entirely new material, "BK." "BK" is an inert material which reflects and resounds perfectly without adding any vibrations of its own. It is practically in-destructible, not affected by moisture, quickly worked and lends itself to various attractive finishes. New acoustic principles have been worked out by a nationally known designer on the Borkman staff, and with scientific air columns greater volume has been secured (from smaller horns). The last-named feature is particularly noted in the Jewel Case, model 21 speaker, designed by one of America's leading acoustic specialists. The name might imply, the speaker is an enlarged reproduction of a jewel case, and upon lifting the cover there is found the bell of a sixty-inch horn. The cover with its two side pieces retains the shape of the bell of the resonating chamber. The Jewel Case speaker may be operated while either closed or open and all of the wood of its contour is used as a resonating factor, the same as in a violin. The Jewel Case is furnished in walnut or brown mahogany in a hand-rubbed finish, and the five-foot horn is made of Kerastone. It measures sixteen by eleven inches high, and lists for $45.00.

The latest of the Velvet radio speakers to be introduced by the Borkman Radio Corp. is the "Lantern," known as Velvet speaker No. 9. The design is especially pleasing and novel and it has thirty-three inches of new type horn with an air column of scientific design so that that portion of tones usually lost in reproduction is built up to give the full tonal range and complete rounded tone with none of the overtones or undertones left out. The "Lantern" is equipped with the Borkman unit, and the horn is made of indestructible Borkmanite. It is finished in antique bronze and furnished with a five-foot telephone-type cord connection. The firm has already prepared a number of merchandising helps, such as window displays, brochures, sepia photographs, circulars, etc., for use of dealers.
Radio's Latest Necessity—

**BRACH**

The HEART of the POWER PLANT

$6.00 IN U.S.A.

**Make your**

**SET**

**a POWER SET**

**CONTROLIT**

Your set switch or rheostat ALONE can now control "B" Battery Substitute and "A" Trickle Charger automatically.

Merely adding a BRACH CONTROLIT makes any set a light power-operated set, eliminating all switches from "B" Battery substitutes and Trickle Chargers. No added wiring; no alterations to set required.

Anyone can install CONTROLIT, and the power plant can be placed anywhere—in cellar, or closet, or shelf.

Set makers are urging the use of CONTROLIT; radio users will demand it.

**Price $6**

*Leading manufacturers of socket-power units have adopted Brach Controlits as standard equipment.*

**Brach Totem-Pole Antenna**

An indestructible, weather-proof Antenna—like a flag pole, with 100 feet of wound wire—that can be erected on flat roofs, in attics, or closets, on porches, or attics, on porches, or porches, or on house gables, or on the side of house or chimney; on tent poles or boat decks—avoiding all unsightliness. Ready for erecting. Insures fine tone and clarity.

Price $10

**Brach Lightning Arrestor**

A radio's Safeguard.

"STORM KING"

Dealers cannot satisfy their trade with any but a really dependable Arrestor—and "STORM KING" is just that.

$1.00

"STORM GUARD" Arrestor is made of bakelite, will stand years of exposure to open air—operates on proven non-air-gap principle—yet sells at a modest price—

$1.50

All Brach Lightning Arrestors carry $100 Insurance Guarantee.

**Brach Master Aerial Outfit**

The highest form of aerial obtainable—for those having room to stretch wires outdoors. The set is complete to the last screw and includes Brach Lightning Arrestor—all ready for erection.

Brach Master Aerial—$5.50

Other Aerials—$4 to $5.50

**Shock-Proof Radio Plug**

Simplicity itself. Gives perfect electrical contact. Withstands high voltages. No exposed metal parts to shake the user. Easily connected or released. Neat, eti

Price 50c.

Brach Radio Products

L. S. BRACH MFG. CO., Newark, N. J.

Makers of Famous Brach Lightning Arrestors
Fansteel Arranges Series of Damrosch Radio Concerts

Fansteel Products Co. Completes Arrangements Whereby Walter Damrosch and N. Y. Symphony Orchestra Will Be Heard Weekly

CHICAGO, ILL., September 7.—The Fansteel Products Co., North Chicago, manufacturer of Bakelite radio power units, recently completed arrangements for Walter Damrosch and the New York Symphony Orchestra to broadcast a regular series of concerts over thirteen stations in the chain of stations of the Broadcasting Co. of America. Beginning on October 23, these concerts will be given every Saturday night at 9 p.m. Eastern Standard time, over stations WEAF, New York; WEEI, Boston; WGR, Buffalo; WFI, Philadelphia; WCAE, Pittsburgh; WSAI, Cincinnati; WTAM, Cleveland; WWJ, Detroit; WGN or WLlB, Chicago; WCCO Minneapolis-St. Paul; KSD, St. Louis; WDAF, Kansas City, and WOC, Davenport.

While Mr. Damrosch and his orchestra have been on the air before, this is the first time that any attempt has been made to broadcast a regular series of symphony concerts. The program is one of the most ambitious ever attempted by any broadcaster, and in effect makes available to any owner of a radio set a symphony season in his own home. The first concert will be a full symphony program by Mr. Damrosch and the orchestra, and thereafter concerts will be arranged as far as possible in pairs. Each symphony program will be preceded by a piano recital by Mr. Damrosch alone. In these recitals he will discuss, explain and play important parts of the programs of the following week. By this method it is expected that the programs can be made not only of the greatest entertainment value, but he made to constitute a liberal education in music as well.

Mr. Damrosch is too well known to require comment, for he was one of the nation’s pioneer orchestra leaders and today he is one of the most popular and widely known conductors. With his standing as a conductor, Mr. Damrosch combines an amazing fund of knowledge of the musical world and has known personally most of the great musicians of the last fifty years, including Liszt and Wagner.

While actual programs have not yet been made up, but will be announced later, it is planned that because of the large number of listeners to whom portions of the programs may be new the programs shall be of popular character. According to the plan there will be programs of the widest variety to appeal to everybody from music students to laymen.

The United Phonograph Co., Charleston, S. C., recently opened a branch store at 321 King street. The company carries the complete Columbia line of phonographs and records.

Louder tones are not sufficient
The amplification must be synchronized

IT is easy enough to secure a “loud speaker.” A fog horn will accomplish that purpose. But for talking machines and radio sets, the only amplifier worth considering is one in which the tones are synchronized—an amplifier by which notes of both high and low frequency are produced with equal definition, with their original color, timbre and harmony of blend—in short, amplification having every quality of the original.

This has been accomplished and is being accomplished, by applying the latest discoveries in scientific amplification in what is becoming famous as the Miller system of synchronized amplification.

In this system, the basic principle is a horn having the proper length and exponential curve from the reproducer to the bell. Miller is peculiarly competent in producing amplifiers to suit the manufacturers’ needs and secure a true, amplified reproduction without distortion.

Send us your data and our audio-engineering department is at your service in solving your problems.

The Miller Rubber Co.

of N. Y.
Akron, Ohio, U. S. A.
Fifth Anniversary

“The South’s Largest Phonograph Supply House”
EXCLUSIVELY WHOLESALE

1921 SEPTEMBER 1926

James K. Polk, Inc.

Richmond, Va.  Atlanta, Ga.  Dallas, Tex.
A Birth and a Birthday!

Congratulations are in order on the Fifth Anniversary in the Wholesale Phonograph business of

James K. Polk, Inc.

We are proud of our association with this sterling house and we wish them many, many happy returns of the day.

And Congratulations Are in Order(s) on the

Birth of a New Idea—

The Junior Gilt Edge Twins Have Arrived!

50 Package Display Stand—Assorted Tones
50 Package Display Carton—One Tone

Either Costs You Only $2.50

The only ten-record playing needle packed in this manner and selling at this low price!

Write NOW for sample display carton and name of your nearest distributor.

Brilliantone Steel Needle Co. of America, Inc.

370 Seventh Avenue, New York City

THE MAGNATRON Family is proud of its happy relations with the POLK Family. The association has been a double guarantee of dependability to the dealers of the South.

More Power to James K. Polk, Inc., on this, their Fifth Birthday.

MAGNATRONS are individually built by

CONNEWEY ELECTRIC LABORATORIES

MAGNATRON BUILDING

HOBOKEN, N. J.
The Carryola Company of America

World's Largest Manufacturer

of Portable Phonographs

Extends to

James K. Polk, Inc.

Its Sincere

Congratulations

on its

5th

Anniversary
Again, we say—SUCCESS to James K. Polk, Inc.

ANOTHER milestone, in Time's inexorable flight, has been passed by James K. Polk, Inc., Atlanta, Ga.

Again, we here in the Caswell organization have the opportunity of wishing the entire James K. Polk organization a continued and well-merited success.

Since Caswell Portables first appeared on the market, the activities of this progressive Southern jobbing institution have been conspicuous for alertness and a close adherence to a high-minded, square-dealing business policy.

It is altogether fitting and proper that the future success of James K. Polk, Inc., be as great as the past. That it will be so, is the hope of this institution.

Like the James K. Polk organization, Caswell Portables are also a marked success in their particular sphere. They can rightfully be termed: The World's Most Distinctive Portables.

Caswell Manufacturing Co.
PORTABLE PHONOGRAPH DISKITICTION
MILWAUKEE, WIS. U.S.A.
ST. PAUL AVE., AT 10TH STREET
PERFECTION!

Another new addition to The Mutual line is the drawn brass SAXO-TONE ARM as featured above. Equipped with ball bearing throwback together with double row of ball bearings in base race and tested under air pressure for leakage. There can be absolutely no loose or vibrating joints.

STANDARD LENGTH

We take this opportunity to congratulate

James K. Polk, Inc.

upon its Fifth Anniversary.
Through its efforts Mutual products have become widely known throughout the wide territory it serves.

The BET-A-TONE Reproducer
At a Popular Price

Mutual Phono Parts Mfg Corp.

Canadian Acme Screw & Nut, Ltd.

DISTRIBUTORS

New York City, N.Y.

610-614 Broadway,
(Cor. Houston Street)
Congratulations—

JAMES K. POLK, Inc.
ATLANTA, GA.

on your Fifth Anniversary

Knowing the keen, energetic gentlemen of your organization we knew that you would forge ahead into one of the foremost phonograph distributing companies in the country, but the unusual rapidity with which you have attained such success is truly remarkable. We want you to know that it is with a feeling of pride we say—"Our Southern Distributors?—The James K. Polk Company of Atlanta, Georgia, and Richmond, Virginia."

Sonora Phonograph Company, Inc.
16 EAST 40TH STREET
NEW YORK

Congratulations!

We take sincere pleasure in extending JAMES K. POLK, INC., ATLANTA, GEORGIA, our cordial congratulations and best wishes on the fifth anniversary of their entry into the phonograph business.

This company leads the phonograph distributors of the South, and is one of the most successful in the country—a significant evidence of house-policy, initiative, meritorious product and efficient service.

It is our sincere hope that the future will evidence a progressive combination of their present splendid success.

It is our privilege to state that JAMES K. POLK, INC., have used "MASTERCRAFT" cabinets exclusively.

THE WOLF MANUFACTURING INDUSTRIES
(Established 1890)

Builders of "Mastercraft" Phonographs and Radio Cabinets
QUINCY, ILLINOIS
New York Office: 47 West 42nd Street
LIST OF EXHIBITORS
The Third Annual Radio World's Fair
NEW MADISON SQUARE GARDEN
NEW YORK CITY
September 13 to 18, 1926

A-1 Burgess Battery..................Chicago, Ill.
V-1 Boy Scouts of America............New York City

HH-3 Canotex Co.....................Auburn, N. Y.
GG-6 Allen D. Cardwell Mfg. Co.......Brooklyn, N. Y.
AA-7 Carter Radio Co................Chicago, Ill.
FF-2 C. E. Mfg. Co..................Providence, R. I.
DD-4 Cell-o-lay Mfg. Co.............New York City
DD-3 Central Radio Lab..............Milwaukee, Wis.
S-6 Chicago Soldier Co.............Chicago, Ill.
K-1 Chicago Telephone Supply Co.....Elkhart, Ind.
EE-3 Clarke-Splitdorf Corp........New York City
R-1 Cleartron Vacuum Tube Co......New York City
EE-1 Colonial Radio Corp...........New York City
AA-12 Connewey Electric Lab........Hoboken, N. J.

Radio World's Fair Headquarters. Insert: Right, G. Clayton Irwin; Left, U. J. Herrmann

BB-17 Apco Mfg. Co..................Providence, R. I.
FF-1 Argus Power Radio Co...........New York City.
HH-3 Auburn Button Works...........New York City

H-3 Bakedite Corp...................New York City
DD-19 Nathaniel Baldwin, Inc........Salt Lake City, Utah
DD-11 Batteryless Corp..............New York City
BB-2 Beacon Radio Mfg. Co...........Brooklyn, N. Y.
DD-5 Best Manufacturing Co..........Irvine, N. J.
HH-6 Blair Radio Lab................New York City
CC-5 Blandin Phonograph Co.........Racine, Wis.
DD-3 Bodine Electric Co.............Chicago, Ill.
CC-12 Borkman Radio Corp...........Salt Lake City
DD-11 Bosworth Electric Mfg. Co.....Cincinnati, O.
E-7 L. S. Brach Mfg. Co.............Newark, N. J.
BR-12 Bremer-Tully Mfg. Co.........Milwaukee, Wis.
V-1 Briggs & Stratton Corp..........Milwaukee, Wis.
BB-16 Brooklin Metal Stamping Corp..Brooklyn, N. Y.
CC-1 Browning-Drake Corp...........Brighton, Mass.
S-5 Bruno Radio Corp................Long Island City, N. Y.

DD-5 Corbett Cabinet Mfg. Co........St. Mary's, Pa.
O-2 Cornell Electric Mfg. Co........New York City
CC-17 Cornish Wire Co..............New York City
L-1 Crosley Radio Corp.............Cincinnati, O.
B-1-3 E. T. Cunningham, Inc.........New York City

CC-2 Daven Radio Corp..............Newark, N. J.
DD-12 Richard T. Davis, Inc........Chicago, Ill.
X-1 Day-Fan Electric Co.............Dayton, O.
L-5 De Forest Radio Co.............Jersey City, N. J.
E-3 Depur Products Co., Inc.........New York City
DD-5 De Veaux Radio Co.............Boston, Mass.
CC-20 Tober Deutschmann Co........Boston, Mass.
T-5 Diamond Electrical Corp..........New York City
BB-1 Diamond State Fibre Co.........Bridgeport, Pa.
M-1 Dicograph Products Corp........New York City
II-8 Diva Radio Corp..............New York City
W-4 Dodd Meda & Co................New York City
EE-7 Dry Storage Battery Co........Philadelphia, Pa.
W-1 Dubilier Condenser & Radio Corp..New York City

EE-9-11 Executive Radio Council.....New York City

(See List of Exhibitors—Continued on Next Page)
WALL-KANE

"Bigger Than Ever"

The first multi-playing steel needle company congratulates JAMES K. POLK, Inc., upon its 5th birthday in the wholesale phonograph business.

Our best wishes for future success to the Officers and Staff of JAMES K. POLK, Inc.

WALL-KANE NEEDLE MFG. CO., Inc.

N. COHEN, President

3922-14th Ave., Brooklyn, N.Y.

Also JAZZ, CONCERT, BEST TONE and PETMECKY NEEDLES

THE TALKING MACHINE WORLD

September 15, 1926

Exhibitors at Third Annual Radio World's Fair—(Continued From Previous Page)
The filament of Perryman Radio Tubes with the patented Perryman bridge are doubled to form a letter M. This twin construction not only exposes a greater area of filament surface, but it doubles the area of electron emission and increases the capacity of the tube. The real result is a tube that does its appointed work more easily, giving greater volume without distortion. Its longer life is a distinct economy.

Perryman authorized distributors carry ample stocks and can service dealers on sales helps and advertising material. The dealer who anticipates his requirements will greatly assist his distributor in making timely deliveries. This will be a big Perryman year.
McMillan Tel-O-Air

At the Top!

Universally accepted as the season's most beautiful radio receivers the McMillan Tel-O-Air line is also the season's outstanding value.

McMillan Tel-O-Air combines modern single control, six tubes and an exclusive patented device for tuning antenna circuit.

With the McMillan Tel-O-Air you can offer your trade the finest example of design and craftsmanship—the finest in radio reproduction at prices that cannot be duplicated elsewhere. Write for discounts and complete information.

Tel-O-Air De Luxe Highboy

A model of beauty—selected American walnut, choice curly maple decorations. Ample space for 9 volts of C battery and "Terra-Antenna." Space in lower compartment for 120-ampere A battery and 115 volts of B battery. Size 25" x 19¾" x 45" high. Shipping weight 100 pounds.

Table Cabinet

Standard Tel-O-Air receiver with compact cabinet of solid walnut panelled exterior. Panel size 7" x 18" x 10½" in depth behind panel. Shipping weight 25 pounds.

McMillan Radio Corporation

1425 S. Michigan Avenue, Chicago
Factories—Chicago and Indianapolis

Table Model

This model combines the perfect efficiency of the famous Tel-O-Air receiver with a table cabinet of genuine American black walnut face veneer. Beautiful redwood burl panel and Spanish pulls on doors. Dull gold and velvet smooth finish. Ample space for A and B batteries and charger. Size 38½" x 18½". Shipping weight 75 pounds.
McMillan
Incomparable Five

McMillan means performance, design, clarity, volume, selectivity—and low price. The McMillan Five model is a five-tube tuned radio frequency receiver, with specially constructed transformers and Vernier dials. Models with built-in speakers contain the Utah unit, famous for its tone quality. In range, volume, selectivity and tone, the McMillan Five ranks with anything on the market and can undersell any receiver of like quality and performance.

THE McMILLAN RADIO CORPORATION
1425 So. Michigan Avenue, Chicago
Factories—Chicago and Indianapolis

McMillan De Luxe
Standard combines the McMillan receiver with a compact table cabinet of outstanding beauty, made of solid American black walnut with panelled effect. Panel size 7" x 18" x 10½" in depth behind panel. Shipping weight 25 pounds. Price $65

McMillan No. 1
Cabinet equals in performance and beauty the two other McMillan models. Beautifully finished two-tone mahogany cabinet. Price undersells any receiver of like quality 25 per cent or more. Height 9"—width 19½"—depth 10½". Price $50

McMillan No. 2
Console type with Superfine McMillan Five Receiver is a mahogany console with most distinctive lines. Built-in speaker with famous Utah unit. Height 16½"—width 16"—depth 12½". Price $71

McMillan No. 3
Highboy model two-tone walnut cabinet. McMillan Five Receiver. Speaker with Utah unit built in. Height 45"—width 24"—depth 11½". Price $99.50

HAS NO COMPETITOR AT NEAR THE PRICE
Think of the Achievement

Argus Electric Radio
237 West 17th St. New York City

No Batteries
No Attachments
No Rectifying Tubes
No Trouble

A reception that is Crystal-Clear ~ ~ chromatically and accoustically perfect

And Realize ~

the Tremendous Market!

Thirteen Million A.C. wired homes
Get Your Share of this New Market
Be first to introduce the Argus in your territory
"HIS MASTER'S VOICE"

REG. U.S. PAT. OFF.

PRODUCTS BEARING THIS TRADEMARK ARE ALWAYS IMITATED BUT NEVER EQUALLED . . . THE PUBLIC KNOWS . . . AND IT ACCORDINGLY BEHOOVES THE RETAIL MERCHANT TO DEAL ONLY IN THE GENUINE

C. BRUNO & SON, Inc.

351-353 Fourth Avenue New York

1834—Over 92 Years of Dependable Service to the Music Trade—1926
Is there another Cone Speaker
That can stand this test?

What was your percentage of returns on your cone speakers last year?

Tremendously high? Lots of trouble and loss?

Remember that every customer who got a speaker that didn’t stand up for a single season is not boosting your store today!

Investigate the Octacone—the sensation of the year. There's only one way you can injure it. Use a hammer. Subject it to shipping abuse, handle it as much as you will—even drop it from a ten foot height—and it will not be injured in the least!

We repeat—drop it from a ten foot height! Will any other cone speaker show such rugged strength and promise such satisfaction to your customers?

Remember this, too. It's a handsome looking object—an adornment for any home. And you'll find that Octacone gives a naturalness of tone reproduction unequaled by even the highest priced speakers.

& 19.50

Octacone is built on the same principles as the most perfect reproducing instrument known to science—the human ear. It has a patented diaphragm, shaped exactly like the ear. The apex of this diaphragm is placed off center—exactly as in the Tympanic Membrane or ear drum.

No wonder it's "as accurate as the human ear!"
Sleeper

OFFERS NEW VALUES IN FAMOUS SCOUT and SERENADER SETS

Sleeper Again Leads in Modern Features Offered in This Year’s Models

To prove superiority in fundamentals of tone quality, simplicity of control, fine selectivity, and long range power, Sleeper now adds semi-electric operation, provision for power amplification and many other latest developments in radio engineering.

1. Wired for electric power devices
2. Wired for 171 power tube
3. Wired for new 200-A detectors
4. Fuses tubes with super-power transformers
5. Cushioned detector socket
6. Simple two-control tuning
7. Calibrated wave length scales
8. Reduction vernier condenser drives
9. Sliding panel for easy access
10. Amplifier adjustable unit for Serenader tone chamber
11. Duco style two-toned brown mahogany cabinet finish
12. Compartments for 90 volts of B battery and 45 volts of "C"
13. Non-microphone
14. Non-oscillating
15. Brilliant distance performers
16. Six month’s guarantee.

Sleeper, Type 65, 35 inches long, 11 inches high, 11 inches wide. Shipping weight 90 pounds. Price $160.

Serenader, Type 62 with built-in loud speaker: 35 inches high, 11 inches wide. Shipping weight 90 pounds. Price $125.00. Prices f. o. b. Long Island City.

Distinction of appearance—a certain unusual appeal of design, proportion and finish has always characterized Sleeper radio sets.

Distinction in engineering has been equally characteristic. Sleeper was first to use etched metal panels, first to use dual condensers, first to pioneer in simplified control.

Distinction in performance is proven in many thousands of Sleeper sets used throughout the world. They are found in China, the Philippines, Australia, New Zealand, South Africa and throughout South America. There are few markets where the name Sleeper is not a recognized hall-mark of quality.

The new series of Scout and Serenader models maintains every tradition of advanced engineering, compelling eye appeal and down-right performance. Deservedly the fastest selling sets of last year’s competitive market the new models are destined to establish new records for dealers holding the Sleeper franchise.

Powerful, super-selective, thoroughly dependable, the Scout and Serenader appeal irresistibly to those who demand the utmost in radio efficiency and to those accustomed to the possession of fine things.

Make these your leaders this year. Easily sold, and easily serviced, they are the answer to profits in your radio department. Write for the full story of the Sleeper Community Dealer Franchise.

Sleeper Radio & Mfg. Corporation
GORDON C. SLEEPER, President
6th and Washington Aves. Long Island City, N. Y.
Blackman
announces
appointment as distributor for
RCA Radiotrons

IT has been the Blackman policy for twenty-five years to put the finest service behind the finest products.

Now we take pleasure in announcing our appointment as RCA Radiotron distributor. And we assure every dealer of service worthy of our reputation—giving prompt deliveries—and facilitating quick turnover of this all-year profit maker. Our stocks are ready now for your orders.

Reliable Radio Merchandise Made by Responsible Manufacturers and Distributed by
BLACKMAN

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Blackman
TALKING MACHINE Co.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS
Sells Three Other Products While Selling Itself

Electrical reproduction! That is the coming thing. The Gradeon is the sensational new instrument that is taking the country by storm. The Gradeon is the instrument that enables phonograph and radio owners to enjoy the superiority of electrical reproduction of phonograph records at a cost of only $17.50 retail!

In Your Store—the Gradeon Shows Off Phonographs, Radio and Records as They Have Never Been Shown Before.

Attached to the tone arm of any phonograph, the Gradeon carries the sound impulses from the record through the audio tubes of the radio set, amplifies them electrically, picks up all the fine tones usually lost and pours them forth in glorious splendor and volume through your radio loud speaker. Volume enough for dancing—tone quality surpassing the most expensive instruments.

Leading department stores are already using The Gradeon (1) to demonstrate all new phonograph records, (2) to sell phonographs to radio owners, (3) to sell radio sets to phonograph owners.

We are exhibiting at both the New York and Chicago Radio Shows
Orders received at once can be promptly filled by Jobbers

DAVID GRIMES, INC.
151 BAY STREET
JERSEY CITY, N. J.
At last, with final radio perfection, the time has come to give the most distinguished of all new radio models a distinctive name of its own, just as new automobile models became worthy of special names when perfection had been finally attained.

Exclusive Dealers Now Being Appointed

DAVID GRIMES, INC.
JERSEY CITY, N. J.

Manufacturers of the Viking Radio and the Viking Imperial. Retail price range, $79.50 to $300. Also producers of "The Gradeon." See opposite side of this page.
Big Sales in Buffalo Territory Feature of Summer—Dealers Expect Busy Fall Trade

Growing Opinion Among Best Informed Dealers That Early Ordering of Most Popular Models Will Safeguard Trade Against Shortage During Busiest Season of the Year—The News

BUFFALO, N. Y., September 7—Not in a number of years have dealers in phonographs, records and radio of Buffalo and this section had such a prosperous Summer season as that just drawing to a close. Fall outlook is bright and there are indications that the dealer who does not place his order early for the most wanted models in talking machines as well as radio is going to find himself unable to secure them later in the season.

Brunswick Activities

The Brunswick Panatrope Model P-I, operating on twenty-five-cycle electric current, is now being furnished Buffalo dealers and is being consumed by the public as quickly as they arrive. This instrument, retailing at $400, will undoubtedly lead everything else in the way of an electric machine in Buffalo, according to George M. Jensen, manager of the Buffalo distributing office, inasmuch as it is the only instrument equipped to operate on a twenty-five-cycle current, used in the great majority of Buffalo homes.

The Brunswick name contest boasts as the biggest attraction in the way of publicity at present among readers of the Buffalo Evening Times, in which announcements and advertising are carried exclusively. Dealers are also showing great interest in the new Brunswick policy of releasing records every Thursday instead of every day.

Mr. Jensen expressed himself as pleased with Summer Brunswick sales. "The volume of sales has been climbing monthly since the first of May," he said. "This is encouraging in view of the fact that during these months sales are ordinarily on the decline. There is every indication that the mechanical as well as the electrical line complete is going to eclipse in sales volume, this Winter, anything the company has ever produced in this territory."

Expect Heavy Fall Demand

The new Victor models are meeting with great favor among retailers throughout the western New York and Pennsylvania district, and great enthusiasm was expressed by dealers who visited the Curtis N. Andrews display room during the recent gathering of his dealers and viewed the new models.

Closing Busy Season

M. O. Grinnell, sales manager of the Buffalo Talking Machine Co., said this distributing office is closing one of the most active warm-weather seasons it has ever experienced. August sales in popular records were unprecedented. A shortage in popular numbers was experienced for the first time in a couple of years. One of the biggest seasons in the history of the business here is expected.

Viva-tonal Well Received

The Columbia Viva-tonal is meeting a warm reception in the district, according to E. L. Wallace, new district sales manager in this city. Mr. Wallace already has opened a number of new Columbia accounts and is receiving large orders from old Columbia dealers.

Perhaps one of the liveliest Columbia dealers in the outlying section is the Shafer Music House, Batavia, N. Y. Advance orders were taken by Mr. Shafer at the Batavia fair, for early Fall delivery, that had gone beyond all his hopes. More than 15,000 circulars advertising the Viva-tonal were handed out at the exposition. Dealers carried full-page advertising tying up with the Lafayette Theatre in exploiting the appearance of the California Ramblers, Columbia artists, during their local appearance and record sales gained.

Welcome Return of E. L. Wallace

The Columbia dealer trade here is glad to welcome back in their midst E. L. Wallace, who covered the western New York section a few years ago for Columbia. He succeeds J. W. Hannah, who has left the talking machine trade. Mr. Wallace has represented Columbia in this section and also in the Chicago district, covering Indiana and Michigan.

Predicts Success for Radio Show

Elmer Mettiger, vice-president of the Buffalo Radio Trades Association and president of the Medo Electric Co., said he looks for the 1926 season to be the biggest radio year in the history of the trade here. He anticipates the 1926 show, which opens October 16, will be the finest and biggest ever attempted in any Eastern city.

H. F. Cook a Benedict

Henry F. Cook, a member of the advertising staff of the Federal Radio Corp., was married last month to Miss Mary Franz, of Oswego, N. Y. Congratulations and felicitations to the young couple have been pouring into the Federal office by the score.

News Briefs

The Campbell-Parker Music Shop has been granted a charter to operate a retail music store in Erie, Pa. The incorporators are G. C. Campbell, V. R. Parker and F. B. Quinn. All of Erie. Capital is $10,000.

Claus Buckput, Elmina, N. Y., music dealer, has opened a new branch store in Ithaca, N. Y., at 135 East State street.

The Hoffman Piano Co. has remodeled the lower floor of its Main street store.

James G. Goodwin, a recent graduate of Columbia University, has joined the sales staff of the Brunswick distributing office here, covering the western New York territory under George M. Jensen.

Burt-Built

RADIO CABINETS

LET OUR CABINETS

SELL YOUR RADIO

Furnished with Cone or Unit

No. 225

All cabinets are finished in lacquer, with ample room for all accessories.

Write for our new catalog.

Twelve new numbers with many unique features.

Fifty years of Furniture building.

A few desirable territories open for salesmen and jobbers.

No. 226

Burt Bros., Inc.

2000 S. 9th Street

New York Office and Showroom

Graneray Bldg., 24 E. 21st St.

Truck delivery to New York

Philad. Phone

New York

Oregon 7091

Caledonia 9229
A remarkable

D-10—Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Centralized control. Five-way tuning and switching. Mahogany cabinet, mahogany lined. Finish, rich brown. Without accessories $100.00

D-10—Console, as illustrated. Specially designed and finished to match D-10 Ortho-sonic. Ample battery space. Equipped with gliders $30.00


E-10—Console, as illustrated. Specially designed and finished to match E-10 Ortho-sonic. Ample battery space. Equipped with gliders $50.00

A-10—Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Rich brown mahogany finish. Without accessories $75.00

A-10—Console, as illustrated. Specially designed and finished to match A-10 Ortho-sonic. Ample battery space. Equipped with special rubber-tired casters $50.00


F-10—Console, as illustrated. Specially designed and finished to match F-10 Ortho-sonic. Ample battery space. Equipped with special rubber-tired casters $100.00

B-20—Five tubes, 199's or 261-A's. Balanced, tuned radio frequency. Custom mahogany cabinet with rich finish. Micrometer tuning controls. Space for batteries and accessories $100.00

NEVER has a radio display created such interest. An inspection of the Federal factories left a lasting impression. Never a line of Radio packed with so many possibilities...Never a gathering of wholesalers so enthusiastic!

So much for the Federal Ortho-sonic Radio Wholesalers' convention. Held in Buffalo on the 2nd and 3rd of August and attended by wholesalers and their salesmen from all parts of the United States and Canada.

A word concerning the line itself.

With the addition of these beautiful models, shown here with the fast-selling Federal A-10, the line is now all-inclusive. With a price range from $75.00 to $400.00 on popular models; $600.00 to $1000.00 on custom-built models, it now meets practically every individual preference.
And remember! Every Federal Radio set has the patented Ortho-sonic circuit, magnificently shielded and second to none in selectivity, ruggedness and operative simplicity. And we ask you—where did you ever see any furniture more beautifully designed than these Ortho-sonic cabinets?

The Federal line is backed by a proposition as sound and appealing as any ever going out to a radio retailer. Includes national magazine and newspaper advertising, powerful resale help, liberal discounts, red tape freedom, and adequate protection from a manufacturer for twenty-five years in the field and here to stay.

Line up with Federal. If you don’t know your Federal wholesaler please feel free to write us.

FEDERAL RADIO CORPORATION
Buffalo, N. Y.
(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo

SONIC Radio

* The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470.
J. K. Polk Southwestern Division Holds Meeting

Sales Staff of Southwestern Division Meets at Dallas Office and Plans Activities for the Coming Season—Bright Outlook Predicted

ATLANTA, GA., September 4.—The Southwestern sales division of James K. Polk, Inc., distributor of Sonora products and other fine talking machine and radio equipment, held a sales meeting at the Dallas office of the organization the latter part of last month. Plans were made for the coming season and P. C. Brockman, secretary of the company and director of sales, congratulated the members of the sales division on the excellent record which they had made for the first eight months of the year. The accompanying photograph shows the members of the Southwestern division, including V. F. Kirk, W. J. B. Kennedy, P. C. Brockman, Oren Warren, assistant director of sales in charge of the Dallas office, and Paul Blackman.

Short Wave Communication to Link Crosley Factories

CINCINNATI, O., September 4.—A license for short wave radio communication has been issued to the Crosley Radio Corp. to operate on 214 and 263 meters. The transmitter, it is understood, will work with the American Radio Co., Medford Hills, Mass., which was purchased by the Crosley Co.

Although no plans for the operation of the short wave station have been made, it is expected that considerable experimental work will be carried on in point-to-point communication between the plants located in Ohio and Massachusetts.

The broadcasting of the Crosley programs from their station WLW, in Harrison, O., through short waves to WARC, Medford Hills, Mass., has also been contemplated.

Sells Thousand Records a Week of One Number

Atlanta Phonograph Co., Columbia Dealer of Atlanta, Ga., Moves 3,000 Recordings of One Number in Three Weeks

ATLANTA, GA., September 7.—What is believed to be a record on the sale of a single number of a phonograph record was recently made by the Atlanta Phonograph Co., Columbia dealer, of Atlanta, Ga.

This extraordinary record consisted in the sale of three thousand records in a period of three weeks of a recent release of the Columbia Phonograph Co., namely, "Death's Little Black Train Is Coming," coupled with "Need of Prayer," exhortations by a colored evangelist, Rev. J. M. Gates.

Joe Lattrell, manager of the Atlanta Phonograph Co., in speaking of the record, says, "Never before in the time that I have been connected with the phonograph business has there been such a demand for a record. It is impossible for us to keep in stock on this number."

Mr. Lattrell recently placed an order with the Atlanta branch of the Columbia Phonograph Co., for one thousand of the next shipment. The Ney Pharmacy, Columbia dealer, also of Atlanta, has also felt the demand for the record recently, placing a single order for 500 of this number. Sales on this number alone in the past three weeks have been in excess of 2,000. The Atlanta branch of the Columbia Phonograph Co. reports that at no time since its release have they been able to fill orders to the capacity of the retail merchants to dispose of these records.

Opens a New Store

Landau's, music, furniture and jewelry dealer, opened a new store at 25 West Broad street, Hazleton, Pa., on Saturday, September 4, with appropriate ceremonies. A musical program was given and souvenirs were distributed.

That Bugaboo — Poor Business — Just "Isn't the Worry" of a Licensed Okeh Record Dealer!

How could it be when he has European Orchestras. Music in all foreign languages.

Popular lyrics and dances everyone wants to buy.

RACE RECORDS SUPREME

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15-17 West 18th Street

New York City

Thiebes Music Co. Displays Stromberg-Carlson Set

New Loop-operated Receiver Presented in Artistic and Effective Setting—Set Is Represented as Newly Discovered Treasure

St. Louis, Mo., September 4.—A particularly attractive and sales-stimulating display of Stromberg-Carlson radio equipment was recently shown in the window of the Thiebes Music Co., Stromberg-Carlson dealer. The figure of the bold pirate in the foreground and the cut-outs of the Spanish galleons in the background against a full moon made a most artistic and forceful appeal. The pirate in his hand holds a small card reading, "Discovered the new Stromberg-Carlson radio," and at his feet reposes the new Stromberg-Carlson loop-operated receiver. The Thiebes Music Co. is one of the oldest established music houses of this city.

New Model Current Supply Introduced to the Trade

By the Grigsby-Grunow-Hinds Co.—Is Known as the Majestic Master B

A new model current supply called the Majestic Master-B was recently announced by the Grigsby-Grunow-Hinds Co., Chicago, manufacturers of Majestic current supply units. The Majestic Master-B has been especially designed for those sets having heavily biased circuits with resultant low current draw. The manufacturer states that the new current supply will deliver to the set the exact voltage required, neither too little, which results in weak signals, nor too much, which causes blasting. The Master-B has three adjustable resistances controlling all voltage and the maximum voltage output is sufficiently high to operate not only UV-112 and UV-120 power tubes, but also the latest super-power tube, UV-171. It is said that the new power supply is ideal for sets having a heavy current drain, such as ten-tube receivers. The Master-B retails at $42.50 complete, equipped with a Raytheon tube. The radio products of the Grigsby-Grunow-Hinds Co are enjoying consistent growth in sales.
Pfanstiehl Gives Radio Users What They Want Most

Like other mechanical and electrical discoveries, radio has had to go through a period of rapid change and experimentation. While radio engineers tried this and that, the public could not but be confused as to the substantial merits of various receivers.

From the first, Pfanstiehl avoided the complicated and devious circuits—and worked for efficient, simple control of the radio energy through the set. That is the source of dependable performance and tone quality. It is what the public always wanted.

**Supreme Tone Quality with PRECISE Single Control**

No set with complicated mechanism can be precisely single-tuned. There is too much unevenness in the radio stream. The circuits are unequal electrically. They might be tuned all at once, but not with precision.

With the Pfanstiehl precise single control, anyone can tune as accurately as an expert. There is no groping around adjusting dials. A single knob enables one to turn immediately to the wave length desired. The number registers in a small illuminated window.

The radio stream flows unhampered through the set and brings to the ear of listeners the full, true reproduction of overtones—which are the soul of music.

**Something Really New in Cabinet Design**

There is so little machinery in a Pfanstiehl, inside and out, that an extremely compact radio cabinet is possible. It is only twenty inches wide. The console model is even narrower and only forty-one inches high. And still it has room for every accessory needed to operate a radio: inbuilt speaker, A and B batteries and charger, or socket-power equipment. This makes a "petite" piece of furniture for the home; and it makes a nicely balanced and perfectly adjusted radio unit. The console is a space saver. It fits anywhere.

For further details, address

**PFANSTIEHL RADIO COMPANY**
11 South La Salle Street, Chicago

Price of model slightly higher.

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**The Wall Speaker**
Designed for use on top of the console or to be hung on the wall. Looks like an old-fashioned wall clock, flanked by four graceful spindles and supported by a narrow shelf at the bottom. From the standpoint of acoustics there is a certain advantage in having the mouth of the speaker set or more feet from the floor. The tone vibrations are better distributed.

$210

**Model 202**
Console "Single-tuned Six" with inbuilt speaker. Space for A & B batteries and charger or socket-power equipment.

$210

**An Exclusive Dealer Franchise**
The Pfanstiehl line is sold through exclusive dealers who are thus protected against unfair competition and price cutting. Whatever good will the dealer builds up for Pfanstiehl is his own. He enjoys a liberal profit and is expected in return to push the line aggressively with the cooperation of the maker.

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**The "Highboy"**
A more elaborate console model, eighteen inches wide and seventy-four inches high. Speaker is contained in a tall, graceful superstructure extending six feet from the floor. There is nothing like it in a radio design. It is like a grandfather's clock or perhaps more nearly like a tall, slender cupboard of old English design.

$235

**Model 201**
"Single-tuned Six" Console without speaker, but space for A & B batteries and charger or socket-power equipment. Six tubes.

$170

**Model 20**
"Single-tuned Six" Table Set.

$125
Steady Sales Gains Presage Busy Fall Throughout the Cincinnati Territory

Bright Outlook Creates Satisfaction—New Columbia Viva-tonal Phonographs Promise to Be Among Sales Leaders—Link's Record Shop Changes Name—Other Trade Activities

CINCINNATI, O., September 8—Dealers in talking machines and records state that this month has started out well and that already their sales are showing a fine increase. There is every indication that trade will increase as the weather gets cooler, and there are some who express the opinion that a record-breaking period is near at hand for the talking machine trade.

Viva-tonal Phonograph Pleases

Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co., is very much elated at the reception that has been accorded the new Viva-tonal phonograph. "Although we only received the complete line last month," she explained, "a big demand for this wonderful instrument has sprung up, and we are kept busy filling orders. It is so pleasing to the eye, as well as to the ear, that the public simply cannot resist it. We expect a record-breaking Fall, and we have made our preparations accordingly."

Link's Changes Name and Expands

What for many years has been known as Link's Record Shop, at 1711 Vine street, will in the future be known as Link's Music & Electric Shop. The adjoining store, at 1709 Vine street, has been added to the other, and a new front, with 15 large display windows, has been added to the building, and the interior has been remodeled, refurbished and redecorated. Small goods and other products have been added.

Bright Outlook, Says E. W. Young

"September is opening up well and there is every indication that there will be a good demand for talking machines and records this Fall," stated E. W. Young, manager of the talking machine section of the Otto Gross Piano Co. "The new machines have passed the experimental stage, and with the former delays and uncertainties removed they should move rapidly from now on."

Features Brunswick Recording

In a most attractive and very befitting manner the "Breeze' Along With the Breeze" record was exploited in the show window of the Brunswick Shop in the hot weather of the latter part of August. Whistling winds, from concealed electric fans, blew through the leaves of palm trees in a way that made the heated passer-by stop and gaze wistfully. There were two makes of this record, one a Brunswick, by Abe Lyman, Californians, with vocal choric furnished by Charles Kaley, and the other a Vocation record, by the Blue Ribbon Quartet. "September is bringing us an increased business and the prospects seem bright for a good Fall trade," stated Louis H. Ahm, proprietor, who had just returned from a business trip to Chicago.

Combines Talking Machine and Radio Depots.

In order to get his radio business nearer to his talking machine and record department, George P. Gross has moved it from the adjacent store it has occupied for about a year and placed it in the basement of the store. The new quarters of the department have been handsomely furnished and decorated and are very attractive in every way.

Good Demand for Starr Line

"The demand for Starr phonographs and Gennett records is picking up right along, and we expect a fine trade through the Fall and Winter," said W. J. Purnell, of the local branch of the wholesale department of the Starr Piano Co., who had just returned from a trip through his territory and was about to start on an automobile tour.

Elmer Halley, formerly in charge of the Starr Co.'s record and roll department, has been made assistant credit manager. The name of his successor has not yet been announced.

A. H. Bates Optimistic

"Business is opening up well in our territory and everything indicates that we are going to have a very active Fall," said A. H. Bates, secretary of the Ohio Talking Machine Co., exclusive wholesale. "Farmers have had big crops and there should be a good demand for talking machines in the rural districts."

Morris Fantle Resigned

Morris Fantle, who recently opened up a specialty and service business at 119 West Fourth street, reports that he is meeting with success and that everything is "up and running."

Doing Well With Symphonic Reproducer

Arthur Brand, of the Arthur Brand Co., dealer in talking machines and records, at 1618 Vine street, reports that his line well with the Symphonic Reproducer, as well as with other lines he carries.

D. W. May, Eagle Distributor, Runs Demonstration Bus

Specially Made Truck With Pullman Body Has Complete Installation of Receivers and Speakers for Dealers' Inspection

D. W. May, of Newark, N. J., distributor of Eagle neutrodyne radio receivers, saves the time of his dealers, renders them a valuable service, and is incidentally repaying the benefit of a good idea that he has the courage to put into practice and carry out successfully. A few months ago Mr. May decided that he would do a little "path wearing" on his own account, so, by way of experiment, he borrowed one of the Eagle Radio Co.'s trucks, filled it with the line of equipment he carried and started out on a store-to-store, door-to-door round-up of the trade. His plan included the idea of taking up as little of the dealer's time as consistent with good business, saving him a trip to the wholesale house for demonstration, showing him exactly what the receivers would do in his own locality. In a short time the thing was going over so big that two trucks were necessary, and even they were kept busy twelve and more hours a day, so Mr. May decided to have special trucks built, and now he finds these an enormous asset to his business.

He consulted truck builders and recently started his radio truck de luxe on the road. It has a specially made Pullman body seventeen feet long by six feet wide and high, on a commercial chassis. It is painted an attractive red with good-looking gold lettering while the inside is comfortable, with a complete line of receivers and battery installation. The equipment was installed by the engineering department of the Eagle Radio Co., and includes grounds, antenna and sufficient switches so that any set or horn can be heard almost instantly by the throwing of a switch. A dealer or an individual wishing to listen to something being broadcast may sit comfortably in the bus and judge the quality of the receiver, horn or other equipment and make his selection under the most favorable conditions.

Ohioans to Honor Edison With Memorial School

The people of the village of Milan, O., have expressed their readiness, through F. A. Day, editor of the Milan Register, and chairman of the general committee, to donate two hundred acres of land as a site for a technical school, to honor Thomas A. Edison, who was born in the village. The site is to include the Edison birthplace, of which the inventor is owner. The project is expected to cost $1,000,000.
The Beautiful New AMPLION Cone

Model AC 12
List $30.00

The Amplion Cone is the result of over two years deliberate, intensive experimenting—subjected to the most rigid tests and comparisons by the corps of "The House of Graham" scientists. For, true to Amplion tradition, a cone speaker could be introduced only after it was proved worthy of bearing the Amplion name! Consequently, the Amplion Cone represents a time-perfected development—totally different in appearance, construction and results—loud, clean, sensitive and realistic in tone—complete in musical range. Artistically, a masterpiece in two-tone mahogany; 14" x 14" x 9". Reasonably priced. Nationally advertised. The money-making cone of 1926-27!

The Complete Amplion Line for 1926-27
Priced from $12.00 to $45.00

For all of the famous group of Amplions, known throughout the world as the Dragon Type, there always will be a popular demand wherever the use of an air-column type of loud speaker is desired.

The addition of the Luxurious Amplion Patrician and the new Amplion Cone now rounds out the most comprehensive line of radio reproducers on the market.

— a line which offers Dealers the prestige and the absolute guarantee of "The House of Graham"—the world's oldest and best known manufacturers of radio reproducing instruments—since 1887, pioneers and leaders in the field!

NATIONALLY ADVERTISED

If you are not already in line for Amplion, write us at once for name of Jobber in your territory and for complete details of the Amplion Sales and Advertising Campaign.

THE AMPLION CORPORATION OF AMERICA
Suite C, 250 Madison Avenue
New York City
The Amplion Corporation of Canada Ltd., Toronto

and also

The AMPLION PATRICIAN

Model AA 18 — List $45.00
Remarkable 14-inch six-column, with standard Amplion unit, assembled in hand-crafted mahogany case. Non-directional; to the famous Amplion sensitivity and clarity, this model brings a new, softly diffused mellowness of tone that makes it the choice of the connoisseur wherever shown. Already an Amplion Sales Leader.

The AMPLION DRAGON

AR 19 — List $42.50
This is the AMPLION model that is used as standard in the engineering departments of leading radio manufacturers all over the world, wherever broadcasting exists. From seven to twelve, the AMPLION DRAGON continues a "world's best seller", by reason of its unsurpassed efficiency of its electromagnet and acoustic systems. Famous for unsurpassed sensitivity to speeds and musical signals, the DRAGON reproduces without distortion... The mahogany-veneered press knife is 26½ inches high, 14½ inches diameter, flanged base permits tilting to any angle.

DRAGON MODELS
AR 19 Amplion Dragon List $42.50
AR 114 Amplion Junior de Luxe List $27.50
AR 131 Amplion Junior List $24.00
AR 101 Amplion Dragonette List $12.00

PHONOGRAPH ATTACHMENTS
AR 33 Amplion Concert Grand List $20.00
AR 67 Amplion Standard Unit List $12.00
Improvements in Design
Feature Amplion Speakers

Amplion Cone and Amplion Patrician Represent Radical Departures in Loud Speaker Construction. It Is Claimed.

The great strides that have been made in loud speaker design and construction are evidenced by the Amplion Cone and the Amplion Patrician, two new models which have been introduced by the Amplion Corp. of America this season. The company states that the Cone represents a radical departure in cone speaker construction and design. Unlike contemporary instruments, the Amplion unit is said to be rigidly attached to a seamless material, conical, in shape with a depth over twice that of other cones.

Eminent musical critics are declared to have expressed wonder at the true, lifelike reproduction of voice and music covering the entire musical scale, without blur or distortion. The entire cone is housed in a dignified two-tone mahogany cabinet with pleasing lines.

The Amplion Patrician is claimed to be a distinct innovation in loud speakers. While utilizing the air column principle, it is non-directional and gives a diffused mellowness of reproduction. It is encased in a richly carved mahogany cabinet, with an air column of forty-eight inches. Officials of the Amplion Corp. state that the Patrician represents the highest attainment so far reached in the acoustical design of an air column speaker.

Columbia Cincinnati Branch Manager Visits New York

Miss R. Helberg, manager of the Cincinnati branch of the Columbia Phonograph Co., was a two-day visitor to New York recently. While in town Miss Helberg availed herself of the opportunity to visit the Columbia executive offices and there report that Cincinnati Columbia dealers are experiencing an increasing demand for Columbia New Process records and that the interest being shown in the new line of Viva-tonal Columbia phonographs is remarkable. Many new accounts, handling the complete Columbia line, have been signed up on the strength of the easily evident sales possibilities of the Viva-tonal models.

Mary Lewis to Sing at Radio Industries Banquet

Through the courtesy of A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., Mary Lewis, soprano of the Metropolitan Opera Co., will sing at the forthcoming Annual Radio Industries Banquet on the night of September 15. Miss Lewis will be heard not only by those present, but it is expected through the simultaneous broadcasting of the program by more than thirty-three stations throughout the country Miss Lewis will be heard by over 15,000,000 people.

Radio Exports Show Increase

A recent compilation by the Department of Commerce shows that during the 1925 the total exports of radio apparatus from the United States were $29,903,276, or an increase of $2,003,000 over 1924. The total for 1923 was $3,448,112, and for 1922, $2,997,290. Transmitting apparatus is included in these totals.

The countries of Europe purchased over 15 per cent of the total, the leading market there being the United Kingdom, which received shipments valued at about $644,900.

The General Instrument Corp., New York City, maker of radio parts, has announced the appointment of Albert C. Whitefield as director of sales and also his election by the board of directors to the office of vice-president.

Single Control a Feature of Bosch Amborada Set

Simplified Tuning by Accurate Single Control Feature of New Product of American Bosch Magneto Corp.—Seven-Tube Set

That a single-control receiver can be made so accurate in its operation that a new simplicity of tuning is achieved is the boast of the engineers of the American Bosch Magneto Corp., Springfield, Mass. These engineers claim to have perfected a circuit for the new seven-tube Bosch Amborada receiving set in which the input stage is perfectly correlated with the four successive radio frequency amplifier stages so that maximum efficiency and amplification are obtained without recourse to minor adjustments. The Bosch engineers declare that the new circuit works perfectly over the entire broadcast wave band and that the use of so-called compensating condensers is unnecessary.

The Amborada has just been announced as one addition to the 1927 line of Bosch radio apparatus, which includes the Model 16, a six-tube receiver, which met with considerable success last season, the Cruiser, a new five-tube unified control receiver, the Bosch Nebbytur, and two new reproducers.

Alma Rotter Recording for Okeh Record Catalog

New Artist Is Extremely Popular in St. Louis Territory as Exponent of “Blues”

The General Phonograph Corp., New York, manufacturer of Okeh records, recently added Alma Rotter, a new and popular artist to the long list of vocalists making recordings for the Okeh catalog. She is Alma Rotter, who is well known throughout the mid-West and West as a “blues” singer. Mrs. Rotter, who hails from St. Louis, Mo., was a recent visitor to New York, where she made several recordings including “Who Tell Me Who,” “Sleepy Head,” “Wait Till I’m Gone” and others.

Three New Tubes Added to Perryman Elec. Co. Line

The line of radio tubes manufactured by the Perryman Electric Co. has been augmented by three new tubes, according to H. B. Foster, general sales manager of the company. They are a new circuit-wide tube, a filament rectifier and a super-sensitive detector. Mr. Foster is enthusiastic over the sales prospects this season.
Making History

The reward for good work has proved more work for James K. Polk, Inc.
And this has brought them success.

Five years ago the firm of James K. Polk, Inc., Atlanta, Ga., received its first shipment of 2,500 Okeh Records. It is interesting to know that these records were given no display; they were placed in a corner of a furniture store on temporary racks.

From this first small stock of Okeh Records has grown the largest record distributor for Okeh Records in the South-eastern section of the United States. James K. Polk, Inc., is one of the most successful distributors of records, phonographs and their parts in this country.

Today you will find the name of James K. Polk decorating its own three-story building in Atlanta, Ga., and its branch offices in Richmond, Va., and Dallas, Texas. This is achieving success, especially when it is realized that five years ago they started with a force consisting of Mr. P. C. Brockman and one assistant. Mr. P. C. Brockman is now Secretary of James K. Polk, Inc., and is also Director of Sales.

Five years ago James K. Polk, Inc., appreciated the profit from the sale of Okeh Records. Because the Okeh Dealer has always profited from the sale of Okeh Records James K. Polk, Inc., has profited to an established point of Success.

As the manufacturer of Okeh Records we are glad the Fifth Anniversary of James K. Polk, Inc., gives us an opportunity to acknowledge with congratulations the splendid accomplishments that make its history notable in the Record Industry.

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street

New York City
Operadio Co. Marketing a New Seven-tube Radio Set

Radical Changes in Design Feature the Latest Product of This Well-known Manufacturer of Radio Sets—A Seven-tube Model

The Operadio Corp. of Chicago announces as a new model for the 1927 season a seven-tube set, which, while maintaining the essential form of previous models, contains radical changes in design. The new set, designated as:

Operadio Model 7

Model 7, as in previous Operadio models, is of the combination home-and-portable type. Contained within the compact carrying case, the dimensions of which are seventeen inches by twelve inches by nine inches, is a seven-tube interior view of Operadio set from top set including ample battery supply and self-contained loud speaker.

The set utilizes six 199 type tubes and one power tube. The tuned input supplies one stage of tuned radio frequency and two transformer coupled stages. Behind the detector are a transformer stage and two resistance coupled stages of audio frequency. As in a previous model of the Operadio, the radio frequency transformers are entirely shielded and hermetically sealed in one can and the audio frequency equipment in another. The gang socket with the attached cans and tubes is mounted by an ingenious spring suspension, which solves one of the most difficult problems encountered in all self-contained sets, namely, trouble from microphonics. The self-contained loud speaker with a twenty-four-inch air column is of unique design and, in combination with the resistance coupling of the audio frequency, produces, it is claimed, a remarkable tone quality. The tuned input and the tuned stage of radio frequency are ganged together under one dial and, due to the inherent balance of the circuit, single dial tuning for all local and the stronger distant stations is obtained without any adjustment whatsoever of other controls. A voltmeter is incorporated in the set to insure that proper voltage is impressed on dry battery tubes and also to enable the owner to determine at all times the condition of "A" and "B" batteries.

One of the new features of this model is the arrangement of the voltage control whereby it is impossible to supply to the tubes more than the correct voltage of the voltage. Another feature is the voltage contained by the provided variable resistance across the input of the second audio tube.

J. McWilliams Stone, president of the Operadio Corp., is most enthusiastic about the performance and prospects of this new set. In an interview with The Talking Machine World he said: "It has always been my firm contention that the self-contained box-operated set would be the choice of the buying public, provided such a set gave in every respect the same performance as a set using the indoor or outdoor antenna, for the simple reason that it represents radio in its simplest form and because of the tremendous convenience of this type of set which does not require the fixed installation of the outdoor aerial set. The greatest problem has been to duplicate the performance of sets operating with outside aerial. We firmly believe we have accomplished this result in the Model 7 Operadio, which is, without question, by far the best Operadio ever built."

W. B. Ricketts, sales manager of the Operadio Corp., reiterated Mr. Stone's views and said that the outlook for this season's business is far better than any previous year in this company's successful career. Harold H. Shotwell, chief engineer and one of the principals in the Operadio Corp., is responsible for the design of the new Model 7. The new Operadio will be shown in conspicuous spaces at both the Chicago and New York shows.

Big Diamond T Radio Sales

The summer radio sales gap is evidently being shortened at both ends, according to reports from Diamond T Radio Manufacturers, makers of five and six-tube receivers, South Bend, Ind. July deliveries for this firm exceeded those of September, 1925, and the August sales were equal to the peak production and deliveries of last season. C. L. Smith, president of the firm, states that the baby grand console, containing two built-in loud speakers, is one of the models which is meeting with extremely encouraging favor in the trade.

Gilfillan Bros. Stage

Big Sales Convention

Over 200 Radio Dealers from Southern California Gathered at Main Plant of Company at Los Angeles to View New Receivers

Over 200 representative radio dealers from every part of southern California gathered at the main plant of Gilfillan Bros., Inc., at Los Angeles on August 19, for a sales convention, at which was given a preview of the new Gilfillan Neutralodyne receiving set.

Elaborate arrangements were made for the entertainment of the visiting dealers and, due to the fact that a large percentage of them had never seen a modern radio factory in operation, the visitors were enabled to see the various mechanical operations required in the making of parts and assembling of the Gilfillan models.

Merris E. Ebersole acted as master of ceremonies, introducing S. W. Gilfillan, president of the company, who welcomed the dealers and acquainted them with the efforts made by the company to produce the new features in the Gilfillan line. He was followed by W. W. Lindsay, Jr., chief engineer, who introduced the new Gilfillan models and explained to the assembled dealers the exclusive features developed in the Gilfillan laboratories.

In his talk Mr. Lindsay laid special stress on the excellence of the new Gilfillan one-dial control set, and the new six-tube, dual-control receiver with copper-shielded units. Prior to an inspection of the factory the dealers were addressed by Earl Howard, factory superintendent, who explained the production schedule of the Gilfillan plant and called attention to the increase of production facilities necessitated by the great demand for the Gilfillan product, both in this country and also in the Orient. Mr. Ebersole talked to the dealers about the plans for advertising the Gilfillan models during the coming radio season.

Factory officials expressed themselves as being much gratified with the attendance at this meeting and state that it was one of the most successful sales conventions ever held by them.
Announcing the New and Complete Line of Eagle Chargers

The long-experienced radio merchant knows that his average customer is a crank, and has been forced to keep his shop looking like a national radio exposition in order to satisfy these exacting buyers. There are, perhaps, a hundred different makes of chargers on the market, good, bad and indifferent; but each commands a few sales because it claims to do a certain job differently or better than the others. Here, then, is a way out of the profitless overstocking of "ten brands to please ten customers"—a comprehensive and complete line of chargers that not only meets all present-day demands but anticipates those of the future.

Quality—Performance—Price—Whatever customers ask for, there's an Eagle Charger to satisfy their wants. Furthermore, the increasing number of charger buyers will be "Eagle" buyers when our nation-wide newspaper campaign "talks" to your customers this Summer and Fall. Study these pages carefully, compare the performance of these instruments with the demands of your customers, bear in mind the growing popularity of chargers and place an order with your jobber to take care of the mighty profitable business that this Fall will bring. If your jobber can't supply you, get in touch with "Charger Headquarters" at once.

JUNIOR—2 AMP.

MARCH MASTER—The charger of the moment. A complete outfit, comprising a charger, 2 AMP. battery, and replacement battery, all necessary at one price. Has national appeal—has been tested and backed by the largest distributor organization in the nation. Price—$4.50 without tube.

TRICKLER.

EAGLE CHARGER CORPORATION, 121 North 8th St., Philadelphia, Pa.
An Engineering Triumph

As in the building of a great bridge, the development of a master product requires the combined skill of many trained minds.

The supreme quality of Gold Seal Radio Tubes is not the result of chance. It is the culmination of exhaustive experiment and test by pioneers in radio tube manufacturing. Their skill and experience insure a superior product.

Nor is Gold Seal quality merely a catch phrase—it is easily demonstrable in the form of improved reception, tone and volume.

Profit by the rapidly growing popularity of these master products—made right, sold right, guaranteed right, backed up by real merchandising cooperation and a square deal policy.

Send now for full information. If not obtainable from your jobber, write direct and we will see that you are supplied.

Gold Seal Radio Tubes

Jobbers! Some desirable territories still open.
Full Protection. Write for particulars.

GOLD SEAL ELECTRICAL CO.
INCORPORATED
250 PARK AVE., NEW YORK

[Types and prices of various radio tubes are listed alongside the text.]

All Standard Types
Dealers Predict Busy Fall Season in Milwaukee as Sales Continue to Gain

Exposition Sponsored by Wisconsin Radio Trades Association This Month Expected to Have Favorable Effect on Radio Sales—Talking Machine Sales Gain—Month's News

Milwaukee, Wis., September 7—August has been a very good month in the talking machine trade and local jobbers and wholesalers are enthusiastic in their predictions that this Fall will be one of the biggest seasons the trade has ever known in this territory.

Radio Show to Help Business
Radio has also shown an improvement during the past month, with early orders coming in satisfactorily. Due to the fact that the Wisconsin Radio Trades Association will hold its annual radio show a little earlier this year, there is an indication that the radio business will open up a little earlier than last year. The exposition this year will be held from September 25 to 29 and plans have now been practically completed.

Brunswick Sales Increase
The entire group of new instruments being featured by the Brunswick Co. have been in very good demand, according to Carl Lovejoy, Brunswick representative in this territory. "Orders are now coming in steadily for the entire Brunswick line," stated Mr. Lovejoy, "and I am still of the belief that this will be the biggest season Brunswick has ever had in this territory. Shipments have been coming in very nicely during the month of August, but I believe that there is danger of a shortage of merchandise when Fall business gets under way."

Mr. Lovejoy states that dealers are taking great interest in the contest which is being instituted by the Brunswick Co., to obtain a name for a new line of mechanical instruments.

Columbia Viva-tonal Pleasures
"Business has been very good for the Summer months, and the Fall outlook is fine," declared Walter E. Pugh, Columbia representative in Wisconsin, Upper Michigan and part of Illinois. "The new Columbia machines are getting a fine reception from the dealers, and reorders on original samples are coming in all the time. The record business is also very fine. "My business is ahead of last year, and each month is showing an increase over the preceding month," continued Mr. Pugh. "Dealers are very optimistic and some predict the best Fall they ever had."

Mr. Pugh has added several new dealers to his Columbia accounts. Among them are the Stiller Co., of Green Bay, Wis.; the Goehr Music Co., which operates a store in Green Bay, and a chain in several nearby cities; Sadler's, Aurora, Ill.; and Paulus Music Shop, Manitowoc, all live merchandisers.

Badger Co. Busy
"Business conditions are good," stated George F. Ruez, president of the Badger Talking Machine Co., Victor jobber. "There is no question but that we shall have a wonderful Fall. Right now we are sold out on everything. Machines are going out to the dealers as fast as we get them from the factory."

Bright Outlook for Yah-Lange
The Super Ball antenna is still moving very well, and orders during the month of August were very satisfactory, according to Fred E. Yahr, of Yah-Lange, Inc., national distributors for the Super Ball, and wholesalers for Sonora in Wisconsin and Michigan. The new line of Sonora instruments is also attracting much attention.

"We are receiving new instruments all the time, and we now have a very representative showing of the latest models in our salesroom," said G. K. Purdy, manager of the music department. "We are getting some very favorable comments from our dealers on the new instruments, and those who have heard them are already placing orders."

Take Over Atwater Kent Jobber
The Radio Specialty Co., distributor of the Atwater Kent line in this territory and one of Milwaukee's pioneer radio jobbers, has been purchased by a group of five Milwaukee business men. The greater part of the stock was held by Ralph Miller, president, and the entire deal was said to involve approximately $100,000. Following the change of ownership, the company was reorganized with A. Van Antwerpen, as general manager, and W. H. Koch, as vice-president and general sales manager.

Brief but Interesting
D. M. Williams, who has been with the Radio Corp. of Wisconsin for the past two years, has again joined the forces of the Milwaukee branch of the Morley-Murphy Co. as manager of the radio division. He was previously connected with this firm for five years.

The Mueller Radio Shoppe, of this city, has filed articles of incorporation, listing capital stock of 150 shares of $100 each. The papers were signed by Herbert Mueller, W. F. Rojenheimer and E. A. Mueller.

J. A. Sandee has sold his interest in the Badger Music Co., of Fond du Lac, Wis., to Arnold E. Knop, who has been connected with the firm since 1921. Mr. Knop with J. C. Turner, formerly of Chicago, will continue to operate the shop along the same lines as in the past, featuring the Brunswick line. The store will be entirely remodeled and when finished will be modern in every respect.

Mr. Sandee opened a shop of his own September 1, under the name of the Sandee Music Shop, featuring the Victor line and Atwater Kent radio.

Plans have been announced for the opening of one of the largest combination music and furniture stores in Kenosha, Wis., by Joseph Cardinal, who operates the Kimmall Music store, and Walter and Frank Block, partners in the W. & F. Block Co., radio and electrical appliances.

Albert B. Ayers Elected Officer of Eagle Radio Co.

Former Sales Manager Now Occupies the Posts of Vice-President, Secretary and General Manager of Eagle Organization

Franklin M. Kellogg, president of the Eagle Radio Co., 16 Borden Place, Newark, N. J., manufacturer of the well-known Eagle Neutro-
The Greatest Operadio Ever Built!

It is Ready! The new 1927 Operadio—the crowning achievement of five years of leadership in developing the self-contained receiving set.

- seven tubes!
- remarkable volume and punch!
- full, round tone that faithfully reproduces the actual broadcasting!
- simple, quiet tuning!

Again we say—the greatest Operadio ever built! We invite comparison with any set. Write for complete information.

See It At The New York Show
Big Gains Reported for the Month in Baltimore Territory by Distributors

Statements of Wholesalers Indicate That Dealers Also Are Enjoying an Excellent Sales Volume

—Many Applications by Dealers for Columbia Line—Stieff Opens Department

BALTIMORE, Md., September 8—William F. Roberts, of E. F. Droop & Sons, declared: "The month of August was 50 per cent ahead of August last year, in machines as well as records. There is still, however, a shortage on steel and tungsten needles, which has existed for the past six months. A shortage on popular numbers has been going on for about three weeks. I am more than enthusiastic over business for this Fall because I think it is going to be one of the greatest seasons ever had in this part of the country."

On account of increasing business we have had to appoint a new man for our record department, August Weigner, formerly with the Kinkel Piano Co., of Baltimore.

Chas. M. Stieff, Inc., Opens Department

Cohen & Hughes, Inc., Victor jobbers, opened the new Orthophonic department of Charles M. Stieff, Inc., on September 8. "Three up-to-date sound-proof booths have been installed at Stieff Hall," said William Biehl, general manager of Cohen & Hughes, Inc., "and only the new types of Victor machines are being used for demonstrations."

Many Applications for Columbia Line

Columbia Wholesalers, Inc., report the most phenomenal reception of the new Viva-tonal line ever accorded the introduction of a new product in this territory. It seems that the taking on of the Columbia line by such accounts as 1,000 & Healy, of Chicago, has been the signal for hundreds of similar accounts to come into the Columbia fold, with orders that stagger the imagination. As a result of this situation Columbia Wholesalers report their business for August 1925 on Columbia phonographs and records to be 121 per cent, ahead of last year.

Phonograph sales alone show an increase of 233 per cent in August over the same month last year, while record sales show an increase of 33 per cent over July 1926.

During the last month dealers' meetings were held in Norfolk and Richmond, Va., and in Charlotte and Greensboro, N. C. Orders taken at these meetings were so far in excess of anticipation that Mr. Andrews, president of Columbia Wholesalers, Inc., made a special trip to the Columbia executive offices in New York, putting forth every effort to get the largest quantity of machines possible.

Mr. Andrews, in charge of the radio end of the business, said that demand for new PATTA loop-operated sets and the new Croxley sets was enormous and it was just a matter of getting enough merchandise to sell. New Philco Sockets power and Burgess batteries were also in tremendous demand.

The announcement of Columbia Wholesalers as Dr. Forest tube distributors, was made to the trade here recently and due to very liberal discounts and replacement policy, great things are expected of these tubes.

The fire in the building occupied by Columbia Wholesalers, 205 West Camden street, on August 21, did not damage any stock, but put the freight elevator out of commission for some time. Fortunately the record department is on the ground floor and a number of car load machines arriving here a few days after the fire were placed in the Baltimore & Ohio Warehouse and are being distributed from there.

Talking Machine Shop Reports Increase

"We are having one of the best periods ever experienced in the talking machine business in this section," said Andrew Oldenwinkel, of the Talking Machine Shop. "There is a shortage on all stock, especially needles. Rado combinations have sold right through the Summer, and record sales have been fine."

New Brunswick Franchise Granted

Charles F. Shaw, manager of the Brunswick Balke-Collier Co., who has just returned from Charlotte, N. C., declared: "There is keen interest and activity, and consequently a shortage on the new Brunswick mechanical phonographs. Dealers are asking for the 'Valencia' and 'Cortez' records in such quantities that it is all that we can do to supply them. There is also a great deal of enthusiasm over the $5,000 Brunswick contest for a new name for another mechanical instrument to be put on the market in a short time. The main attraction, however, is the Brunswick Panatrope, the new electrical reproducing musical instrument, which is being called for by many theatres, hotels and dealers in this territory for public demonstrations. The sale of 'Light Ray' electrically recorded Brunswick records during the month of August. 'Light Ray' needles have also done very well in this section."

C. E. Childs has been appointed record salesman for our territory, and is assisting dealers in record operation study. Joseph F. Mulhern has taken the position of record promotion manager. He was formerly with another radio house. New dealers recently appointed to handle Brunswick products are: Thomson Bros., Atlantic Radio Co., Norfolk, Va.; Ellis Machine & Music Co., 1922 E. Main St., Richmond, Va.; Halloway Music House, Charlotte, N. C.; Victor Furniture Co., Morgantown, N. C., and the Sherwood Furniture Co., Richmond.

"H. Emerson Yorke, special representative from Chicago, assisted by Mr. Lord, local representative, gave several demonstrations of the Panama Ray, here in Baltimore. Demonstrations have also been given here in Baltimore at the Emerson Hotel, the Boulevard Theatre and the Aura Theatre."

Expect Big Fall Demand

In anticipation of increased Fall business both through mail orders and sales at the offices, the Braiterman-Fedder Co., phonograph products distributor of this city, has been augmented. Dudley E. Samelson, formerly secretary and treasurer of the Keegan-McNary X-Ray Co., San Francisco, who has had twenty years' experience as office manager, has been placed in charge of the office.

Maurice E. Fedder and Meyer Gold have been added to the sales staff. The Braiterman-Fedder Co. has been in business since 1913 and has distributed their products to about 750 dealers in the United States.

Among recent visitors to the Braiterman-Fedder headquarters was J. A. Fischer, of the J. A. Fischer Co., Philadelphia, maker of Valley Forge phonographs and phonograph repair material. Another visitor was Mr. Sanford, of the Ideal Phonos Co., of Pittsburgh.

Among the social activities at the Braiterman-Fedder quarters is the marriage of Miss Fedder, a sister-in-law of William Braiterman and William Fedder, to Samuel Harrison Fischer, known merchant and speculator of Baltimore. Miss Fedder is chief assistant to William Fedder, one of the executives of the company.

Business Gain of 154 Per Cent

Due to a misprint there appeared in the August issue of The World a statement to the effect that the record business of the Columbia Wholesalers, Inc., for the month of July 1925, an increase of 454 per cent over July of 1925. We regret the error and make haste to correct it, quoting the words of W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., who writes: "We appreciate the compliment, but would not like this erroneous statement to stand, inasmuch as our increase was exactly 154 per cent. Frankly the latter may not be a tremendous increase and one worthy of attention, but we do not want to get credit for such an astonishing increase as the one stated."

C. F. Pflugfelder Jones-Motrola Co. Sales Manager

The appointment of Chas. F. Pflugfelder as sales manager of the Jones-Motrola Sales Co., New York, and announced. The company, headed by Joseph W. Jones, manufactures the well-known line of radio receivers bearing his name, and is planning to market two new models this season. The organization also handles the marketing of the electrical instruments developed by Joseph W. Jones, including the Jones Speedometer, the Jones phonograph process, the Jones taximeter and other electrical supplies.

Have You Heard It?

HAVE you heard the new Viva-tonal Columbia Phonograph? If you haven't, there's the musical surprise of the lifetime in store for you and your customers.

Years of experience and experimentation in recording sound achieved Columbia New Process Records, the only records without scratch. Years of experience and experimentation in reproducing sound has now culminated in the Viva-tonal Columbia—"like life itself."

Several models, four sizes, list prices $90 to $300.
Specifications—

Console Model

Range—205 to 555 meters.
Accommodates power tube in second audio stage.
New 200-A detector can be used.
Straight-line, wave length condenser with exaggerated spacing on shortest wave lengths. Great sensitivity and distance on loop alone. Selectivity of three-tuned circuits, shock-mounted last radio tube and detector tube. No-play vernier drive on main tuning.
Top mounted collapsible loop.
Handsome figured mahogany cabinet.
All primary parts of set designed and built at Priess plant.

List price, without accessories, $335.00

Such matchless selectivity and tremendous distance ability, combined with tonal brilliancy never before obtained, places this remarkable new Priess “9” Nine in a class quite by itself.

The dealer in radio has never been in a position to sell such complete customer satisfaction.

BEING loop operated and a complete unit in itself it is easy to give demonstrations in the customer’s home. That done, the sale is made. Any one who lives in a city or other congested broadcasting district and hears this new Priess—sees how easy it is to go through local stations, while they are all broadcasting, and bring in programs from remote sections clearly, in beautiful tone and loud speaker volume—just can’t keep that man from buying, that’s all.

Last season’s Straight 8 for rural localities will continue to be made, to comply with dealer demand. List, $175

Priess

STRAGHT NINE

It’s loop operated!

“Outstanding radio value and performance in the market today—without exception.”

PRIESS RADIO CORPORATION - 695 Broadway - NEW YORK
New England Dealers Optimistic Over the Outlook for Substantial Fall Business

Feeling Is Prevalent That With Summer Over Business Will Quickly Reach a Satisfactory Level
—Columbia Viva-tonal Line Well Received by the Trade—Month's News of the Trade

BOSTON, Mass., September 7.—Business is picking up very materially. That is conceded by everyone in the talking machine business and it is a decided pleasant thing to contemplate after the lean weeks and months of the Summer. The general feeling is that with the new perfected instruments in the field the buying public will come, in fact they are coming fast, to a realization of the truth that real music is now obtainable through a reproducing medium as never before. So there is joyous expectation that a turn has been made and the trade once again is on the up grade toward talking machine prosperity.

Trade Banquet in New Hotel
E. M. Statler was in town the other day to inspect his new Statler Hotel which is building in Park Square, and his statement that the hotel will be completed and opened on time is good news to the talking machine business and the music trade in general in Boston since Billy Merrill, as secretary of the New England Music Trade Association, some time ago arranged for the next banquet of the organization at this hostelry.

Dealers Praise Viva-tonal Phonographs
Manager Bill Parks, of the New England department of the Columbia Co., told The World correspondent the other day that dealers from all over New England visited the ware rooms during July and August and were most enthusiastic in their praise of the New Viva-tonal phonographs. All were greatly impressed with the tone and with the cabinets, both from the standpoint of design and workmanship. Bill says the ware rooms have been swamped with orders and the great problem for some time to come is going to be how to secure stock enough to satisfy the demand.

Growing Brunswick Demand
Manager Harry Spencer, of the Brunswick Co., while finding business only fair during the Summer months, sees a marked improvement all along the line and there is a rapidly developing demand for the Brunswick line, with especial calls for the Panatropic, which is receiving the widest publicity through the medium of the leading magazines of the country.

Start Distribution of New Sonora Line
Joe Burke of the Sonora Phonograph Co., at 219 Columbus avenue, is looking forward with renewed enthusiasm to the prospects that are to develop from September on. Joe says that business has been picking up quite nicely. Samples of the new Sonora lines, the Symphony and the Prehode, have been received, and the trade has looked them over very carefully and is quite optimistic over them as good sellers. The new radio sets and speakers also have arrived and seem to meet the approval of dealers. At this writing two car loads of new Sonora merchandise had arrived at the Columbus avenue quarters and the goods are now being allotted to the trade.

Elated Over Outlook
Herbert Shoemaker is highly elated over the prospects for the Fall and in his own department of activity, namely the Eastern Talking Machine Co., he reports a marked improvement week by week. He is one of those who feel that when the end of the year is reached the sum total of business will be a very encouraging one for 1926.

At the office of the Eastern Talking Machine Co. it is learned that Arthur Pearce, the service engineer of the Victor Co., has been appointed supervisor for this territory, succeeding I. H. Purinton. Mr. Pearce will make his headquarters in New York City.

Kenneth E. Reed with Federal Corp.
In the field of radio as well as that of the talking machine it is good news to learn that Kenneth E. Reed has hitched up with the Federal Radio Corp., for which he is now the representative, making his headquarters in New York. Ken has many friends here in Boston where, for a good many years, he was associated with the headquarters of M. Steinert & Sons.

A. Steinert a Benefact
One of the interesting events of the month has been the marriage of Alexander Steinert, head of the Boston office of M. Steinert & Sons, and Mrs. Louise Levison, of this city, which took pace Saturday, August 21, at the Summer home of the bride in Beverly. Mr. and Mrs. Steinert will spend a part of the Winter at Mr. Steinert's Boston house, 401 Commonwealth Avenue, and in January they have planned to go abroad.

Increased Insurance Rates Threatened
The trade in this city along with other industries may be on the eve of receiving a severe blow through a possible increase in insurance rates, and all due to traffic congestion, which, it

Not Coming But Here

Each day there is apparent a stronger public interest in the New Victor products, the Orthophonies, the combinations and the improved recordings that go with them. Wide national publicity is maintaining this interest and crystallizing it into the buying urge, thus bringing sales right to the doors of Victor dealers.

Are you prepared to handle your share?

Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK
The ULTRA REPRODUCER
(Phonic)

The Standard by which all reproducers are judged and valued!

Look carefully at this illustration. Accept No Substitute

$8.50 Retail

Suggestion
1. Demonstrate the record on an old type machine.
2. Then demonstrate it on one of the new models and the tone will never be forgotten.
3. If the customer is not yet ready to purchase a new model, then sell him an ULTRA reproducer for use until such time as the new model machine is purchased.
4. Offer full credit on the ULTRA when finally the new machine is bought.

There must be—and there is something exceptional and extraordinary about the ULTRA Reproducer—when other sound box manufacturers feel it necessary to combine in their advertising. But nothing can stay the progress of genuine merit.

Only the ULTRA Reproducer is made of the scientifically proportioned aluminum alloy—the thickness of a human hair. Nothing else will meet the exacting requirements of the new electrically cut records.

AND REMEMBER—the better these records are reproduced the more of them you will sell—just remember this

The AUDAK COMPANY, Inc.
565 Fifth Avenue, New York
New England Dealers Want

The ULTRA REPRODUCER

For its clarity—its exceptional ability on high or low notes and outstanding quality over all ranges, when playing the new electrically cut records.

F. D. PITTS CO.
BOSTON - - - MASS.

In Our Territory
the trade demands
the best—that is why

The ULTRA REPRODUCER
was finally chosen by

L. D. HEATER CO.
469½ Washington Street
PORTLAND, OREGON

As in other parts of the country, dealers in our territory all want the best—therefore

The ULTRA REPRODUCER

Distributed by

Harry M. Boxberger
107 West Jefferson St.  Ft. Wayne, Ind.

In California

The ULTRA REPRODUCER

has been unanimously declared by leading dealers to be the very best.

Distributed by

Leo J. Meyberg Co.
LOS ANGELES - - - 1022 Wall Street
SAN FRANCISCO - - - 973 Mission Street
The ULTRA REPRODUCER
(Phonic)

Distributed by

OFFICES:
Omaha, Sioux City and St. Louis

The Standard by which all Reproducers are judged and valued.

$8.50 Retail

Only the ULTRA reproducer was found by us to be the instrument meeting the exacting requirements of the new electrically cut records.

The ULTRA reproducer is a product of exceptional merit—made by the Audak Co.—a long established manufacturer of high standing in the industry.

Exclusive Middle Western Distributors

The McGraw Co.

Omaha - Sioux City - St. Louis
The South Takes the Best—Always

The

ULTRA Reproducer

The Standard by which all reproducers are judged and valued

Because: ULTRA is the best there is.

Because: ULTRA is marketed on a clean and high standard basis.

Because: ULTRA advertising and merchandising is constructive—aiding the dealer in the sale of new machines.

Because: Both jobber and dealer appreciate genuine merit—character and responsibility of a long established manufacturer.

The C. B. HAYNES CO., Inc.

Wholesale Distributors

EDISON PHONOGRAPHS AND RECORDS

19-21 Broad Street

Richmond, Va.
Trade Activities in the New England Field
(Continued from page 82)

is pointed out by the manager of the Boston Board of Fire Underwriters, is a distinct hindrance to the department, and therefore, it is argued, one of the leading factors in the increase in the annual fire loss.

News Briefs

Ernest A. Cressey, editor of the C. C. Harvey Co., is back at his desk after a fortnight's vacation at Belgrade Lakes, Me., where he motored with Mrs. Cressey.

A. J. Jackson, of the Boylston street warehouses bearing his name, spent part of his vacation at the far end of Maine.

George McDonald, head of the record department of the Eastern Talking Machine Co. has been taking a couple of weeks' automobile trip through Canada. Guy Foote is back on the job as representative for northern and western Massachusetts of the Eastern Talking Machine Co.

During his vacation in Maine, E. P. Johnston enjoyed considerable yachting while away on his vacation at Marblehead.

Platt Spencer, of the Brunswick staff, in Kingston, N. Y., motored up to Maine a while ago, getting as far as Sedge Lake, where he spent a week.

Jerome Murphy, of M. Steinert & Sons, who has had a cottage at the South Shore all Summer, spent his vacation, from which he has now returned, in visiting some of the Fall country fair series of which are annually held in this section of the State.

Our friend Billy Merril, secretary of the New England Music Trade Association, is back from his vacation, a part of which was spent in a trip to Machias, Me.

T. W. Reade, of Phonograph Supply Co., Visits East

T. W. Reade, who for the past several years has operated the Phonograph Supply Co., 606 Superior street, Toledo, O., while recently in the East visited the offices of The Talking Machine World. Mr. Reade has developed a very active parts business built upon giving prompt service to the trade in his territory. Some time ago he took over the distribution of the Symphonie reproducer and finds the sales for this instrument in his territory to be on the increase. Mr. Reade, besides his buying trip in New York and Philadelphia, found time to visit the Sesqui-Centennial exposition.

Purchase Music Store

Washington, D. C., September 7.—The music business of McHugh & Lawson was recently purchased by a new firm in the retail music trade, A. W. Lawson & Co., 1222 G street, N. W.

The new firm consists of a Wesley Lawson, James E. Flaherty and Carroll F. Smith. Mr. Lawson has been a member of the McHugh & Lawson firm for a number of years and Mr. Smith has been manager of the same business for four years. He will continue in the same capacity for the Lawson organization.

Federal Ortho-sonic Radio Featured in Float Parade

Lindas Co., of Kenosha, Wis., Presents and Demonstrates Model C-30 Receiver Installed on Float—Increased Sales Reported

Kenosha, Wis., September 7.—Prominent in a parade held recently in this city was the Ortho-sonic radio float illustrated herewith. The display was designed and built by the Lindas Co., of Kenosha.

Artistic Ortho-sonic Float

Federal dealer. Set high upon a bank of freshly cut flowers was a Model C-30 Ortho-sonic receiver. A flower-lined arch stretched above the set, and formed a support for the cone speaker while the beautiful car was in motion. This model is a seven-tube, completely shielded receiver operating on loop only and requiring no ground wire. It was therefore a simple matter for the Lindas people to bring in an attractive program while en route.

The float attracted a great amount of interest and applause. The Lindas Co. reports a stimulation of sales in its popular Federal Ortho-sonic line as a result of the display.

Arthur Freed and Paul Cornell Touring Country

Arthur Freed, secretary of the Freed-Eisemann Radio Corp., and Paul Cornell, advertising counsel, are now on a tour of the country, conferring with radio merchandisers. They will participate in the opening ceremonies of the Los Angeles Radio Exposition. Reports to the Freed-Eisemann home office state that the new line has met with a great deal of enthusiasm among the public and the dealers in the Middle West, and advance reports from California are to the effect that more radio equipment will be sold on the Pacific Coast this season than ever before.

Spartan Elec. Corp. Made A-C Dayton Distributor

Sales Organization Already Busy Closing Contracts for Exclusive Dealer Representation in Metropolitan Section of New York

Distribution of A-C Dayton radio receivers has been arranged for by the Spartan Electric Corp., New York. The line comprises six sets, three standard table models and three console with five and six tubes, standard circuits. The Spartan Electric Corp. recently moved into new offices and showrooms at 348 West Thirty-fourth street, New York. Charles Ollstein, sales manager of the distribution division, states that his sales force is now at work closing contracts with exclusive dealers in every section of the metropolitan district in preparation for an early and extensive demand for the new A-C Dayton line, which is said to have many features.

Western New York Fada Dealers Attend Meeting

Display and Demonstration of New Fada Line Staged by C. N. Andrews

Buffalo, N. Y., September 7.—The complete Fada line of radio receivers, including the new Fada-six, Fada-eight and the Fada-cone, were exhibited and demonstrated at a meeting of western New York Fada dealers held at the Buffalo Comistory on August 22, under the auspices of C. N. Andrews, Fada distributor.

The outstanding features of the Fada products were presented in detail to the dealers by C. M. Sherwood, of the sales staff of F. A. D. Andrews, Inc., L. A. Gubb, of the Philadelphia Storage Battery Co., also spoke, explaining the radio line of his company, dwelling in detail on the "A" socket power unit, the "B" socket power unit and the "AB" socket power unit for either twenty-five or sixty cycle currents. A representative of the Radio Corp. of America addressed the meeting, explaining the purpose of each of the Radiotrons in the RCA line.

For the benefit of Victor dealers attending the meeting a complete display of all available models of the Orthophonic, Electrola and radio combination Victrolas were shown on the third floor of the Andrews Building.

Meetings of Radio Dealers

Since the extremely successful dealer meeting held by Dan Hyland's Stewart-Warner Service Station in St. Louis, late in July, a number of other Stewart-Warner distributors have adopted the same idea. Among the most recent radio dealers' sales meetings were those held by the L. A. Banford Stewart-Warner Service Station, Indianapolis, Ind., and the Louisville Stewart-Warner Service Station, Louisville, Ky.
Two recent court decisions and a policy that vitally concern everyone who sells radio receivers

1. Hazeltine Neutrodyne is protected by valid patents.
2. Hazeltine Neutrodyne is cleared of infringement charges.

NEVER before have two decisions been handed down by the Courts more important to radio distributors and dealers than these.

The first decision was the result of a suit brought by the Hazeltine Corporation and the Independent Radio Manufacturers, Incorporated, against the Electric Service Engineering Corporation. The latter company is now liable for damages on all the infringing radio receivers it has sold. The distributors and dealers who handled these infringing radio receivers are also liable under the law.

The second decision, which came as a result of a suit brought against a Neutrodyne distributor by the Radio Corporation of America, established the fact that the Hazeltine Neutrodyne Receivers do not infringe the Hartley and Rice patents owned by the American Telephone and Telegraph Company and the General Electric Company.

Although this suit was brought against a Neutrodyne distributor, the distributor's liability was fully assumed and successfully defended by the Independent Radio Manufacturers, Incorporated, the exclusive licensee, under the Hazeltine patents.

What these decisions mean
First of all, that distributors and dealers can buy and sell licensed Neutrodyne receivers with the absolute assurance that they are under safe ground.

It also proves conclusively that there is something stronger than words back of the oft-stated policy of the Independent Radio Manufacturers, Incorporated, and the Hazeltine Corporation, to protect those who distribute and sell Neutrodyne receivers against any patent infringement liability.

How about your own policy?
The Courts have recently ruled that Tuned Radio Frequency Receivers with adjustable means to usefully control regeneration and prevent oscillation, infringe the Armstrong patents. Are you sure that the T. R. F. sets you sell are clear of this liability? If you are in doubt about it, consult competent legal authority.

The decisions involving the Hazeltine inventions mean that receivers employing neutralizing schemes may infringe the Hazeltine Neutrodyne patents. Are you sure the "self-balanced" or "self-neutralized" sets you sell are clear of this liability? If in doubt, consult competent legal authority.

Remember that liability does not stop with the manufacturers of infringing radio receivers, but extends also to distributors, jobbers, retail dealers and even to consumers, having infringing sets in their possession.

Play safe with Neutrodyne
The best method and the one most widely adopted by careful distributors and dealers is to play safe with Neutrodyne.

The law has given the Hazeltine Corporation and the Independent Radio Manufacturers, Incorporated, powerful weapons for offense and defense. These two companies will defend distributors, jobbers and dealers authorized to handle and sell licensed Neutrodyne radio receivers against patent infringement prosecution, so far as those receivers are concerned.

Make the Neutrodyne one of the leaders of your radio receiver business. It is a safe and a profitable policy.
NEVER BEFORE

such dealer enthusiasm! Never before such an avalanche of advance orders!

This $95.00 console speaker set—the year's merchandising scoop!

This loop-operated, 8 tube, shielded, single control set—last word in Radio!

There may be a franchise still open in your section.
Write us for your distributor’s name and address.

FREED-EISEMANN RADIO CORPORATION
Liberty Avenue and Junius Street, Brooklyn, New York

from this to this

$95
Model 10* in Speaker Console C-10
Five tubes. Wired for power tubes, includes battery cable. Never before a high quality name on a receiver in a full size speaker console at any such price. Dealers say it will capture the low price market. List price (less unit) $95. A MERCHANDISING SCOOP!

Model 40*
Single control, six tube set with three stages of radio frequency, fully shielded, pressed steel chassis. Table model, list price, $85.00. In cabinet, list price, $150.00.
Prices slightly higher in Canada and West of Rockies.
*Licensed under a group of the Lauter Patents.

$650
Model 850!
For the high class market, Loop operated. Four stages of Neutrodyne tuned radio frequency. Single control. Each stage individually shielded and elements of each stage intershielded from each other.

THE LAST WORD IN RADIO!
NEW GAROD
—No Batteries!

Taps inexhaustible power from the light socket for clear, sparkling, SUSTAINED tone never before attained

10 Sales Features

1—Never weak—always Peak Strength!
2—No bother or muss!
3—Thunderous dance volume or control to melodious sweetness!
4—Only ½c an hour to operate!
5—No batteries to recharge or replace!
6—Tone—firm and clear as a bell!
7—No objectionable hum!
8—Initial cost is practically last cost!
9—Compared—on SHEER merit, it wins!
10—Years ahead of Radio Field!

No Batteries! No Eliminators! No Charger! No Attachments!

LIST PRICE
$310
All You Add is Loud Speaker & Tubes

500 New-Era GARODS Sold on a Hearing

To illustrate how fast the new full-tone Garods are selling. Recently in one sales area of 20 miles, 500 new-type Garods were demonstrated to groups of unprejudiced listeners in public halls and shops. They were compared with battery-type and eliminator-type receivers. They stood the severest sales test possible, namely—direct comparison with other high-grade competitors. On a basis of sheer merit alone, they sold on hearing. In this sales territory today, our best advertising is the sensational round of favorable comment started by these amazing public demonstrations.

Hearing is Believing. Garod is now inaugurating a forceful campaign of advertising that will bring interested customers into your store requesting a hearing. You will find no difficulty in selling them—regardless of competition—for Garod represents a basic innovation in radio design that gives you ten overwhelming sales advantages.

Ask the Garod Wholesale Distributor in your district to supply you with new Model EA. Unquestionably, this is the most saleable unit of the coming season.

Get your order in early. For detailed information, address

GAROD CORPORATION
Belleville, N. J.

The Garod Franchise

Authorized Garod Dealers are guaranteed territories, discounts, security against depreciation of Garod products, protection against unfair competition by manufacturer or distributor of other dealers of Garod, a novel form of consumer satisfaction, and substantial advertising backing. If your territory is not yet covered by a Garod representative, write us at once.
The NEW Models of

GILFILLAN RADIO

New features and Strong Selling Points

Model 10 Compact and powerful—hand-carved Walnut cabinet. Five-tube Neutrodyne including "power" tube.
Two Vernier action controls. Two Radio and two Audio Stages. Registers full scale on cone speaker. Operates with Battery Eliminators, if desired.
Size: 21¼" long; 11" high; 10" deep.
Plenty of range and marvelous Tone with exceptional selectivity. Price without accessories $90.

Model 20 In beautiful hand-carved medium size cabinet.
Six-tube Neutrodyne including "power" tube.
Single Vernier action control. Three Radio and two Audio Stages. Specially selected Cone Speaker. Space for all Batteries or Battery Eliminators.
Size: 42" high; 17" wide; 10½" deep.
Wonderful Tone, Range and Selectivity. Price without accessories $175.

Model 30 Handsome mahogany console.
Six-tube Neutrodyne with all units shielded in copper (including one "power" tube).
Two Vernier action controls. Three Radio and two Audio Stages. Special Cone Speaker registering full scale. Space for all Batteries or Battery Eliminators.
Size: 31" high; 30" wide; 20" deep.
Great range, with marvelous Tone and Selectivity—a superior set in every detail. Price without accessories $350.

The New Gilfillan Model 20 Single Dial Control

These new Gilfillan models are most attractive in design and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY.

Place order through your jobbers for early delivery. Send for beautifully illustrated circular, giving full details, to our nearest office.

GILFILLAN BROS. INC.
25 Wilbur Ave. 1815 Venice Blvd. 2525 W. Penn Way
Long Island City, N. Y. Los Angeles, Calif. Kansas City, Mo.
As a reward for this record the Hastings Co. has been awarded the sales for the entire Soundelec Electric Sales Co. is quite unique. The company has earned a wide reputation as a quality-frontier state, and its national trade-in sales is very well. This company is prepared for a vast warehouse which may be sold most expeditiously and with a minimum loss in time of handling. This offers the firm the opportunity to expand its sales as well as its service. And, in addition, it gives the customers just as quick deliveries as if the factory were right in Boston. It also greatly relieves customers from

Claude Hastings worry of delayed shipment when the market is at its peak. The factory, on the other hand, can ship direct into the New England territory in larger quantities at a time and is, therefore, relieved from the detail work of keeping track of a great number of smaller individual shipments.

The Hastings Electric Sales Co. at present represents three prominent radio accounts. They are Chicago Radio Co., radio sets; the Boudette Mfg. Co., with its Sonochrome cone loud speakers, and the General Dry Battery Co. The firm also is sales representative in New England for a long list of nationally known electrical supplies and appliances.
The New Saxophonic Instruments with the Magic Voice

Be in clover to offer your trade twelve models of the new Saxophonic Consoles and Uprights

Write at once for booklet and special discounts.
Be first to sell these instruments to your trade who are ready to receive them.

PLAYER-TONE TALKING MACHINE CO.
Office and Sales Rooms: 632 Grant St., Pittsburgh, Pa.
Thousands View Latest Radio Products at Third Annual Pacific Radio Exposition

Affair Sponsored by the Pacific Radio Trade Association, Held in San Francisco, an Outstanding Success—Leading Manufacturers Represented by Exhibits of New Products

SAN FRANCISCO, CAL., September 4—The Third Annual Pacific Radio Exposition conducted by the Pacific Radio Trade Association opened its doors on Saturday evening, August 21, at the Exposition Auditorium in San Francisco to the thousands of enthusiastic radio fans who were eagerly waiting to see what this year’s exposition would bring forth. They saw—and they were not disappointed. For the year just past has been the greatest year that the history of radio has yet seen, and it promises much for the progress of radio in the future.

Practically every large manufacturer of radio receiving sets and radio parts is represented in the exposition. Scores of the newest radios are on display at the Auditorium, and they are better in every respect than those of former years. Better tone quality, more distance, improved appearance and more simple operation are the factors that make the receiving sets shown this year excel those of other years.

The Schwabacher-Frey Stationary Co., 735 Market street, San Francisco, has a novel setting for the Brunswick Panatrope Radiola. The booth is illuminated by blue and gold lights, and a huge golden eagle stands guard from atop a pole in the center of this exhibit. A moving picture machine in one corner flashes on a screen directions for making a radio such as the Schwabacher-Frey Eagle set. Visitors to the exposition found this booth very attractive and interesting.

The Sherman, Clay & Co. exhibit features the new Gillilan radio set, which is shown for the first time this week. The Model 20 Gillilan radio is to be made in different colors in order that the set will match the furniture in the room in which it is to be installed. This model has a self-contained speaker, and is operated by socket power. A special feature of this set is its extreme ease of operation with a single tuning control. In addition, it has the very highest degree of selectivity.

To Captain William Royle, factory representative of the Gillilan Bros., Inc., goes the honor of having been the first man to make a success of broadcasting from an airplane. Mr. Royle has flown up and down Market street several times this week broadcasting from his aeroplane, and the results have been surprisingly good.


Lou J. Shea n Home From an Extended Trade Trip

Director of Sales of Audak Co. Completes Visit to Pacific Coast and Intervening Territory

Lou J. Shean, director of sales for the Audak Co., 365 Fifth avenue, New York City, manu- facturer of the ULTRA-phonic reproducer, recently returned from a cross country tour cov- ering the key cities of the Pacific Coast and intervening territory. Mr. Shean appointed ULTRA- phonic jobbers in the leading cities and found the trade anxious to develop reproducer sales.

Mr. Shean will shortly make a tour through the South by automobile and in the meantime has been taking a short rest with Al Shean, of Gallagher & Shean will, a name the Maine fishing lodge. Mr. Shean said that distributors and dealers look forward to the most healthy fall in their history. He said that the new phonographs now being presented by the manufacturers have greatly revived consumer interest and this to- gether with the natural additions in sales which the fall will bring forth in radio, puts the music dealer in a secure position.

Big Drive on Record Needle Cutter Made by Badger Co.

The Badger Talking Machine Co., Victor wholesaler of Milwaukee, Wis., is placing an intensive drive behind the Record Needle Cutter manufactured and sold by the firm for the past several years. Believing that the heavy sale of new type talking machines during the past ten months has brought with it a demand for fibre needles, the officials of the firm feel that there is a need on the part of consumers for such an article in order to keep the needles in perfect working condition. The Record Needle Cutter, which works with a scissors-like action, is said to have fewer parts than any other similar product now on the market. It operates with a slicing, shearing cut, leaving a long wear- ing point on the fibre needle, and should it become necessary to sharpen the blade it may be renewed in the same manner as a safety razor blade. It lists for $1.50.

The Dixie Music Store, formerly located on Madison avenue, Memphis, Tenn., moved into new quarters at 47 North Third street.

STYLE 21 Genuine Mahogany or Walnut entire only.

STYLE 21-B Same as above, but with mahogany finish Radio Panel.

These illustrations show several of the many late models of our line, which have been re- designed, right up to the minute, with special reference to the Radio-Phonograph Combination, which is destined to be the standard household unit.

STYLE 1 Mahogany, Golden or Fumed Oak.

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

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make deliveries and mail attractive trade prices. Catalog and price list mailed on request.

STYLE 7 Genuine Mahogany, Golden or Fumed Oak.
STEVENS SUPERIORITY

For instance –

There's the exclusive Stevens diaphragm made of "BURTEX"—the new scientific material developed for this purpose. A strong fabric base, formed under tension for resiliency, and impregnated so that it is absolutely damp-proof, it is the only seamless diaphragm on the market, and the only diaphragm formed in the "conoidal" shape.

Combined with the famous Stevens T.T. "non-freezable" balanced armature unit, this diaphragm affords a greater range of tones and overtones than any other speaker. The diaphragm is inexpensive and quickly replaceable—a desirable service feature.

When you first hear a Stevens Speaker it's a revelation — after that it's a habit!

STEVENS & COMPANY, Inc.
46-48 EAST HOUSTON STREET NEW YORK CITY

Made by the Pioneers in Cone Speakers
Day-Fan Receiver Praised by Motor Vacationers

Day-Fan Enthusiasts On Tour

Day-Fan Receivers in Motor Car Gives Satisfaction on Trip to and From the Pacific Coast—Recently Made by C. F. Kettering

DAYTON, O., September 4—C. F. Kettering, General Motors vice-president in charge of research, and a party of friends recently returned from a vacation tour made in a specially equipped yellow coach in which had been placed a Day-Fan seven-tube Day-Fan receiver with a built-in loud speaker, a Victrola, a Frigidaire electric refrigerator, and other de luxe equipment for travel.

The party made the tour to the Coast going out by the Southern and returning by the Northern route, altogether making 7,600 miles over roads of all kinds, across the deserts and over narrow mountain highways. Yet the party reports the Day-Fan receiver was constantly ready for operation and not a tube or wire was broken during the entire journey.

The Day-Fan set used by Kettering was a regular stock model of the latest design with single-dial control, extreme selectivity and distance. Much of the credit for the perfect operation of the set was given by the members of the Kettering party to the new chassis design, all working parts of the receiver being mounted on a steel frame independent of cabinet or panel. This makes for rigidity of construction and eliminates minor troubles, while acting as a shield for the set and improving reception.

During the greater part of the trip the only aerial used was the metal rail in the coach similar to those found in railroad cars.

Station WJZ, New York City, was brought in loud and clear as the coach was crossing the Mississippi River at St. Louis, and after Denver was reached most of the Pacific Coast stations were constantly available. The Kettering party expects the experience and data procured during the trip will be valuable to all future trans-continental travelers by auto.

Joseph Berg Returns From Trip to European Capitals

Joseph Berg, head of the Berg Auto Trunk & Specialty Co., Thoson avenue and Mainy street, Long Island City, N. Y., returned from Europe on Labor Day. Mr. Berg, a well-known inventor and acoustical expert, has spent some weeks visiting European capitals and introducing to the trade in these centers the two new model Aultone phonographs manufactured by his company.

Berg has been able to gain the enthusiastic support of his European associates, and the firm reports a steady growth in the sale of its products. This growth is due in great part to the high quality of the phonographs and the excellent service rendered by the firm.

Effective Supertron Sales Helps for Retail Trade

Counter and Window Display Cards, Featuring Supertron Radio Tubes Available to Dealers—Other Sales Aids for the Trade

Attractive counter and window display cards, full of sales punch and tastily designed in color, have been prepared by the Supertron Mfg. Co.,

Specialized Radio Instruments

Dealers find the Jewell line of specialized radio instruments profitable to carry in stock. Set builders and owners always ask for Jewell instruments when quality and accuracy are deciding factors. Now is the time to complete your stock with a fast moving line for the fall and winter business.

No. 135-A—Two-inch high-resistance voltmeter with completely adjustable graduations for plugging into tip-jacks installed on many of the new sets. Scale is always horizontal. It has a zero adjuster.

No. 98—A voltmeter designed for testing "A" and "B" batteries by dealers and set owners. It is furnished with three colored dials and specially colored scale.

A-B-Relay—This is a quality device for automatically switching the trickle charger and B-Elminator when the filament control of a set is turned on or off. It is very substantially constructed.

Send for Radio Instrument Catalog No. 15-C.

Jewell Electrical Instrument Co.
1650 WALNUT STREET
CHICAGO, ILLINOIS

26 Years Making Good Instruments
Big --

Easily the Biggest Value in the trade at

$15 LIST

There's nothing undersized about the Nifty Portable except the price. Case is full size of standard $25.00 portables—and built stronger than many of them.

A genuine Heineman motor. Excellent reproducer and tone arm. Handsomely plated hardware. Tilting expanding record pocket.

Size — Tone — Appearance

Consolidated Talking Machine Company

227-229 W. Washington St.  Chicago

WRITE US—OR WRITE YOUR JOBBER—AT ONCE
SELL a good set, made by a concern that will surely be able to supply more good sets next year and the year after—that is the secret of permanent prosperity in the radio business.

The Permanence of your manufacturing connection is vitally important because a big proportion of your next year's sales should come, at slight sales expense, from the word-of-mouth advertising created by the good sets you put out this year.

Kellogg has an exceptionally good radio set—its financial standing, reputation and tremendous investment in Radio are ample assurance of Kellogg's future permanence in the radio field.

The Kellogg line and franchise are proving most attractive to dealers who look to future as well as present profits. If YOU are that kind of a dealer, and your territory is still open, we would like to hear from you.

Kellogg Switchboard & Supply Co.
Dept. 214, 1066 West Adams Street, Chicago, Ill.

Kellogg receivers are licensed under application for license of Radio Frequency Laboratories, Inc. (R.F.L.)
**Amplex Instrument Labs.**

Introduce New Radio Line

Four Six-Tube Receivers Included in Latest Products Being Marketed by Manufacturer of the Amplex Harmo-Sonic Radio Sets

A new line of radio receivers has been introduced to the trade by the Amplex Instrument Laboratories, New York, manufacturer of Amplex Harmo-Sonic sets. The line comprises four models, with a list price range of $39.50 to $129.50. All utilize six tubes, with two-dial control and modified straight line tuned radio frequency. There are two gold decorated cabinet models, an Imperial High Boy and a Compact Low Boy.

A feature of the Imperial Harmo-Sonic is a combination of the Amplex Harmo-Sonic receiver with a new scientifically constructed loud speaker unit and tone chamber built in a walnut or mahogany cabinet.

Arnold G. Landres, chief executive of the Amplex Institute Laboratories, states that the Harmo-Sonic line is the result of twelve months of research and experiment by Amplex engineers. Mr. Landres points out that the attractive price range of the Harmo-Sonic receivers is made possible only by Amplex volume production. Commenting upon the outlook for business this season, Mr. Landres stated that orders are coming in briskly, and in his opinion the 1926-1927 season will be very satisfactory for manufacturers of quality products.

**Amplon Loud Speaker Is Installed in the Vatican**

What is claimed to be one of the most unusual and noteworthy loud speaker installations is that of the Amplon Corp. erected in St. Peter's, in the Vatican at Rome. So that the entire assembly may hear clearly and distinctly every word spoken, Amplon speakers are installed high up on the pillars of the canopy surrounding the tomb of St. Peter.

Due to the poor acoustical properties of this famous old church, this installation is said to be of exceptional tribute to the quality of Amplon reproduction. The loud speaker units employed in this installation are identical with the units used on Amplon radio reproducers.

**Plaza Co. Introduces the “Fine Arts” Cone Speaker**

New Product Designed by Frank D. Lewis, Who Recently Joined the Staff of Plaza Music Co.—To Be Shown at Radio Exposition

Frank D. Lewis, who has long been connected with the phonograph industry and who is recognized as an acoustical specialist, recently joined the Plaza Music Co. laboratory staff. The first product designed by Mr. Lewis in his new work is a cone speaker, which is being immediately marketed by the Plaza Co. under its radio trade name "Fine Arts.”

Shipments of the new "Fine Arts" cone are being made from the New York factory quar-

**The PURITAN Phonogrand**

A Leader in Tone, Appearance and Workmanship

Phonograndes are equipped with specially constructed Tone Chambers and Reproducers. They play both vocal and instrumental records with wonderful Volume and Clearness.

Designed and priced to sell in the highly competitive market of today.

Send for Catalog and Prices

DIMENSIONS—31" Wide, 33½" High, 22½" Deep

FOREIGN INQUIRIES SOLICITED

PHONOGRAND DEPARTMENT

FUEHR & STEMMER PIANO CO.

1934 Wentworth Ave.

Chicago, Ill.

The Plaza Music Co. will market its new cone in the manner that it has found so successful in arranging sales outlets on its Fal and Regal portables. Distributors will be appointed in particular territories and these and the dealers whom they appoint will have every assistance of the Plaza Co.'s sales, advertising and promotion departments.

The Plaza Co. will have a booth at the coming radio show in New York and the new "Fine Arts" cone will be given a prominent position in the exhibit. In addition it will show at that time two new model radio cabinets. These are popular-priced products so designed that the dealer can readily install popular table model receivers. The cabinets are beautifully designed in matched stamp walnut finish. They are of the design known as triple-deck, housing all parts of the receiver, the accessories and a compartment with an efficient horn. The booth will be in charge of Emil Schenkel, manager of the radio division of the Plaza Music Co.

**Institute to Educate Dealers in Radio Servicing**

Radio Institute of America Enlarges Its Educational Activities

Realizing the need for competent men in the service branch of radio, the Radio Institute of America, New York, long identified with the training of radio operators, has added a new department to its present activities and has announced the inauguration of a Dealers' and Technicians' Course specially intended to educate and train the service and merchandising personnel of jobbers and dealers in radio servicing in all its branches. The new course is both theoretical and practical in scope.

For those unable to attend the class room sessions at 326 Broadway, New York City, because of distance or working hours, there is an alternative arrangement in the form of home-study or correspondence instruction.
Resonata

The Fourth Great Development in Radio

has taken the radio world by storm. Jobbers and manufacturers everywhere have been amazed at its performance.

RESONATA reproduces with vivid naturalness the entire range of voice and instrument—the low notes in their proper proportion, the high notes in all their delicacy and beauty.

The three foot horn with its shrillness and distortion and the two foot cone with its booming over-emphasis of the low notes sound false and look ugly in comparison.

The RESONATA is not just another speaker nor even another good speaker. It is in a class by itself—new in principle—revolutionary in theory. It employs the natural principle of sound amplification—RESONANCE. The principle by which, in the human voice producing mechanism, the weak vibrations of the vocal chords are amplified to a volume that can fill a large auditorium far better than any horn or cone.

By following this principle closely

Dr. FLOYD S. MUCKEY
The Greatest Authority on Acoustics

Maj. HENRY G. ODPYCKE
The Foremost Vibration Engineer in this Country

have been able to perfect a reproducer of a tone quality and volume unequalled by any other speaker on the market although measuring only 6x6x8 inches.

The RESONATA is made entirely of bakelite, not easily breakable and unaffected by weather conditions.

The diaphragm is conoidal in shape, seamless and moulded of bakelite .006 of an inch in thickness. The lightness of the diaphragm makes it sensitive to the slightest vibration without imposing any strain on the unit.

JOBBERS—Several territories still open for live distributors. Write for details.

RESONATA CORPORATION OF AMERICA, Mfrs.

TECTRON RADIO CORPORATION
1270 Broadway Sole Sales Agents New York

See us at the Radio World’s Fair, Section II, Booth 8
Bureau of Internal Revenue Issues New Regulations Covering Instalments


WASHINGTON, D. C., September 4—New regulations applying to the payment of tax on instalment sales of musical instruments and other commodities have just been issued by the Bureau of Internal Revenue. These regulations are made retrospective as far back as the revenue act of 1916 and any taxes heretofore paid under that or subsequent acts, if in excess of the tax which could be collected under the new regulations, will be credited or refunded to the taxpayer upon application.

The revised regulations, provide that a person who regularly sells or otherwise disposes of personal property on the instalment plan, whether or not title remains in the vendor until the property is fully paid for, may return as income therefore in any taxable year that proportion of the instalment payments actually received in that year which the total or gross profit (that is, sales less cost of goods sold) realized or to be realized on the installment plan is paid to the vendor.

Thus the income of a dealer selling on the instalment plan may be ascertained by taking as income that proportion of the total payments received in the taxable year from instalment sales (such payments being allocated to the year against the sales of which they apply), which the total profit realized or to be realized on the total instalment sales made during each year bears to the total contract price of all such sales made during that respective year.

No payments received in the taxable year shall be excluded in computing the amount of income to be returned on the ground that they were received under a sale the total profit from which was returned as income during a taxable year or years prior to the change to the tax payer to the instalment basis of returning income. Deductible items are not to be allocated to the years in which the profits from the sales of a particular year are to be returned as income, but must be deducted for the taxable year in which the items are paid or incurred or accrued, as provided by section 200 of the revenue act of 1926.

If for any reason the purchaser defaults in any of his payments, and the vendor returning income on the instalment basis repossesses the property, the entire amount received on instalment payments and retained by the vendor, less the profits previously returned as income, will be income of the vendor for the year in which the property is repossessed, and the property repossessed must be included in the inventory of the vendor at its original cost, less proper allowance for damage and use, if any, during that time.

If the vendor chooses as a matter of consistent practice to return the income from instalment sales on the straight accrual or cash receipts and disbursements basis, such a course is permissible.

Shipments of Player-Tone Talking Machines Increase

I. Goldsmith, President of the Player-Tone Talking Machine Co., Report That Plants Are Operating to Capacity to Meet Sales

PITTSBURGH, Pa., September 7—Keenly alive to the possibilities of the talking machine trade, I. Goldsmith, president of the Player-Tone Talking Machine Co., of Pittsburgh, has, since 1914, the year he entered the business as a manufacturer, been a prominent factor in the upbuilding of the industry. To-day the Player-Tone Co.'s products have a nation-wide reputation, in fact, according to reports filed in the sales department of the company here, many orders for the Player-Tone Saxophonic line have come from foreign lands.

In speaking of the outlook for business Mr. Goldsmith said: "Never in the history of the Player-Tone Talking Machine Co. have we been as busy as at present in booking orders. It appears to me as though the coming Fall and Winter seasons will see sales records for our products broken.

"With the placing on the market of the new Saxophonic models there has come a marked demand for the new instrument in its various models. We have six men who are continuously on the road in the capacity of traveling salesmen and service men and their reports indicate that the retail dealers who handle the Saxophonic line are preparing for an enormous volume of business this Fall and Winter. It has been my sole aim ever since I entered the talking machine trade in 1914, to place on the market a talking machine at a moderate price that would not only give perfect satisfaction to the ultimate owner, but also to produce an instrument that would be an ornament to the home in which it is placed. In this, I venture the assertion that the Player-Tone Talking Machine Co. has succeeded to a marked degree. "Our new models are in keeping with the demand of modern phonographic ideals and ethics and we can state without any hesitancy that where the new Player-Tone instruments have been given a fair test they have proved uniformly successful in enlisting the interest and sympathy of the prospective buyer. "We have five factories located in various sections of the country that are operating on full time, turning out the different styles of the new Saxophonic line. The location of the different factories makes it a comparatively easy matter for our company to make the shipments of the various models to any section of the United States and Canada with the greatest dispatch. As I view it, the coming season is bound to be a very busy one for us and we have made our plans accordingly."

Mr. Goldsmith, as executive head of the Player-Tone Talking Machine Co., divides his time between the general offices at 632 Grant street, Pittsburgh, and visiting the five factories. In this way he is enabled to keep his "hand on the throttle." For the benefit of the patron of the company, Mr. Goldsmith has installed at the general offices here a large display and demonstration room where the different models of the Player-Tone product can be seen and heard.

M. S. Levenson, general sales manager of the firm, is just back from an extended business trip. He concurred in the statements of Mr. Goldsmith relative to the optimistic outlook for business for the entire Player-Tone product.

Florida Concern Expands

The Burton Music Co., West Palm Beach, Fla., recently held the formal opening of its large new location at 226 Clematis street, that city. The business was established by Wallace W. Burton, Sr., in 1912, and has grown steadily since that time, necessitating frequent enlargements of the space devoted to the business. A branch store is maintained in Fort Lauderdale, Fla.

Campbell-Parker Chartered

The Campbell-Parker Music Shop, Erie, Pa., has been granted a charter to operate a general music store in that city with a capital stock of $10,000. Vinton R. Parker, 31 West Tenth street, is the incorporator.
Are You Turning Your Prospects Away or—Turning Them into Customers?

Hundreds of thousands of dollars are being invested in advertising Hohner Harmonicas and millions of prospects are responding to the suggestion to buy their harmonicas from Hohner dealers.

Through magazines, newspapers, billboards, radio, motion pictures and window displays, America's vast throng of music lovers is being urged to go to their dealers and ask for the Free Instruction Book—"How to Play the Hohner Harmonica." Experience has demonstrated that an inquiry for this Free Book usually means a sale; and the sale of a Hohner Harmonica always means a satisfied customer.

In order to take full advantage of the sales-stimulating effects of Hohner advertising, dealers must be prepared to serve the prospects and turn them into customers. That calls for two things—a constant supply of Free Instruction Books and a complete assortment of Hohner Harmonicas.

When a man, woman or child enters your store and asks for the Free Instruction Book—and you are prepared to supply it—you can be prepared to "ring up" a profit. If you are "just out of copies" you will just naturally be "out of luck."

There is only one positive method of getting your share of this profitable harmonica business—keep an ample supply of instruction books on hand and a complete assortment of Hohner Harmonicas on display. An inquiry for either or both, through your jobber or direct, will receive prompt attention.

M. Hohner, Inc., Dept. 72, 114 East 16th St., New York

Fascination
Inspiration
Education
Entertainment
Accuracy

Health
Portability
Durability
Convenience
Popularity

HOHNER Harmonicas
Progressive Musical Instrument Corp. Is Appointed Exclusive Distributor of Radio Line for Large Metropolitan Territory

The Splitdorf Electrical Co., of Newark, N.J., one of the largest manufacturers of electrical apparatus in the world, and which in recent years has manufactured radio receiving sets, has appointed the Progressive Musical Instrument Corp., of 319 Sixth avenue, New York City, as the exclusive wholesaler of Splitdorf radio products in the Metropolitan area, northern New Jersey and the lower Hudson Valley.

This new distributing arrangement is of importance from several angles, first, because prior to this season all Splitdorf products have been sold to the trade through its branches in the key cities of the country. With the great growth of Splitdorf radio sales the company decided to appoint exclusive jobbers in various sections, who could give undivided attention to the Splitdorf radio line and who were well equipped to serve the dealers in their respective territories. The selection, therefore, of the Progressive Musical Instrument Corp. to exclusively distribute Splitdorf radio products in practically the most important area in the United States is not only a tribute to this organization, of which A. W. Landay is head, but is also a recognition of the importance of the music dealer as a distributor of radio instruments, in fact, this practically recognizes that the greater percentage of all radio products are being sold by the music merchant.

It is estimated that the Metropolitan area alone has over 9,000,000 inhabitants and as the Progressive Musical Instrument Corp. franchise exceeds beyond this territory, several million inhabitants can be added to the area this firm is serving for Splitdorf.

In the accompanying photograph M. W. Bartlett, president and general manager of the Splitdorf Co., is shown sitting at his desk, with Robert W. Porter, director of sales, standing at his right, and A. A. Sinchir, special field representative of the Splitdorf Electrical Co. for the Metropolitan area, on the left, and Edward J. Bieh, secretary and sales manager of the Progressive Musical Instruments Corp., signing the contract, which gives them this unusually large and extended territory as exclusive representatives.

Detailed plans of merchandising in the Metropolitan area have been laid out by Messrs. Porter and Bieh and a definite territorial arrangement for dealers has been charted. The plans are so arranged that in the entire territory that is served by the Progressive Musical Instrument Corp. there will be less than two hundred authorized representatives of the Splitdorf Radio products.

The Splitdorf line of radio receivers is popularly priced, ranging from $60 to $215. All models are now on display in the Progressive Musical Instrument Corp. showrooms at 319 Sixth avenue, New York City.

The advertising campaign of the Splitdorf Co. in the Metropolitan area started on September 1, in the leading Metropolitan daily, evening and Sunday newspapers. It will be a new sensational campaign which will be along the "Little Billboard" idea. There will be a great amount of co-operative advertising with the dealer, billboard advertising in a co-operative way and circularization, combined with national magazine and local newspaper advertising. In other words, all possible media for advertising, will be employed by the Splitdorf Co.

Frank H. Isaacs Markets
Decorated Radio Cabinets

New Tone Chamber One of the Features of This Attractive Furniture Line—All Models Ready to Be Viewed by Dealers

A complete line of decorated radio furniture is being offered to the trade this season by Frank H. Isaacs, of 241 West Thirty-sixth street, New York.

Nedmel Baby Grand

York. A new tone chamber, which is one of the features of the line, is said to have been thoroughly tested and approved by experts and competent critics. This tone chamber provides a horn within a horn in reversed relation, so as to make a longer air column and thus increase the volume and produce truer tone. Harshness of tone is claimed to be entirely eliminated. Patents for this device have been applied for. An attractive number of the line, the baby grand console, is illustrated herewith. All models are now on display at the Nedmel Furniture Co.'s showroom at 241 West Thirty-sixth street, New York, where Mr. Isaacs will be glad to entertain visiting dealers. A complete line of radio cabinets is also on display there.

Columbia Dealer Enthusiastic

Atlanta, Ga., September 4—R. F. Bibb, member of the Stewart Williams Co., a leading furniture store and Columbia dealer in Springfield, Tenn., visited the local branch of the Columbia Phonograph Co. while on a combined business and pleasure trip through Georgia and was so impressed considerably over the new line of Vive-tonal Columbia phonographs. Equally enthusiastic was he over his Columbia record business. He reported that he is enjoying an exceptional increase in business every month this year over the corresponding month last year.
More Power to your Sales! Swing to SONATRON!

This season will see a tremendous power-tube demand. The best of the business will go to — and stay with — those dealers who offer a complete line of quality tubes.

SONATRON'S 25 distinct tube types include the latest in power-tubes, each especially adapted to its particular task.

SONATRON dealers are backed by an intensive national advertising campaign throughout the season, and an effective combination of window and counter displays.

WRITE TODAY for full information on the SONATRON proposition! Tie up with the most powerful sales-influence in the radio-tube and amplifier fields.

SONATRON TUBE CO.
108 W. Lake Street
Chicago

See us at the CHICAGO SHOW
Booth 19
Main Floor COLISEUM
October 11-17

The SONATRON
Red, White and Blue AMPLIFIER —
which retails complete with three Matched Power Tubes for $20.00, is transforming thousands of old sets into modern, efficient receivers. It adds three stages of amplification to any set, even a crystal, and the results are making the biggest news in radio history. Furnished for either dry-cell or storage battery sets.

The Amplifier's Red, White and Blue tubes add beauty to any set.

SONATRON
Products of
SONATRON TUBE COMPANY
Chicago New York Newark Detroit Windsor, Ont., Can.
C. L. Farrand Compares His First and Latest Speakers

Inventor of Farrand Cone Speaker, Head of Farrand Mfg. Co., Makes Interesting Comparison Between Old Cone and New Model

Six years ago C. L. Farrand made his first cone-type speaker and considering that to-day the cone-type of sound amplification has reached a stage of international importance it is most fitting to show the old and new together and note how the present-day cone was evolved.

Herewith is shown C. L. Farrand, head of the Farrand Mfg. Co., and inventor of the Farrand cone speaker and other products, beside his first cone speaker and the latest Farrand senior model. This latter product, by the way, has two new features, a new “drivin’” and a walnut laminated wood cone, which adds to the quality and to the appearance.

Mr. Farrand’s first cone was so successful that all of them made at that time were put into use so that he had to look around and repurchase one of his original cones in order to make the present-day comparisons.

Mutual Phono Parts Mfg. Corp. Adds to Equipment

Within the last month it was found necessary to add more machinery at the headquarters of the Mutual Phono Parts Mfg. Corp., New York City, maker of Mutual tone arms and sound boxes, the Saxophonie reproducer and Saxophone tone arm. Two large motors were installed in the nickel-plating room to enable production to be speeded up to meet the heavy demands.

In anticipation of the heavy business this fall, Andrew P. Frangipane, secretary of the company, left his desk for a short time to rest and enjoy the beauties of the country surrounding Commington, Mass., Mr. Frangipane entered several tennis matches, enjoyed considerable swimming and ended his vacation at the Saratoga race track.

Ford and Glenn, Columbia Artists, Help Dealer Sales

Atlanta Columbia dealers were benefited considerably during the first week of August by the vaudeville engagement and radio broadcasting work of Ford and Glenn, the popular and exclusive Columbia recording artists. These two singers have quite a reputation down South which was augmented by the release of “Truly I Do” and “I Wish You Were Jealous of Me” on a Columbia record, which has every indication of being one of the most popular releases of the year. Enterprising Columbia dealers tied up with these artists and enjoyed increased record sales.

Richmond Dealers Looking to the Fall for Steady Improvement in the Demand

C. B. Haynes & Co., Edison Distributors and Dealers, Add Pal Portable and Plan Drive on This Product—All Lines Enjoy a Fair Demand—Other Trade Activities of the Month

RICHMOND, VA., September 8—C. B. Haynes & Co., Edison jobbers and dealers, have added the Pal portable to their lines, and they are planning to push this product vigorously.

The Lee Ferguson Phonograph Co. has been getting good results from playing the latest records in a machine placed near the front entrance. Through a screen door, the music is heard along the street, attracting attention of passers-by. O. F. Grady, manager of this store, is just back from a motor trip through the western part of Virginia. On the trip he traveled 1,014 miles and renewed a number of old acquaintances along the route, especially at Danville and Staunton.

The James Cowan Co., Columbia jobber and dealer, is making an intensive drive for business in territory within a fifty mile radius of Richmond. Two special men have been assigned to this territory, traveling in motor trucks so as to be better equipped to give demonstrations. Carryyolas are being pushed along with Columbia lines. Crops in this territory have been exceptionally good, particularly in the trucking line. As a consequence, the farmer is reported to be better off financially than for several seasons.

C. L. Farrand and the First and Latest Speakers

Miss Jeanette Wilson is a new addition to the musical merchandise department of the Corley Co. She is a vocalist of some note and is well known in local musical circles.

Miss Margaret B. Heindl, another well-known vocalist of Richmond, will be married October 20 to Dr. Churchill Robertson of Salem, Va. Miss Heindl is a daughter of Louis B. Heindl, president of Walter D. Moses & Co., an old music house of this city.

Miss Elsie L. Carver, daughter of the late H. Wallace Carver, formerly Starr jobber here, was married recently to George D. Wood, of this city.

Miss Mary Burnett, secretary to Fred Kesnic, wholesale manager of the Corley Co., has returned from a pleasant vacation trip spent at Okern Springs, Va.

James Buchanan Corley is the name of a new arrival in the home of Frank W. Corley, vice-president and general manager of the Corley Co. He is a lusty youngster and the third boy in a row to arrive in the family. Mr. Corley has just returned to his office after being away for several months on an account of injuries which he sustained when he fell from a horse at the Deep Run Hunt Club.

Walter D. Moses & Co. did good business in August despite the fact that many of their regular customers were out of town on vacation trips. In checking up, they found that the volume of business in all lines combined was 25 per cent better than in August 1925. May and June were also good months.

Collections are reported to have been a bit slow in the phonograph line during the past Summer but they are now showing signs of picking up some, according to jobbers and dealers.
All Factors of the Philadelphia Trade
Enthusiastic as Sales Increase Steadily

Revived Interest and Buying of Talking Machines Create Better Feeling as the Trade Prepares for a Busy Fall—Unprecedented Demand for Records—News of the Trade

Philadelphia, Pa., September 8.—With a record Summer month scored in the sale of talking machine records the Philadelphia trade has been greatly enthused over the rapid progress made in the revival of interest in the industry and its indications of what is to be expected when the Fall days are again enlivened by the resumption of industrial activities. All the wholesalers have been oversold on records and unable to meet the heavy demand which set in with the mid-Summer days. Factories have been somewhat handicapped in meeting the heavy orders that have been forthcoming from the distributors, due to the Summer heat and to the absence of employees on vacation. As the September month opens, however, the factories are speeding up operations and now are beginning to make freer shipments for the relief of the oversold conditions among the wholesalers.

While the Summer was less active insofar as the sale of talking machines was concerned, there were many favorable factors which added to the brightness of the outlook for the coming season. Dealers have been shopping around and are making inquiries for the new stocks that will, of course, be added within the coming month and indications are for a very prosperous Fall. Distributors are preparing for the incoming new designs and types of machines which the manufacturers are to place on the market with the coming months and are advising their customers. Many new machines will be introduced along with recent innovations in parts and accessories which the manufacturers now are engaged in producing. These will be announced within the next months or so.

Unprecedented Record Demand
With a waiting list of orders for records that is far in excess of any ever before recorded for a Summer month, the Philadelphia Victor Distributors, Inc., 835 Arch street, is enjoying a boom in these discs. The month of August was particularly noteworthy because of the growing demand by the music stores for the records to accompany the recently introduced types of machines. While the factory was handicapped in the manufacture of the Victor records throughout the hot days and thereby unable to supply at the speed desired by the need of the dealers and distributors, the return of cooler days will materially aid in relieving the oversold conditions of both factory and the Philadelphia Victor Distributors, Inc., list of advance orders.

Tie-Up With Record Artists
With the appearance of Waring's Pennsylvaniaians at the Stanley Theatre here last week the Philadelphia Victor Distributors tied up for the exploitation of the specially recorded numbers of that musical organization as service to the dealers by sending out at the offices, 835 Arch street, in a feature on the record "Any Ice To-Day, Lady," the popular hit of the Summer of the Warnings. The cut-out of an ironman and the cool surroundings of ice and snow and cleverly worded cards attracted many pedestrians to the display, and boosted the sales of the number. With the return of Manager Raymond J. Holt, of the record department of the company, from a vacation at the seashore, the Fall campaign of the Philadelphia Victor Distributors was outlined and the company is now ready to meet the Autumn needs of the dealers with adequate stocks of both records and machines, placing at the disposal of the dealers the expert experience of its sales staff and modern facilities for handling the orders and shipments with dispatch.

Plan Advertising Drives on Records
Now that the Autumn revival of business is at hand the wholesale department of H. A. Weymann & Sons, 1108 Chestnut street, is preparing to institute a broad campaign in advertising the new electrically recorded Victor records in order to put them over on a large scale. The campaign on the Victor records will be conducted along similar lines as that featured in the advertising of the Orthophonic last year in which the Weymann company backed the dealers in forwarding the sales of the Orthophonic by the expenditure of large sums in advertising, in the issuance of circulars, window displays and advertisements and publicity in the daily press. It is the plan of Manager Charles W. Bahl, of the Victor wholesale department. President Harry W. Weymann, accompanied by his son, Herbert W. Weymann, of the Retail department, have been spending the early September days on a tour of the Canadian resorts and will be back at their desks after Labor Day. Larry Urban, traveling representative, is on a vacation trip in the Canadian resorts and will return about the same time as the other associates of the company.

Heavy Orders for Viva-tonal Models
With the introduction of the smaller type of the Viva-tonal phonographs of the Columbia Phonograph Co. to the Philadelphia trade in the past month the local offices were rushing orders on the new type of machines. Dealers have been most successfully employed in the demonstration of the new style Columbia and have been able to secure ready sales of the Viva-tonal with the initial shipment of an excellent repeat order already listed at headquarters here for the Fall stocks. August sales were far in excess of last year, while July business doubled that of the same period of last year. The tremendous increase in demand for Columbia records locally has cleaned up stocks on hand and caused a shortage of these. The Philadelphia branch of the Columbia is anticipating the arrival of the new large Viva-tonal within the coming month and in time for holiday orders. Manager J. J. Doherty, of the Quincy Street branch, is among the dealers in the Trenton and Princeton, N. J., territory in these early days of September calling on the dealers. Following a brief Summer sojourn in Maine, A. A. Platt is expected back at his desk this week. Foreign Sales Representative Karl Berthold, who has been vacationing at the seashore near Atlantic City, will return after Labor Day. Postcards sent to associates here reveal some good work with the rod and reel along the Jersey Coast and hopes are high for a real good fish yarn upon his return by those who remained at home.

New Guarantee Portable Introduced
With removal to the new home the Guarantee Talking Machine Supply Co., now settled in the modern quarters at 33 Ninth Street, brought out another model of the portable Guarantee, known as the De Luxe. The new type of portable is produced in a larger cabinet size finished in Spanish leather, has extra heavy snaps and with the Universal tone arm which plays the Edison and disc records. There is a compartment for twelve records in the new model. The export department of the Guarantee Co. has been busily engaged in meeting the needs of the trade in Brazil and Japan, where the growth of demand for the Guarantee parts and machines has been in recent weeks. With the larger home and the more modern facilities of the manufacture the Guarantee Co. has been able to increase its produce under its new conditions and William Posser, and has been rendering splendid

"Trilling & Montague, wholesale radio merchandisers, Philadelphia, are recognized as one of the few wholesalers actually giving dealers service with a capital 'S.'

A TALKING MACHINE PUBLICATION.

DISTRIBUTORS FOR

KOLSTER

GROSLEY

WRITE FOR OUR 1926-7 CATALOG

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

The Chelsea
Truphonic Six

A New and Sensational Value

As one of the oldest established radio manufacturers, Chelsea now offers an unparalleled value in receiving sets—the Truphonic Six. For years Chelsea has achieved a splendid reputation for well-built receivers selling at low prices. With the Chelsea Truphonic Six—incorporating the scientific, fully shielded Truphonic Circuit—a new and sensational peak has been attained. Designed for high voltages, the Chelsea Truphonic delivers far greater volume with perfect tone stability. Housed in handsome two-tone mahogany finish cabinet, with dust-proof, fool-proof inside panel and many other features only found in much more expensive sets.

You can make money with Chelsea
Write for our Proposition

Chelsea Radio Company
Chelsea, Mass

Other Chelsea Models at $26.00 and $50.00
service to its patrons. A new sales representa-
tive, G. Otis, is now covering San Francisco and
vicinity.

J. A. Fischer Co. Working Overtime

Overtime operation of the shipping depart-
ment has followed the heavy demand for Valley
Forge parts and accessories manufactured by
the J. A. Fischer Co., 730 Market street, and
the addition to its vast line of these com-
mmodities of the complete factory output of the
Aeolian Vocalion Co., of Meriden, Conn. Three
carloads of the Aeolian Vocalion Co.'s talking
machine parts have been shipped from the
manufacturing headquarters to the Philadelphia
offices and are now being distributed to the
dealers who require these specialties. The re-
cently introduced Val Phonic reproducer has
been a very lively seller since its introduction a
few weeks ago. The Fischer Co. is now ready
to still further extend its lines by the addition of
the newest trade commodity, the S-shaped
brass tone arm, for use in conjunction with the
newest types of talking machines.

Ragerly Await New Brunswick

The newest models of the Brunswick will be
ready for display and distribution to the Phi-
delphia trade within the next few weeks and
will be immediately shipped to the dealers who
have already placed generous orders with the
local branch of the Brunswick-Balke-Collender
Co. after a demonstration of the models in the
offices here. Manager George A. Lyons, of the
Philadelphia headquarters, has been touring the
central Pennsylvania territory in the vicinity of
Harrisburg and has booked large orders for
the new models for Fall deliveries. Assistant
Manager Joseph Callahan, who has been vaca-
tioning in Ocean City, is back at his desk.

Morton, Inc., in New Home

Morton, Inc., formerly located at 5614 Ger-
mantown avenue, has removed to its new and
modern home at 5528 Germantown Avenue, in
the Colonial Theatre Building. Morton Stern,
head of the firm, has installed six hearing
booths in the commodious quarters and with
the attractively decorated and artistic surround-
ings of old ivory the firm has one of the finest
up town talking machine stores.

Crown Co. Occupies Larger Store

A larger and more modern store has been
acquired by the Crown Talking Machine Co.
at 35 North Ninth street, where M. Berger, the
proprietor, is planning to extend the line of the
Columbia, Victor and Brunswick records and
machines, and the Paramount, Okeh and
Harmony records. Plans for the expansion of
the business to the radio branch of the industry
are anticipated, although no definite decision
(Continued on page 104)

Plans Made Now

For your Fall selling campaign will show you
profit an hundred fold. You can only reap the
full reward which VICTOR ORTHO-
PHONIC INSTRUMENTS offer you in
sales opportunity by being prepared and
having the merchandise when needed.

Will you embrace this opportunity by tying
up with a dependable source of supply?

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia
“Profit possibilities that will merit the serious consideration of every distributor and dealer!” This is the outstanding factor of interest for the music trade in the announcement of this new instrument.

She

The Euphonic will be built in three distinctive models—in both Brown Mahogany and Walnut.

Conspicuous for the exceptional beauty of its cabinet, the wealth of its deep, rich tone and exceptional volume, the new Euphonic is truly an instrument that will appeal to the buyer who is seeking value with distinction.

The Euphonic is now ready. Samples are available to distributors and dealers who are constantly alert for merchandise possessing a high degree of individuality.

The prices, discounts and merchandising policy under which this instrument will be sold will be equally interesting. Write for information.

Wasmuth-Goodrich Co.
PERU, INDIANA
the Orthophonic can be used in furthering musical education in the public schools being shown to the students at the Normal School at Pottstown, Pa., through the sale of the new Victor model to that higher institution of learning by Byron Stein, of the Pennsylvania town. The coming courses for the teachers at the Normal School will include instruction on the use of the Orthophonic Victrola in musical education, with practical demonstrations.

New “Talker” Sales Outlet

That the Victor Borgia Model No. 2 answers the needs of the music-loving public is proved by the success with which the landmark Hotel of Williamsport, Pa., has introduced it to the guests at the hotel, one of the leading places in the section. E. S. Andrews, Victor dealer of Williamsport, sold the Borgia to the management and with it the accommodations for entertainment to the guests who want music served for pastime in their rooms. A Victor lamplite speaker has been installed along with the Borgia and now the guests can push the button in their rooms and hear all the latest popular airs, thanks to the resourcefulness of the dealer and the enterprising management.

Heavy Demand for Honest Quaker

The Honest Quaker line of main springs and talking machine repair materials made by Everybody's Talking Machine Co. is experiencing an exceptional demand and the business accomplished in the Okeh record and distributing departments presages a good fall.

Frank Fingrulz, vice-president and general manager of the company, has been kept busy answering the large number of congratulatory letters and telegrams that have been addressed to him and explaining that it is not him that is to be married. To save time he is announcing, through the medium of the World, that at the present time he is not even considering matrimony.

Staged Zenith Radio Demonstration

Witzels' Music Shop, of Reading, Pa., is among the new dealers opened last month by Trilling & Montague, radio wholesalers of this city. This jobber held a Zenith demonstration at Reading several days last month at the Daniel Boone Hotel. Much interest was manifested by the local dealers in the new Zenith electrical set and it was generally predicted that the new line would generate substantially increased business. Many inquiries relative to the Zenith franchise were also received. Trilling & Montague also report good business with the Grebe, Crowby and Kolster lines which they distribute.

Interesting News Gleanings

Sol. J. Phillips, progressive Columbia dealer of Bethlehem, stopped over in Philadelphia to make a friendly and business call on the local executives of the Columbia Co. en route to his home after a vacation tour along the Jersey Coast and sojourn in Atlantic City.

When W. B. Hill, of Pottsville, Pa., makes his homeward trip after a Summer in Maine, he will stop over in Philadelphia to outline several plans he has in view for the exploitation of the Columbia phonographs and records. He is expected here in late September when the new Fall stocks will be purchased.

Grunn Bros., of Hamburg, Pa., have begun operation for the remodeling and enlarging of their store and will have the building changes completed by late September. There will be modern display windows, booths and other conveniences.

Tying up with the appearance of John Philip Sousa, the March King's records were exploited while his engagement at Willow Grove Park was in force, by J. Ralph Wilson in his store at 929 North Broad street. An automatic life-sized cut-out of Sousa was used in the window trim, showing the famous leader directing his band and alongside a list of the records made by the band. It sold many records and attracted a large crowd daily while the display was featured.

A boys' band has been organized as a special attraction for the sale of Victor records by the Musical Shop of Reading, Pa., Leon Witting, of the firm, has equipped the band with an outfit of musical instruments and teaches the youngsters to play the recordings of popular numbers. Concerts are given weekly.

A sales attraction for the automobile dealer and the dealer in the Orthophonic has been arranged by the co-operation of Clement Beecroft, 524 North Sixth street, and the dealers, who will be handling the Orthophonic, is an automobile concern in the neighborhood. The automobile dealer uses the Orthophonic to attract attention to his place by daily concerts in the streets. Mr. Beecroft has arranged a display card over the Orthophonic stating that he furnishes the machine and that it can be purchased at his shop on Germantown avenue, giving the address of the exchange and the courtesy between both dealers is profitable to each as the exploitation promotes sales of the automobile and talking machines.

Plaza Co.'s Valentino Records in Big Demand

Advance Orders for Special Release of Banner and Domino Records, "There's a New Star in Heaven To-night," Reach Huge Totals

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of Banner and Domino records, delivered to the trade on September 1 a special release of the new record, "There's a New Star in Heaven To-night—Rudolph Valentino." Advance orders on this record were the largest for any single offering ever received by the company and since the appearance of the record on the counters of the country the supplementary orders have reached huge totals.

On both the Banner and Domino records the Plaza Music Co. issued special display matter, including an attractive window strip, and despite the rush in getting out this offering the usual sales helps prepared by the sales promotion department of the company were issued on time.

L. E. Buehn at Penn State

PHILADELPHIA, PA. September 7—Louis E. Buehn, son of Louis Buehn, president of the Philadelphia Victor Distributors, Inc., returned the latter part of August from Dr. Chavez's country home at Ojai, Cal., where he spent the entire Summer. Upon his return he entered the Pennsylvania State College, where he elected the liberal arts course, which includes general business, accounting and finance. With this substantial foundation upon the completion of the course he should be well equipped to follow in the footsteps of his father.

Marino D. Benedetto and Alfred Nicolai have opened a new music store at 421 Main street, Elmira, N. Y. The new concern handles pianos, photographs, records, musical merchandise and sheet music.

OPPORTUNITY in the Victor business is greater today than ever before.

Victor dealers in our territory should make the most of this opportunity by a mailing themselves of our service likewise greater today than ever before.

Victor Wholesalers

H. A. WEYMAN & SON, INC.

Our Biggest Improvements
—Your Biggest Season

A whole list of things nobody else can talk about puts punch into Thorola sales efforts. And a far higher type of performance, that nobody else can demonstrate so consistently, is the Thorola dealer's unbeatable closer.

Big betterments by Thorola are your biggest assurance of 1927 success. The complete Thorola line of receivers and speakers includes the only receiver with both horn and cone type speakers, reproducing every shade of every tone with accuracy never before possible. This de luxe radio, without a de luxe price, out-distances competition for you. Still more moderately priced are the standard Thorola console and cabinet models, all with perfected Duo-Dial Control, Thorola Low-Loss Doughnut Coils, Golden Tone Transformers and other Thorola advancements. You are sure of surpassing performance in each sales classification. You have a price advantage. And your Thorola receivers are the first with provable upkeep economy!

When it comes to speakers Thorola strength is overwhelming. There could be nothing better than the famous Thorola 4 with its Controlled Mica Diaphragm and all the superiorities which make it the "pipe organ of speakers". There is also a junior model to open every purse to you. And now comes the Thorola cone-type with Dual-Rangediaphragm, the wanted combination of Thorola tonal art and latest speaker style.

Exclusive radio ability, exclusive technical betterments and exclusive furniture designs are bound to build leadership for Thorola stores. Thorola national advertising also works for you. And the exclusive franchise for Thorola receivers is the fairest sort of profit protection. Get in on it now, and get a whole season of Thorola selling power.

REICHMANN COMPANY, 1725 West 74th Street
CHICAGO, ILL. A.
Member R.M.A.
Federal Ortho-Sonic Radio Retailers
Stage Interesting Meeting in Buffalo

Interesting Addresses and Exhibit of Advertising to Be Used Feature Meeting Held Under the Auspices of the Buffalo Talking Machine Co., Distributor—Plans Outlined

BUFFALO, N. Y., September 4—Nearly one hundred Federal Ortho-sonic dealers of western New York and northern Pennsylvania attended the interesting meeting held at the Hotel Stater here on Wednesday, August 25, under the auspices of the Buffalo Talking Machine Co. The full line of Federal Ortho-sonic radio products was displayed and demonstrated, the advertising material to be used in this year’s campaign was exhibited and discussed and a number of interesting addresses were given.

W. E. Henri, of Henri-Hurst-McDonald, Chicago, advertising counselors to the Federal organization, was the first speaker. He emphasized the necessity of dealers co-operating with the manufacturer and jobbers in effecting results from the Federal campaign, the first of which starts on September 13. Dealers will be informed of the company’s activities and will be instructed as to the best methods of co-operating with the advertising campaigns, which have been divided into four parts for the pre-Christmas season.

He stressed the importance of demonstrations, stating that dealers should be ready to demonstrate the Federal Ortho-sonic at any time of the day or night. He also pointed out the necessity of every employee of a retail radio store knowing the selling points, mechanical features, construction features and the cabinet perfection of the sets which are being carried. “If a live dealer will hook up with a manufacturer who has good merchandise, has money and advertisers, he cannot fail,” said Mr. Henri. “This campaign will broadcast the features and merits of Federal Ortho-sonic radio. Demonstration periods have been arranged for dealers throughout the country, the first opening September 17. The three demonstration periods are tied up with newspaper and magazine advertising by the manufacturer, but we know that one demonstration is worth 10,000 words.”

L. E. Swinehart, associated with Mr. Henri, spoke briefly and urged dealers to use the telephone in inviting prospects for demonstrations, stating that it would pay a dealer to hire a girl to do nothing else but use the telephone as a means of bringing people into the store for demonstrations. He also advocated the use of a select mailing list and said that every progressive dealer should have one.

A. C. Stearns, advertising manager of the Federal Corp., gave an interesting description of the advertising campaign which is to be conducted between September 13 and December 19. Plans call for space in more than sixty newspapers and magazines of national circulation. He showed proofs of these advertisements and proofs of the materials which are to be supplied dealers. L. C. Holle, chief engineer, gave an interesting and understandable description of the technical and construction features of the Federal Ortho-sonic set. He pointed out features of the various models and stated that no expense is spared in the purchase of the materials used.

Lester C. Noble, manager of the Federal organization, spoke of the company’s plans for co-operation with Federal dealers. Through thirty factory representatives spread throughout the country and throughout the Federal Corp., is in touch constantly with the business and affairs of the dealer. He stated that because of the proximity of the jobbers to dealers they could render help that they could not do as manufacturers, but should the manufacturer be able to give aid not obtainable from the jobber, it is the plan of the Federal organization to lend such assistance. As a protection to the dealer, Mr. Noble said, he believed the number of dealers would never exceed 5,000.

Stromberg-Carlson Power Relay Given Severe Tests

Stromberg-Carlson radio products, undergoes severe tests before leaving the factory and the knowledge of the capabilities of the product and the ability to explain them in non-technical language might be utilized by dealers in driving home their sales arguments.

The relay is intended to automatically operate a tackle charger, “B” socket power unit, and external amplifier from the battery on the receiver panel. Stromberg-Carlson engineers realized the importance of the relay mechanism in such a device and devised the apparatus shown in the accompanying photographs for testing purposes.

The tall bronze instrument in the foreground is an automatic interrupter which actuates the relay and the apparatus attached to it at the rate of approximately ten times per minute. At the time that the test was concluded the power switch relay had made 500,000 actuations with no indication of wear. Assuming that the average radio user would turn on his receiver a maximum of five times a day, this would make the 500,000 actuations equivalent to 100,000 days’ use. Assuming an average of 360 days to the year this means that these power switching relays are built to undergo 333 years of use.

Phil Ravis, of the Peerless Co., Back From Trade Trip

President of Peerless Album Co. Visits Middle Western Trade in Interest of New Peerless Portable Talking Machine

Phil Ravis, president of the Peerless Album Co, 618 Broadway, New York City, recently returned to his office following a trade trip through the leading centers in the Middle West, introducing the new Peerless portable talking machine.

Mr. Ravis states that the new popular priced offering has been well received and arrangements for its distribution in some of the key cities of the country have been made. He also found interest in talking machine record albums to be on the increase and advance orders would indicate that the coming Fall will produce a most healthy record business. Talking machine record enthusiasts, he said, are taking better care of their records than ever before and this creates a wide demand for specialty created albums for the better type of selections.

John L. Dean has opened a new furniture and musical instrument store in Naples, N. Y.
Oriole Radio Receivers
built with utmost precision and loving care—surprising selectivity results!

PRIDE of possession, joy in performance, selectivity, appearance, efficiency, engineering skill, true craftsmanship—here you have them all. Sales are easier when performance is certain.

Oriole Radio Receivers, six tube, two dial, are manufactured with the exactitude of a fine watch, and built to the highest standard of excellence which has ever been known in Radio.

And the Trinum Circuit is a step far, far in advance! At last Radio becomes truly the servant of the hand,—a musical instrument of rarest power and virtue. Elimination of “losses”, tube oscillation, “tube to tube” transfer of strong signals, and tube noises make the Oriole so astoundingly selective that only actual experience and comparison can demonstrate the difference.

Dealers—Jobbers—the Oriole Franchise is desirable—advertising co-operation unusual

The Trinum Circuit is Better!

No. 75
Price $150.00

A consolete model of grace and power! Craftsmanship in design as well as engineering skill sets Oriole Radio Receivers apart as truly fine instruments.

Six Tubes,
Two Dials,
Number 70
Price
$125.00

No. 70
Price $125.00

THE TALKING MACHINE WORLD

The Zinke Co.
1325 S. Michigan Ave.,
Chicago, Ill.

Manufactured by
W-K Electric Co.
Kenosha, Wis.
Showers Exclusive Franchise Means Profits and Independence for You

Showers Radio Sells And Stays Sold

Protection now and in the future—that's what Showers Brothers Company offers to its dealers. Exclusive franchise—one dealer to each city! Think what that means to you, on a radio set that is right.

Take your agency for radio from a manufacturer who has been in business for 58 years. Showers, the largest furniture manufacturers in the world, have a record of progress during those 58 years that is built up solely on quality merchandise and protection and fair play with the dealer.

The nine million dollars of manufacturing assets behind SHOWERS CONSOLE RADIO mean quantity production of A-1 merchandise on an economic basis. And that means a wider margin of profit for the dealer, with retail prices that more than meet all competition. Write the Radio Division today and find out more about just what Showers exclusive franchise means to you!

See Showers Exhibit at the
THIRD ANNUAL RADIO WORLD'S FAIR
New Madison Square Garden, New York
September 13-18, inclusive

FIFTH ANNUAL CHICAGO RADIO SHOW
Coliseum, Chicago
October 11-17, inclusive

SHOWERS BROTHERS COMPANY
BLOOMINGTON, INDIANA
RADIO DIVISION—914 South Michigan Boulevard, CHICAGO, ILLINOIS
Retailers in Middle Western Territory
Expect a Record-Breaking Fall Season

Entire Trade Enjoyed One of the Busiest and Most Profitable Summer Seasons in History—Introduction of the New Instruments Had Marked Effect on Sales—Month's News

CHICAGO, Ill., September 8—The Chicago and the Middle West talking machine trade has just passed through one of the best and most profitable summer seasons in the history of the industry, according to the general opinion expressed by dealer, distributor, and manufacturer alike. The new type reproducing instruments, improved records, and unprecedented publicity have all combined to induce the trade with new spirit, and dealers in this section are looking forward to a Fall and Winter period which bids fair to break all previous records.

In most cases, manufacturers of talking machines have ironed out completely all production problems, and dealers have been well supplied with merchandise throughout the summer. Retailers of certain makes of machines, however, are only now beginning to receive initial shipments, with the result that their selling has just begun, and they have a wide field of prospects to whom to demonstrate. The demand for phonographs has held up extremely well throughout the past three months, and the new furniture styles embodied in the cabinets, as well as the mechanical improvements, have helped to keep the public interested and sustain sales figures at a comparatively high mark.

Record sales have shown the most pronounced rise, and the month of August brought with it, in many cases, a disc sales total which compares favorably with the best Fall months of the past two or three years. Retailers have been buying carefully, moving their merchandise, and buying often, with the result that their record sales have brought ready cash and a healthier condition in the trade.

While the middle of September is usually regarded as the time when radio buying begins in earnest, dealers in Chicago have been commenting on the fact that consumer interest was aroused earlier this year, with a subsequent rise in the radio sales curve during the latter part of August. The month of August in this territory was marked by advance showing of new merchandise and dealer meetings sponsored by radio distributors in conjunction with the manufacturers of sets, speakers and other products, and in every case the dealers voiced their optimism for a more profitable and healthier radio season this Fall and Winter. The process of elimination has accomplished a great deal during the past six months in cutting down the ranks of both manufacturers and retailers of radio apparatus, with the result that the entire industry in this section is in a more stable condition than ever in the past.

Producers Mfg. Co. Incorporates

The Producers Mfg. Co., of 80 East Jackson boulevard, Chicago, has been incorporated with a capital stock of $15,000 for the purpose of manufacturing and dealing in phonographs, parts thereof, attachments and records, as well as musical instruments of all kinds. The incorporators are Isiah Allison, Frank C. Hasve and Charles R. Moore.

To Hold Debate and Open Forum

At the National Radio Exposition to be held at the Sherman Hotel, September 22 to October 2, a debate and open forum will be held under the auspices of the Broadcast Listeners Association and the B. L. A. Artists Affiliation, dealing with broadcasting problems and similar topics. In addition, the two organizations will stage a radio artist revue, in which Frank H. McDonald, president of the Broadcast Listeners Association, promises a fine array of microphone celebrities. Arrangements have been made with Mile E. Westbrooke, manager of the National Radio Exposition, for the proper accommodation of speakers, newspaper representatives and the large public assemblage which is expected to attend.

New Quarter for Illinois Musical Supply Co.

The Illinois Musical Supply Co. moved during the latter part of August to 316 South Wabash avenue, to new quarters where the firm has 6,000 square feet of floor space, a large office, sample room and a large display space. The company has taken over the entire second floor and at the old address, 615 South Wabash avenue, will be maintained a stock room and ship (Continued on page 110)

The New Kimball Reproducing Phonograph

"True Tone for Hall or Home"

New Style 300

Size
45 inches high
32 inches wide
23½ inches deep

Excelling in quietness of operation and in fidelity of reproduction with many new and exclusive features.

Immediate delivery

W. W. KIMBALL COMPANY

306 S. Wabash Ave.
Kimball Bldg.
Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

A sales policy of absolute dealer protection—that's why you are served best by Harry Alter. Same Day Shipments allow you to operate with a minimum stock on your shelves.

Dealers, you should have a copy of our Radio Catalog-write for it today.

Harry Alter Sales Manager

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
154 East Erie Street
CHICAGO, ILL.

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE $1.00

The ALTO

Manufactured by
ALTO MFG. CO.
1647 S. Wolfram St.
CHICAGO, ILL.

Indians Using Thorola Radio Set

who left their tipets for the first time to entertain the white men with feats of horseman-

ship. The Flathead Indians pictured herewith were from Arlee, Mont., and judging from their poses as the picture was snapped, the Thorola radio receiver, a product of the Reich-

mann Co., Chicago, furnishes ideal music and rhythm for their ceremonial dance. This was the first time that any of the Indians had heard a radio set, and many of them were afraid to approach it until convinced that the receiver was harmless.

Fuehr & Stemmner Co. Introduces "Puritan"

Fuehr & Stemmner Piano Co., Chicago, phonograph manufacturer, is introducing a new console model talking machine, known as the Puritan. The Puritan contains a new style thirty-six-inch horn, one of the latest repro-

ducers, and the cabinet, which is thirty-four inches high and thirty-eight inches wide, is finished in either mahogany or walnut. Ac-

cording to C. F. Stemmner, president of the firm, deliveries on the new model began the last week in August.

New Offices for Showers Bros. Co.

The radio division of Showers Bros. Co., located for the past several months in the Tribune Tower Building, was moved early in September to new headquarters at 914 South Michigan avenue. The new Showers offices are located on the first floor, with a display window facing Chicago's more prominent thoroughfare. In addition to the offices there is also a large space for the display of Showers radio rec-

ceivers on the main floor.

Hartman Co. Features Freshman "Aristokrat"

During the month of August the Hartman Furniture & Carpet Co., Adams and Wabash avenues, with branch stores outside of the loop, sponsored a vigorous sales drive for the Fresh-

man "Aristokrat" radio receiver. A three-

quarter-page advertisement appeared in the Chicago Sunday Tribune, which was tied up with window displays and other merchandising features throughout the stores, resulting in a remarkably successful sale. Lou Frank, radio buyer of the Hartman Co., recently re-

turned from a three weeks' vacation in the

(Continued on page 112)
E V E R Y W H E R E Mohawk is creating a sensation. Letters and wires are pouring in from jobbers and dealers as they receive their first shipments of the newest Mohawk line, messages of praise, enthusiasm, assuring cooperation that only great merchandise could inspire.... For 1926-1927 Mohawk has achieved an amazing one dial set at an amazing price, and incorporated it in beautiful consoles at prices just as amazing. And back of it all, Mohawk has placed a pledge of cooperation, expressed in its sales contract, that assures success to all.... Write or wire today for full description of product and pledge—the prices are here, at the right.

Mohawk Corporation of Illinois  
Established 1920—Independently Organized in 1924  
2220 Diversey, at Logan Boulevard, Chicago

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>SENEGA</td>
<td>Mohawk one-dial, six-tube shielded radio set in walnut drawer. List price</td>
<td>$57.50</td>
</tr>
<tr>
<td>WINONA</td>
<td>Shielded. Rich walnut. 24 inches long. List price</td>
<td>$80</td>
</tr>
<tr>
<td>GENEVA</td>
<td>Shielded. Front full burl walnut, inlaid. Loud speaker built into dome, 44 inches high. List price</td>
<td>$185</td>
</tr>
<tr>
<td>POCAHONTAS</td>
<td>Shielded. Burl walnut inlaid. Built-in loud speaker with 5-foot horn. 43 1/2 inches high. List price</td>
<td>$300</td>
</tr>
</tbody>
</table>

Prices west of the Rockies slightly higher.  
Canadian prices 40% higher.
running the full length of the front of the tone chamber. For its size the new product is an extra large motor, automatic stop and a new combination reproducer, tone arm and tone chamber giving volume and true tone for either auditorium or home use. The cabinet has a pneumatic self-closing lid, and the motor and all cabinet hardware are in lacquered brass finish. Style 300 stands forty-five inches high, is thirty-two inches wide and twenty-three and one-half inches deep.

**Displays New Freed-Eisemann Line**

Harry Alter & Co., prominent radio and electrical jobbers of Chicago, held a display of the new Freed-Eisemann line of radio receivers at the Congress Hotel from August 25 to 28. Because of the great number of dealers who visited the display, and the short space of time available for the dealers in this territory to see the new products, it was decided to extend the period of the exhibition to August 31. Among the Freed-Eisemann models shown were Model 850, the Italian Renaissance high-boy; Model C-10, console with built-in horn; Model C-10, a seven-tube single control set; Model 48, a six-tube single control receiver; Model 30, a six-tube two control table model; Model 16, "B" and "C" power unit, and Model 14, the full-floating cone loud speaker. Arthur S. Alter, treasurer and sales manager of Harry Alter & Co., was in active charge of the display.

**Radio Programs for Farmers**

Acting on information furnished by the National Farm Radio Council, WBEN, the Stewart-Warner Air Theatre, Chicago, is making a special appeal in its programs to the farmers of the United States, According to statistics developed by the Radio Council the feature that appeals most to the farmer family is orchestra music. As a result three new orchestras have been added to the programs of the station: Abe Lyman's Brunswick Recording Orchestra at the Dells, Morton Grove, Ill.; Don Bestor's Victor Recording Orchestra at the Lincoln Taverne; J. C. Bittner's Oriole Garden Orchestra. These orchestras are now heard on the regular nightly programs of the station.

**Howard Radio Co. Appoints Distributor**

Announcement was recently made by the Howard Radio Co., Chicago, Ill., of the appointment of the Victory Electrical Supply Co., 1207 Bedford avenue, Brooklyn, N. Y., as its distributor for the metropolitan area of greater New York. The Victory Electrical Supply Co. is managed by John Avzian and Albert Raptoff, both of whom have had extensive experience in the electrical and radio merchandising fields.

**Utah "Book" Speaker Popular**

The speaker illustrated below is the new "Book" speaker manufactured by the Utah Radio Products Co., of Salt Lake City, Utah, which has met with enthusiastic trade and consumer approval since its introduction early this Summer. The reproducer is rich and artistic in appearance, resembling a beautiful open book with hand-tinted pages done in sepia, finished in gold and brown morocco leatherette. It may be held in an upright position on an easel furnished with the speaker or hung on the wall. The "Book" speaker, according to the manufacturer, employs new principles in sound reproduction obtained when the electromagnetic unit is applied tangentially to the edge of a properly curved membrane, thus differing from other speakers where the diaphragms are moved by a piston-like action at right angles to the surface. This latest of Utah speaker products is seventeen and one-half inches wide by thirteen and one-half inches high, and retails for $319.

**National Radio Exposition Soon**

Quality products and quality buyers are the goals set by the National Radio Exposition to be held in the Exhibition Hall of the Hotel Sherman, Chicago, September 27 to October 2, 1926, according to Milo E. Westbrook, manager. Vaudeville, circus and other freak stunts are tabooed by the exhibition management, and every effort is being put forth to produce a dignified exposition of radio products for distributors, dealers and the public.

The new exhibition hall of the Hotel Sherman is considered one of the finest and most centrally located exhibition buildings in the mid-West, whether from a railroad transportation or local attendance standpoint. Rooms will be available for meetings of jobbers and dealers and arrangements will be made for various groups to hold round-table discussions of merchandising and other dealer problems.

**Frank Reichmann Talks on Broadcasting**

The consumer who purchases a set and is dependent upon broadcasting stations for his radio entertainment is the one who should decide the present problems of broadcasting, according to Frank Reichmann. "Now that the unfounded fears of 'chaos in the air' has passed, it might be a good time for the public to decide on the best way to regulate broadcasting," states Mr. Reichmann, who is president of the
This is a Superior Tone Arm Combination

To manufacturers of fine phonographs, the Oro-Tone C-1 all brass tone arm and the Oro-Phone reproducer provides an opportunity to secure a tone arm combination unexcelled for tone value.

To progressive jobbers, it offers an opportunity for a greatly increased volume.

And it makes it possible for live dealers, everywhere, to cash-in on the great market which now exists among owners of ordinary type phonographs.

The new C-1 tone arm is of all brass, air-tight construction. It has a full ball-bearing base which insures floating swing or arc of arm; collar of base extends directly into throat of tone chamber, thereby eliminating leakage.

When used with the Oro-Phone reproducer, all the fine tone shadings and full range of tone values of this good reproducer are further enhanced. All in all, this is a splendid tone arm combination.

Further details regarding the excellence of this combination and its sales value for manufacturers, jobbers and dealers will be supplied upon request.

THE ORO-TONE CO.
1010 George Street
CHICAGO, ILL.

ORO-TONE - for a better tone
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

Reichmann Co., Chicago, manufacturer of Thorola sets and speakers, member of the Chicago Radio Commission and director in several radio organizations.

"If at any time there are too many broadcasting stations and some of them must be eliminated, why not leave the question as to who shall broadcast to the listeners?" asks Mr. Reichmann. "A broadcasting station is a total loss to its owners if it has no clientele among the listeners. Many stations are in that fix right now, and some of them don't know it. You can't make a listener listen unless he or she wants to, regardless of how the government may regulate wavebands and broadcasting licenses.

"It is entirely up to the listener and it is my suggestion that a vote of the listeners should be taken in every community, especially where there are too many broadcasting stations, to determine which ones are wanted and which ones are not. This vote should be given by a disinterested party, possibly the federal supervisor of radio in the district.

"A station which would object to this test would be admitting its own weakness. After the vote has been taken it is reasonable to believe that stations which are not wanted by the listeners would voluntarily close down. Efforts of politicians at Washington to control radio, either directly or indirectly, for political purposes are bound to fail, regardless of what kind of a law may be enacted. Any laws that are passed must please the listeners, for they are the ones who are going to settle the question finally."

M & M Radio Service, Inc., Formed

The M & M Radio Service, Inc., was recently formed in Chicago with headquarters at 338 North Michigan avenue, to act as a service department for radio dealers in the city. Believing that the service problem has become a bugbear to most dealers, the officials of the firm are continuing their efforts solely to the furnishing of service from 8:00 a.m. to 2:00 a.m., and by the plan established the dealer who contracts for the service merely sells and delivers the radio set, with M & M Radio Service, Inc., assuming the responsibility for its performance thereafter.

Eighteen service men are distributed in zones covering a territory assigned two miles in any direction of their particular location. The firm charges 5 per cent on the manufacturer's list price of radio sets sold by the dealer where the list price exceeds $100 and 10 per cent on the manufacturer's list price of sets sold by the dealers where the list price is $100 or less. In each case accessories needed to place the set in working order are purchased through the dealer contracting for the service on that particular set.

S. I. Marks, former treasurer of the Zenith Radio Corp., Chicago, is vice-president and treasurer of M & M Radio Service, Inc., and is in active charge of its affairs. In commenting on the work of the new organization, he stated that the removal of service as a part of the dealer's daily work would allow him to employ salesmen without technical knowledge, with the resulting tendency to greater sales. The firm also furnishes service direct to consumers on a three or twelve-months' basis, with a uniform price for installations.

Targ & Dinner Co. Displays Fall Line

The Targ & Dinner Music Co., manufacturer's representative and wholesaler of Chicago, has been holding a display of Fall and holiday goods at its display rooms during the last few weeks, and the entire sales force is concentrating on the new merchandise. The September number of "Items of Interest," a monthly catalog issued by the firm, recently made its appearance and its sixteen pages contain a number of special offers and new products. According to Max Targ, a member of the firm, the Targ & Dinner Music Co. has a surprise in store for the trade in the form of a product which will be a revelation in booming sales. Further information will be given in the next issue of The World and in the October issue of "Items of Interest."

R. H. Woodford Leaves for the East

R. H. Woodford, sales manager of the radio division of Stewart-Warner Speedometer Corp., returned the latter part of August from an extended trip through the West, where he visited Vancouver, B. C., Seattle, Spokane and Portland. Mr. Woodford departed a few days ago for Philadelphia and New York City, where he will attend the Radio World's Fair, in which Stewart-Warner is maintaining an exhibit of its radio products.

Burns Hi-Lo Speaker Wins Favor

The Burns Hi-Lo speaker unit was recently developed and placed upon the market by the American Electric Co., Chicago, loud speaker and unit manufacturer. The manufacturer has endeavored to produce a speaker unit capable of reaching the full range of the musical scale, with clarity and truthfulness and the Hi-Lo model is said to have within its scope of reproduction the lowest rumble of bass notes and the highest pitch that the microphone can pick up. The tonal qualities secured with this unit are in a large measure due to the extraordinary size and specific material of the diaphragm.

For the convenience of consumers having sets which do not have the proper condenser built in the plate circuit, the Hi-Lo unit is equipped with the necessary condenser which can readily be detached if so desired. The Hi-Lo unit may

(Continued on page 116)

Last Available Supply of Music Masters VALUES! VALUES! VALUES!

We have but two models of the popular Music Master make of radio receivers for immediate disposal. Music Master Model 110 and Model 175, illustrated, have been the outstanding sellers in the line. One department store is reported to have sold 700 in one day's sale. Music stores all over the country have found a ready market for these sets.

 Entire Stock Consists of

<table>
<thead>
<tr>
<th>Model</th>
<th>Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 175</td>
<td>275</td>
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<tr>
<td>Model 140</td>
<td>125</td>
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WILL SELL

<table>
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<tr>
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<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot of 100</td>
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</tr>
<tr>
<td>Lot of 50</td>
<td>$40.00</td>
</tr>
<tr>
<td>Less than 25</td>
<td>$45.00</td>
</tr>
</tbody>
</table>

Cash propositions only

TYPE 175


Every set has been thoroughly tested and is guaranteed to be in perfect working condition. Write for full information.

ART CABINET MANUFACTURING CORP.
1427 CARROLL AVENUE
CHICAGO, ILL.
THAT the new Apex Six will be one of the most popular sets on the market this season and for many seasons to come—is a foregone conclusion.

Consider these important improvements. Patented Compensator (patented in 1924 and withheld from the market until its merit had been established beyond all question)—one dial control—impedance coupled—the entire sphere of radio at the command of the turn of a single dial—all distortion eliminated—illuminated dial—automatic filament control.

This notable receiver is housed in furniture worthy of its quality and designed in combinations which provide a wide selection on small investment.

For example—receiver No. 6 combined with cabinet No. 100 makes set No. 106.

Sixteen years of unimpeachable manufacturing activities vouch for the integrity and stability of the Apex organization and for the value of Apex products.

With but few exceptions Apex dealers of yesterday are Apex dealers of today. Conclusive evidence that Apex products give satisfaction and the Apex policy proves profitable to dealers. Apex sets have never been "junked" or price slashed and never will be. Progressive dealers are invited to write for particulars regarding liberal Apex dealer franchise.

Apex Electric Mfg. Co.
Dept. 917, 1410 W. 59th St. Chicago
THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

be used on Burns loud speaker horns and is also furnished with an attachment for any standard make of phonograph. In addition to the Hi-Lo, the American Electric Co. also produces two other units under the trade names Concert and Burns. The Hi-Lo unit lists for $11.50.

A. J. Kendrick Returns From Trip
A. J. Kendrick, general sales manager of the phonograph division of Brunswick-Balke-Col- lender Co., returned on August 27 to the Chicago headquarters of his firm after an exten- sive six weeks' trip throughout the West. Mr. Kendrick visited several of the Brunswick branch offices and delivered an address at the Western Music Trades Convention at Seattle, Wash.

Miss Giddings With Stewart-Warner
Miss Natalie Giddings was recently appointed assistant publicity director of the Stewart-Warner Speedometer Corp., manufacturers of radio receiving apparatus. Miss Giddings will assist B. K. Pratt, director of information, and will devote most of her efforts to news work and publicity. She is a graduate of Knox College and formerly conducted publicity work for that institution.

Handling Columbia Line in Sioux City
George H. Compton, who recently resigned from the Columbia Phonograph Co. sales staff, has entered the retail music business in Sioux Falls, S. D., as an exclusive Columbia dealer. Mr. Compton, for many years, traveled Montana, North and South Dakota, and the Columbia Co. and his host of friends in the trade with him success.

H. L. Mills in New Post
H. L. Mills, former general manager of the United Mfg. & Distributing Co., manufacturer of United phonograph motors, recently resigned from that position to devote his time to the indus- trial air cleaner manufactured by the firm. Mr. Mills now spends the greater part of his time in travel and in the engineering develop- ment and installation of the product. The busi- ness is being conducted by E. M. Adams, presi- dent, and F. M. Nichols, treasurer.

Spending Vacation on Pacific Coast
T. G. Rockwell, head of the record department in the Chicago office of the Columbia Phonog- raph Co., accompanied by Mrs. Rockwell, left August 31 for a six weeks' trip to the Pacific Coast. Mr. and Mrs. Rockwell are former resi- dents of San Francisco and are visiting their many friends in that city during their combined business and pleasure trip.

J. Kelly Smith Now in Charge
A recent announcement of an important per- sonnel change in the staff of WBMM, the Stewart-Warner Air Theatre, owned and oper- ated by the Stewart-Warner Speedometer Corp. of Chicago, stated that Charles Garland, studio director, had resigned. He was succeeded by J. Kelly Smith, business manager of the studio, who will combine in his new position the duties of both offices. Mr. Smith was formerly in charge of radio advertising of the corpora- tion, and when the firm took over the full air time of WBWM last Spring he was placed in charge of broadcasting activities. Mr. Smith is qualified for the new position by reason of his technical knowledge of radio and the fact that he has had a musical education.

F. F. Paul Back From Extended Trip
F. F. Paul, sales manager of the United Mfg. & Distributing Co., returned on September 2 from an extended trip throughout the Middle West in which he visited Detroit, St. Louis and other important trade centers in the in- terest of United phonograph motors and other products manufactured by the firm.

Columbia Activities in Minnesota
W. L. Sprague, of Minneapolis, sales assistant to A. J. Heath, manager of the Columbia branch office in Chicago, spent the first week of September with Mr. Heath going over plans for increased service on Columbia records and phonographs for dealers in the Minnesota ter- ritory.

Visitors to Columbia Headquarters
M. Kirschbaum, manager of the music de- partment of the L. S. Donalson department store, Minneapolis, is a recent visitor to the Chicago branch office of the Columbia Co. Mr. Kirschbaum was en route from the Twin Cities to New York and while in Chicago was per- sonally introduced to a number of Columbia record artists, including Paul Ash, Ted Lewis, Ruth Etting, Art Kahn and Ford & Glenn. He expressed himself as highly pleased with the results of his music department since the addi- tion of the Columbia line a short time ago. An- other visitor was Harrod M. Jones, of the Jones Piano Co., Sioux City, Ia., accompanied by Mrs. Jones, who recently called upon Manager A. J. Heath to arrange to again handle the com- plete line of Columbia records and Viva-tonal phonographs. Mr. Heath, who, by the way, left on September 1 for Minneapolis, where he spent a few days in the vicinity of the Twin Cities, visiting Columbia offices in both Chicago and Minneapolis. He returned to Chicago by way of Sioux Falls, S. D., and trade centers in Iowa.

Lawrence Gunyu, Columbia representative in Minneapolis, spent a few days in Chicago during the latter part of August. Mr. and Mrs. Gunyu were on their honeymoon and combined busi- ness with pleasure in Chicago, where Mr. Gunyu conferred with Columbia Branch Manager A. J. Heath regarding Columbia activities and sales plans for that Fall.

TALKING MACHINE WORLD

Sylvan Harris was recently added to the re- search laboratory staff of the Stewart-Warner Speedometer Corp., Chicago. Mr. Harris will assist Leonard Parker, chief radio engineer of the corporation.

McMillan Radio Corp. Introduces Its New Line to Trade

Four Models Known as the McMillan Five and a Six-Tube Receiver Known as the Tel-O-Air

The complete line of radio receivers produced by the McMillan Radio Corp., Chicago, is be- ing offered before the matured season. Four time, and the products are divided into two different lines, four models, known as the Mc- Millan Five, and a six-tube receiver, housed in several cabinet styles, known as the McMil- lan Tel-O-Air.

The McMillan Five line is composed of four different styles, all containing a five-tube set with especially constructed transformers, and vernier dials. No. 1 is a table model in a hand- some two-tone mahogany cabinet. No. 2 is a console with built-in speaker equipped with the Super-Tone loud loudspeaker, and contains a large compartment for bat- teries, a charger, and other accessories. No. 3 is known as the Highboy, is finished in two-tone walnut, has a battery compartment, and is equipped with a Utah unit in its built-in loud speaker. The McMillan DeLuxe is another table model, with a panelled front of American black walnut. Its heavily moulded base is artistically embossed, and the tops and ends are of five-ply veneer.

The McMillan Tel-O-Air, a single six-tube receiver, it is furnished in a table model cabinet finished in figured and stump American black walnut, and a groove is provided for a panel of either metal or Bakelite. The Tel-O- Air is also furnished in a June Breeze cabinet, with a built-in loud speaker, equipped with the Utah unit. In the lower section of the cabinet, which is finished in figured walnut, with the choice of early maple decoration, there is a space for A and B batteries and in the upper compartment the C battery and Ter-Tenna, a compact indoor antenna made by the firm, may be stored. The firm also produces a table with battery compartment and built-in speaker upon which the set may be placed. It is finished in black walnut with redwood burl panels.

The McMillan Radio Corp. was organized in the Spring of 1926, with Walter Magill, a well- known and popular radio sales executive, as gen- eral manager. Its factories are located in Chi- cago, Indianapolis and Brazil, Ind., and the firm has already secured wide distribution for its products. Over sixty-five distributors have been appointed and among them are McGraw-Edison Corp., of St. Louis; Simms Co., St. Louis; and branches in Bos- ton, Chicago, Atlanta, Toledo, Philadelphia, Minneapolis, Sioux City and Wichita; Marshall Field & Co., Chicago; Rupp, White & Co., Cincinnati; C. W. Smith Co., Los Angeles; Western States Sales Co., San Francisco; Western Auto Supply Co., Omaha; Brackett Co., Des Moines; John S. Cooper & Son, Terre Haute; Melville D. Hall, St. Louis, and the Mitchell Phonograph Co., Detroit.

Adaptable to Any Set

Illustrated are two types of Jones MULTI- PLUGS ready for use on any radio set. The W.B. type brings to radio something brand new—the radio wall plug—which means the radio fan can connect his set through a wall plug and have the unsightly batteries either in the basement, closet or an adjoining room.

Write today for full information regarding the Jones MULTI-PLUG proposition.

HOWARD B. JONES
618 S. Canal St.
Chicago, Ill.
The Jewel REXOPHONE Brass Tone Arm

Equipped with the REXOPHONE Reproducer

A high-grade tone arm made of instrument brass with a continual taper from the reproducer to the base and the taper is the same as that used in the making of brass band instruments. It has a patented floating felt lined sound-proof collar. This feature insures only positive delivery of sound waves into the tone chamber and carries a solid column of tone from the reproducer to the amplifier. The base flange is made of pressed steel, which is especially strong and durable, and the base bearing is so constructed as to give the tone arm a cushion action which allows it to float over the record with the least friction. The base is finished in beautiful ebony black and harmonizes with the nickel or gold tone arm.

The Rexophone Reproducer

The diaphragm of the Rexophone Reproducer is made of specially treated aluminum, and is highly sensitive so that all over-tones and minor details in a record are brought out with remarkable clearness. Because of the patented stylus bar and large diaphragm, the vibrations are longer, the tone natural and life-like, the volume greater and surface friction or scratch is reduced to a minimum. Diaphragm and stylus bar fully protected by a grille of German silver, which gives the reproducer a very pleasing appearance.

We also manufacture attachments, automatic stops and die cast tone arms. Write for prices.

JEWEL PHONOPARTS CO.

150-160 Whiting Street
Chicago, Ill.
Sampson Electric Co., Atwater Kent Distributor, Host to 450 Retail Dealers

Dealers From Illinois, Indiana and Iowa Attend Annual Meeting at Chicago, Where Advertising and Selling Campaigns of Manufacturer and Distributor Are Outlined

CHICAGO, ILL., September 3—Four hundred and fifty Atwater Kent dealers from Illinois, northern Indiana, and Davenport, Ia., attended the meeting held under the auspices of the Sampson Electric Co., distributor of Atwater Kent radio receiving sets and speakers and Pooley cabinets, on August 18, at the Congress Hotel.

The gathering opened with a luncheon at noon in the Gold Room, and the business meeting was called promptly at 1:45 in the Ballroom Room.

H. C. Abbott, sales manager of the Sampson Electric Co., acting as chairman of the meeting, opened the session by reading a wire from V. W. Collamore, sales manager of Atwater Kent Mfg. Co., Philadelphia, who was prevented at the last moment from attending the meeting.

He then introduced Lyle Pratt, Atwater Kent district representative, who outlined the results of Atwater Kent national advertising during the last twelve months, stating that it had received both dealer and consumer acceptance, and urged dealers to tie up with the national campaign by window displays, posters and other dealer helps.

He was followed by Ben Stauffer, general sales manager of the Pooley Co., Philadelphia, who outlined the advertising campaign undertaken by his company, by which six million people will be reached through national publications. He then exhibited and described various of the Pooley radio cabinets which were on display, and drew especial attention to a cutaway model of a Pooley cabinet which showed the construction of the product.

T. W. McDowell, Atwater Kent Mfg. Co., in his address dwelt upon the manner in which the Atwater Kent advertising campaign had cut sales resistance last year, and urged the dealers to use local newspapers to tie up with the publicity which will appear in national magazines, financial publications, boy-life magazines, farm papers, and through the broadcasting of Atwater Kent programs. He stated that billboards will be used in 190 cities and that the use of color in national advertising would be doubled that of 1925.

J. Ainspirt, of Ainspitz-Lee-Harvey, Chicago, advertising counsel of the Sampson Electric Co., described in detail the campaign in Illinois which will aid the dealer to sell Atwater Kent receiving apparatus. From September to January two Chicago newspapers and leading newspapers in fourteen key cities of Illinois will carry the Sampson Electric Co. message to the consumer public.

Paul Niehoff, of the King Electric Co., Buffalo, N. Y., in his address stated that a 12-volt, 1500-watt power unit manufactured by his firm was sold only through Atwater Kent jobbers and dealers, and forcibly decried price-cutting tactics of the retailer at the end of the year.

Fred Williams, general sales manager of the Grigsby-Grunow-Hinds Co., Chicago, manufacturer of Majestic "B" battery eliminators, in his talk, urged the dealers to specialize in radio, trading through but one distributor if possible.

He also outlined the salient features of the Majestic "B" Eliminator, stating that the so-called summer dull season had brought no ill effects to the sale of the product, but, on the contrary, had caused such an increase in production that the Grigsby-Grunow-Hinds factory is now turning out 1500 eliminators per day.

The meeting was brought to a close by Peter Sampson, president of the firm, who thanked the dealers for their interest and stated that with over five million dollars of Atwater Kent and Pooley merchandise should be sold this season in the territory served by his organization.

Other speakers were W. J. Barnes, advertising manager of the Illinois State Register, Springfield, Ill.; E. M. Freighst, assistant vice-president of the Bankers’ Commercial Security Co., New York City, and C. W. Rhodes, business manager of Prairie Farmer.

Later a dinner for 750 visitors, including dealers and their wives, was served in the Gold Room. Col. J. Hamilton Lewis, a prominent figure in national politics, welcomed the dealers and turned over to them the key to the city, in the name of Mayor Dever.

Death of Fred Wolf, Sr., Is Greatly Regretted by Trade

President of the Wolf Mfg. Industries Passes Away After Short Illness

Members of the talking machine industry were shocked to learn of the death of Fred Wolf, Sr., president of the Wolf Mfg. Industries, Quincy, Ill., on Tuesday, August 24.

Mr. Wolf died at the family home in Quincy as a result of a heart ailment following an illness of ten days. Although he had been in failing health for the past two years, Mr. Wolf was almost constantly at his desk at the firm’s plant and on August 16 he was seized with a smothering spell while at the office.

Fred Wolf was born in Gleisweiler, Germany, on February 21, 1851. He emigrated to the United States when barely twenty years of age and settled in Quincy, where he had since made his home. For some time he was a member of the firm of Blomer, Wolf & Michael, and later organized the Western Harness Co. in 1889, engaging extensively in the manufacture of leather goods. He erected a factory, taking his sons into the company, and after a short time a second building adjoining the first one was built and the Wolf Chemical Co. was organized with Jos. A. Wolf, manufacturing chemist, in charge. Several years after, Mr. Wolf disposed of his harness business and began the manufacture of phonographs. With the advent of radio he entered the field of radio cabinet manufacture and for the growth of the business he leased a third plant.

Mr. Wolf was active in church and fraternal circles in Quincy and was one of the most prominent and popular business men of the community. He is survived by two daughters, four sons, one brother and four sisters, three of whom live in Germany. His sons, who were identified in the Wolf Mfg. Industries, are Fred A. Wolf, treasurer; Paul A. Wolf, secretary; Leo F. Wolf, vice-president, and Jos. A. Wolf.

Things New and Different in our Display of Fall and Holiday Goods

NEW YORK—(Continued from page 116)

TARG & DINNER MUSIC CO.
229 W. Randolph St.
Chicago, Ill.

Something STUNNING in store for you

Watch the October issue
The Acknowledged Leader
In Phonograph Motor Value

Silence  Smoothness  Sturdiness

KRASCO No. 2
2—12 ft. Springs
4 Records with One Winding

KRASCO No. 4
3—16 ft. Springs
7 Records with One Winding

KRASCO No. 33
4—16 ft. Springs
10 Records with One Winding

Krasco Motors are made in other sizes—a type for every playing requirement. It will pay every builder of phonographs to write for full information.

KRASCO PHONOGRAPH MOTOR CO., Elkhart, Ind.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

Appointed Jewel Phonoparts Representative in New York

F. D. Wolk to Represent Tone Arm and Sound Box Manufacturer in New York and Long Island Territory—Well Known to Trade

A. H. Davis, secretary-treasurer of the Jewel Phonoparts Co., Chicago, tone arm and sound box manufacturer, announced a few days ago that F. D. Wolk, New York City, had been appointed representative for the Jewel Phone-parts Co. in Greater New York and Long Island. Mr. Wolk is well known in the Eastern radio trade and handles the complete Jewel line of sound boxes, tone arms and phonograph products. The offices of his firm are at 772 St. Nicholas avenue. Arrangements were conducted between the Jewel executives and Mr. Wolk, who spent several days in Chicago and returned to New York on September 7.

School for Fada Radio Distributors in Chicago

A school for Fada distributors, dealers and sales and service men in the central western zones has been established by the Chicago branch of F. A. D. Andrea, Inc., New York. This unique enterprise is housed in the new Fada showrooms on South Michigan avenue, a department being devoted to the service feature of this special training course. In addition to providing post-graduate training in radio selling is provided, all of which is free of charge for those who desire to take advantage of the opportunity.

Commenting upon the establishing of this school, Louis J. Chatten, sales manager of F. A. D. Andrea, Inc., stated that it is designed to encourage dealers to do more servicing of radio, with its obvious effect in building good will for the Fada line. In a similar manner the distributors' salesmen and service men attending the school are enabled in turn to carry what they learn into the field with them and conduct educational work among their trade in the proper servicing of radio receivers.

The department is under the direction of Kenneth A. Fisher, a well-known technician, who works in close cooperation with R. P. Van Zile, division sales manager.

Michigan Atwater Kent Dealers Hold Convention

Held Under Auspices of Radio Distributing Co. —Officials of Atwater Kent Mfg. Co. and Advertising Firm Deliver Addresses

DETROIT, Mich., September 8.—The Radio Distributing Co., of this city, Atwater Kent radio distributor for Michigan, held its third annual convention of Atwater Kent radio dealers at the Statler Hotel on August 25. Despite the numerous subjects to be taken up, D. W. Burke, president of the company, efficiently confined the meeting to one full day. The morning session was devoted entirely to the accessory products distributed by the company, which included Cunningham tubes, Eveready batteries, Ballyk products and Electron chargers and eliminators.

After a midday luncheon Roy Durstine and

Grendfield

Canda, of Barton, Durstine & Osborn, advertising agents for the Atwater Kent Mfg. Co., outlined the mammoth advertising campaign being conducted by the parent organization, and M. Baumer, advertising manager of the Atwater Kent Co., also spoke on Atwater Kent publicity. The first Atwater Kent Co. speaker was Vernon W. Collamore, general sales manager, who was followed by T. W. MacDowell, convention manager of the Atwater Kent Co., and R. E. Smiley, district sales manager having jurisdiction over the Michigan territory.

The banquet for the radio dealers began promptly at 6:30 and the dealers were enter-

tained by a number of artists, many of whom were familiar to radio listeners.

During the week in which the convention occurred Atwater Kent dealers in the Detroit territory made special window displays. The Radio Distributing Co. furnished the services of expert window trimmers for the use of the dealers on this occasion.

Gulbransen Piano Float

in Chicago Celebration

CHICAGO, Ill., September 7.—At the recent celebration when four electric locomotives pulled into the Illinois Central depot marking the completion of the first unit of electrification of all railroad in Chicago, a monster parade of "floats" moved down the Grand and Michigan boulevards covering a distance of eight miles. The parade was one of the greatest exhibits of "floats" ever seen in this city and cost hundreds of thousands of dollars. The Gulbransen Co. was represented by an exhibit carrying a Gulbransen grand piano and a Gulbransen small model upright. At each end of the upright were giant "rulers" indicating the height of the instrument, with this legend: "Gulbransen Small Model—Fits Anywhere—3 feet, 8½ inches high."

The two pianos were on a raised platform with three steps, and on each side appeared this slogan: "Better Music—Better Homes."

Plan New Store in Kenosha

KENOSHA, Wis., August 30.—Joseph Cardinal, of the Kimball Music Store, 200 Church street, this city, and Walter and Frank Block, of the W. & F. Block Co., radio and electrical appliances, have announced plans for opening a combination music and furniture store in the near future. The store will be located at 209-211 Wisconsin street in quarters formerly used for the Dayton ballroom. The location gives 65 by 185 feet of floor space, and it is being completely remodeled and elaborately decorated for the new business. A complete line of Kimball pianos, radio, phonographs and furniture will be handled by the store.

Issue Records by Valentino

Decision is to be made this week through the business representative of the late Rudolph Valentino and the Brunswick-Balke-Collender Co., for the issuance of two records made for Brunswick by Valentino. It was not generally known that the late photoplay star had a voice suitable for record purposes, but the fact that one of the numbers that will be issued is the "Kashmiri Song" shows his voice was good.
There Are Customers Only Okeh Records Will Satisfy

You are a Record Dealer!

But probably not an Okeh Dealer—then you are losing some profits.

You will agree—It is best when a customer says, “I want an Okeh-Odeon Orchestral by Dajos Bela,” to answer and make the sale with the requested record.

Why worry over which record would be the best substitute.

No need to substitute if you are a Licensed Okeh Record Dealer.

When the young people are ready to buy the latest dance hit and they want an Okeh Record because it is played with the zest and joy of life they feel—

You want to satisfy—yet with a profit made.

Being a Licensed Okeh Record Dealer, with every classification of music to sell, gives you that chance.

What other makes of records have the host of Race Stars that are heard on Okeh? There may be features that make Okeh Records the equal of all others ... but no other records can touch Okeh Race Records when it comes to quantity sales and profits.

The very next thing you should do is to write us for information about becoming a Licensed Okeh Dealer.

Let It Be

Okeh

RECORDS

Consolidated Talking Machine Co.

227 W. Washington St. Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich. :: 1424 Washington Ave., So., Minneapolis, Minn.
Twin Cities Dealers Report All Lines Picking Up with Close of Summer Season

The close of the Vacation Period brings increased demand for all types of Musical Instruments and Radio Receivers—Brunswick dealers report Big Demand—other trade News

MINNEAPOLIS and St. Paul, Minn., September 8—Vacation is over for the most part, Twin City music men are making prophecies for Fall business on the authority of orders already coming in. All lines are picking up, even radio, which vibrated during the Summer.

Charles C. Hicks, the new manager at the George C. Beckwith Co., Victor distributor, seems highly pleased with the Northwest situation. He is no stranger to the Twin Cities, and declares that he is delighted to be back. Mr. Hicks expects to spend about two thirds of his time outside. Visitors to the Beckwith Co. include—"St" Warner of Redfield, S. D., Mr. Folsom of Brainerd, Minn., and Roy Graves from the Bach Piano Co., Faribault, Minn.

R. C. Coleman, in charge of the radio division of the George C. Beckwith Co., has just returned from the Buffalo conference. He is full of enthusiasm over the new Federal Ortho- sonic line recently introduced to the trade.

The George C. Beckwith Co. will stock a complete supply of radio accessories of the standard kind in order to give good service to the dealers. There has been a phenomenal demand for new improved "B" eliminators—Majestic and others going well. Mr. Coleman has opened up a large number of new accounts. The Williams Piano Co. of Sioux Falls, S. D., has just taken on the Federal Ortho-sonic line of radio sets.

Brunswick Activities

One of the interesting Panatropes deals of the month is the sale of two of these machines by Foster & Waldo to Capt. Billy Fawcett, well-known publisher of White Band and other magazines. Capt. Fawcett will use the Pan- trope at his wonderful Summer resort, Breezy Point, at Gull Lake, near Pequot, Minn. This log hotel, with a multitude of surrounding log cabins, is internationally known. The Panatropes will entertain guests when the orchestra is not on duty.

The contest for an appropriate name for the new musical instrument released by the Brunswick Co., is attracting a large number of interested aspirants to the local stores.

Jack Rodin, Brunswick dealer of Miami, Fla., is back in Minneapolis visiting his folks and renewing old acquaintances in the Talking Machine business.

Norris L. Julian, of Strain Bros., Great Falls, Mont., takes his vacation seriously. On a recent trip through the Montana oil fields, in ten days he sold sixteen of the Brunswick new super-phonographs for direct shipment. Remember that he was on a vacation. Is it any wonder that Strain Bros. orders are in carload lots? Four different exhibits of Brunswick Panatropes will be shown at the forthcoming Minnesota State Fair.

Hanley Co. Enjoys Busiest Month

P. J. Hanley, of the Hanley Piano Co., makes a brief but enthusiastic statement of August business. He says it has been a very fine month—the best in their history. They sold a good many pianos and cleaned up entirely on phonographs. He has placed orders for Panatropes. Records are going fine.

E. R. Foster, president of the Metropolitan Music Co., says that Brunswick and Victor are in big demand.

Symphony Music House Opened

A new retail music store has opened up at 12 South Eighth street. It is called the Symphony Music House and the owners bought Mrs. Eggers' stock at the Arcade Song Shop. In addition they have a complete new stock in small goods—ukuleles, tenor banjos, guitars and a sheet music department. As an advertising feature the company puts on a musical program at the noon hour, between 12:30 and 1:30 p.m. They will handle Okeh and Perfect records.

J. E. Frank, piano dealer at 1216 Nicollet avenue, has rented the second floor.

Enthusiastic Greeting New Sonora

J. E. Date, manager of the phonograph and radio departments of the Minneapolis Drug Co., Sonora and Magnavox distributor, has just returned from an extensive trip through Minnesota. He covered better than seven hundred miles by automobile and saw all the dealers in the larger centers. He found great enthusiasm for the new Sonora models, the favorites being the Symphony, Concert and the Prelude models. Many new accounts were opened and inquiries are piling up every day. Mr. Date has placed several special salesmen in the territory.

Radio has had a decided stimulus in the extensive tour of radio dealers throughout the Northwest. There were representatives from all agencies in the territory who were with the tour, and were Grand Forks, Aberdeen, Sioux Falls and Mankato. J. E. Date represented Magnavox and the Sonora radios, for the Minneapolis Drug Co. is exclusive distributor here.

The feature of outstanding interest to the dealers was the Magnavox radio test table. This equipment is a miniature radio station and enables the operator to service any radio.

Two new Magnavox loud speakers, the Cornell and Stanford, are being exhibited in the Twin Cities. Foster & Waldo has just placed an order for several hundred Sonora machines in the De Luxe period models.

Celebrates Fifth Anniversary

One of the largest retail shops in the Twin Cities celebrated its fifth birthday on August 28. This is the Majestic Music Co. of Minneapolis, which has a fortunate situation in the Theatre Row on Seventh street.

Columbia Record Sales Increase

Columbia record business was more than doubled in August over July. L. F. Gunzy, city salesman, was married August 19 to Miss Marion Johnson, of Minneapolis. The young couple are at home here, having just returned from a trip on the Great Lakes.

Compson, former representative of the Columbia representative, is entering the retail field. He will have an exclusive Columbia shop in the Shriver-Johnson department store at Sioux Falls, S. D. Another new Columbia is about to open in the Furniture Co. of Little Falls, Minn. Walter Lamberts, who has carried Columbia goods as a side issue, has now concentrated on the complete Columbia line in his store in St. Peter.

An Outstanding Retail Success

The success of the firm of Foster & Waldo is spectacular. After two tremendous sales drives they are still running high. Both from August 21 to August 28, which was a real dog day for hort, was the biggest day of the year.

The biggest news from this firm is the prospect of a building in St. Paul by Spencer, R. O. Foster is looking over four or five locations and will decide this week where the St. Paul Foster & Waldo Building will be.

The firm just placed an order for 200 Art models of the Sonora, ranging in price from $400 to $600.

The day of the record sale, when old-style receivers were sold three for a dime, the store was filled with people who came from towns some distance away. One hundred and twelve pianos and phonographs were sold.

Appoint New Mohawk Jobbers in Eastern Territories

New Line of Mohawk Receivers Enthusiastically Received by Jobbers and Dealers

M. O. Giles, divisional sales manager of the Mohawk Corporation of Illinois, with headquarters in New York, has been meeting with considerable success in the appointment of representative jobbers for the popular Mohawk line of receivers. During the past few weeks Mr. Giles has appointed the following Mohawk jobbers in his territory: Pyramid Motor Equipment Co., New York, Greater New York territory; Federal Radio & Electric Co., Paterson, N. J., northern New Jersey, up to but not including Trenton; Tower-Binford Electric Co., Richmond, Virginia, and the Eastern part of North Carolina.

In a chat with The World Mr. Giles stated that the new line of Mohawk receivers has been received enthusiastically by jobbers and dealers throughout his territory, which includes many of the important Eastern States as well as the Southern Atlantic States. Among the interesting features of the Mohawk product, as well as the practicability of the sales plan introduced by the company, have won the approval of the Eastern radio trade.
The Unit Control in the Perlesz Receiver needs no supplementary dials to take care of inefficiency in design or manufacture. Once the compensating condenser has been set, no further adjustments are necessary. Tuning becomes simply a matter of turning one dial to the proper point.

Note the strong, solid construction of the worm drive which governs the movements of the Straight-Line-Frequency Condensers. The worm is designed on a floating bearing principle, supported by a spiral spring which automatically takes up the slightest wear. Back-lash is eliminated.

The Unit Control is only one feature of the Perlesz. Some others are: the gang-mounted condensers with die-cast plates and the all-metal chassis which, by preventing dielectric losses, insures extreme accuracy in tuning.

*We have an attractive proposition for distributors and dealers. Write us*

**PERLESZ RADIO MANUFACTURING CORPORATION**

560 West Congress Street - Chicago
Kansas City Dealers and Jobbers Are Optimistic Over Fall and Winter Outlook

Representatives of All Lines of Talking Machines Report Good Summer Business With Fall Outlook Bright—Columbia Dealers Await Stock of Viva-tonal Phonographs

KANSAS CITY, Mo., September 7—Distributors and dealers almost uniformly agree that prospects for Fall and Winter business in talking machines have not been so good for several years. September started off with a flood of orders from dealers and with reports of aggressive merchandising.

Increase in Edison Business

C. L. Smith, manager of the Kansas City branch of Thos. A. Edison, Inc., reports a remarkable increase in prospects and business in the whole territory, with particular gains in the wheat areas. A notable feature of the Edison gains in a certain number of sections has been due to intensive salesmanship. Mr. Smith has provided men to train salesmen, and in each instance where canvassers have been thus provided by the interested dealers and trained sales have boomed.

An important event in Edison circles will be the visit here of Charles Edison, new head of the company; his first trip West as an executive official. He will be accompanied by Arthur Walsh, vice-president. Dealers and their wives, together with their chief salesmen, have been invited to a meeting and dinner as guests of Mr. Edison. Several hundred trade members are expected to be present.

Staging Dealer Meetings

O. P. Harris, special Brunswick representative, is holding local meetings for dealers in the larger centers in September, giving the salesman opportunity to acquire insights into the qualities and characteristics of the Panatrope and the new musical instrument, so that they can the better represent the real results obtained by these instruments.

Bright Outlook for Brunswick

T. H. Condon, manager of Brunswick distribution in this territory, made a month's tour of the area, finding prospects far beyond any recent years. He is particularly pleased with the businesslike way in which dealers are taking hold of both the Panatrope and the new musical instruments. Several dealers have already taken up the training course for salesmen. A flood of orders has come for the new musical instrument, the naming campaign producing a considerable mailing list for this territory. The new model Brunswick, which employs the same reproducing qualities as the new phonograph, has aroused much interest, and dealers are placing orders for future delivery. It is evident that radio interest is springing up with the opening of Fall and cooler weather; dealers reporting that they are planning to put heavy effort behind the combination equipment.

Thursday release of Brunswick records is reported to be a welcome innovation. Many of them are using the plan aggressively, advertising the release date and records, and Brunswick users are acquiring the habit of shopping for the new records.

Brunswick Shop Opened

The new Brunswick Shop on Brookside Boulevard, in a high-class residential neighborhood, is starting off with fine prospects. It is managed by Benjamin H. McNeill, head of the new corporation, McLell Phelps, Inc. They have an attractively decorated and equipped store, Mr. McNeill was formerly with the Wurlitzer Piano Co., which until its purchase by the Wurlitzer Co. handled the Brunswick line.

Dinner-Meeting of Victor Dealers

A notable occasion for Victrola dealers served by the W. J. Jenkins Sons Co. was the visit here, August 30, of Roy Forbes, manager of sales and distribution, and C. Lloyd Eckenrode, in charge of the Chicago district. About 100 dealers were guests of the Jenkins Co. for an all-day session, concluding with a dinner that was much enjoyed, on the roof garden of the Kansas City Athletic Club.

Remodeling at Kimball's Completed

The W. W. Kimball Co. is profiting by the greater facilities in choice of phonographs in the new store recently opened. The store was practically out of commission for a month during the remodeling. There are three attractive booths for phonograph and record demonstration on the first floor, and a record shop is located adjacent to the booths. The company now has ample window display space, in which the new model instrument is being presented to the passing public.

Better Business in New House

The Woods Music Co. has enjoyed an increase of more than a third in its volume in the first month of its occupancy of the new location, 413 East Twelfth street. It has much space for display of the Columbia machines, and also larger shop space for service on all makes of machines. It carries small musical merchandise also.

Eagerly Await Viva-tonal Models

The new Viva-tonal phonographs of the Columbia Co. are now to be seen at the company's branch at Kansas City. Dealers have been keenly interested in the improved machines, and have been clamoring for deliveries. A few of the smaller and medium-sized models have been available, but not nearly enough to take care of the call. A sample of the largest model has recently been received at the branch office, but no stock for distribution is available at this writing.

To Enlarge Radio Department

The Jones Store Co., Kansas City's only complete department store, will soon enlarge its radio department for the Fall selling period, giving about three times its present space. This is an exclusive radio section of the store, where Atwater-Kent, Crosley and Freshman sets are displayed.

Mohawk Console Is One of the Hits of the Season

One of the models in the new 1926-27 line of Mohawk one-dial receivers recently introduced which is meeting with extreme favor at the hands of the trade and consumer alike is the Chippewa, a console with built-in speaker and self-containing battery compartment. The Chippewa contains the Mohawk one-dial six-tube shielded receiver and the receiver is encased in a sliding drawer which may be removed completely in case of set trouble. Thus, instead of transmitting the entire cabinet, the set may be removed by the service man and taken to the dealer's store, should this be necessary. This model is finished in hand-rubbed walnut with a two-tone piano finish. The door which conceals the load speaker and the set drawer drops down and forms an arm rest for the operator. The Chippewa lists at $110 and has been one of the fastest-selling models in the entire line, according to executives of the Mohawk Corp. of Illinois.

Columbia Atlanta Branch Manager Visits New York

Westervelt Terhune, manager of the Atlanta branch of the Columbia Photograph Co., was a recent visitor to the Columbia headquarters in New York. Mr. Terhune reported an exceptionally good Summer record business. Among his best sellers are "Death's Black Train," by Rev. Gates; "Izzy—My Own Izzy," by Ted Lewis and His Band; "Truly I Do," by Ford and Glenn, and "Valencia," by Ross Gorman and His Orchestra. Mr. Terhune also reported that interest in the new line of Viva-tonal Columbia phonographs was immediate, that it was steadily growing and that it has been responsible for the acquisition of many new and important accounts throughout the territory covered by the Atlanta branch.
Erla and RFL offer these advantages

Better tone quality than any yet known - No squealing - Better selectivity than has been offered

EASY MANIPULATION—makes anyone an expert - Maximum distance and volume for a given dollar

More exquisite cabinet work and the utmost in technical efficiency

First we found what the public wanted—then worked together to perfect it!

ERLA has joined hands with the famous Radio Frequency Laboratories of Boonton, N. J., regarded as the most brilliant group of radio scientists in the world today.

Why did we do this? Because investigation showed that the public this year is demanding better radio than it has ever been offered.

Together we have built a set to meet these new conditions. A set that has been pronounced by competent authorities to be at least a year ahead of its time. Marvelous in performance! Unique for the dealer because of trouble-proof and transportation-proof construction.

Banishes squeals

New and radical principles notably in advance of present standards are in the new Erla (RFL) Monodic Receiver. First in importance is that this new set completely banishes squealing, "blooping" and distortion.

Others have never yet succeeded in doing this without sacrifice of distance and volume. But in the new Erla (RFL) there is positive GAIN in reception! Plus a new ease and certainty of operation that makes every member of the family feel like a skilled operator!

Here are the four great improvements which our own engineers and those of RFL have secured by working together:

1. Squeals and howls completely done away with in tuning, automatically. No expert manipulation of knobs needed.
2. Radiation—annoying broadcasting of squeals into neighboring antennae eliminated.
3. Harshness and fuzziness of tone, resulting from regeneration, eradicated, and reproduction of sound made entirely natural and undistorted.
4. Stations inaudible with most receivers—except when manipulated by experts—now brought in loud and clear by anyone. Vastly improved selectivity.

Realizing the need of more solid construction, we have made the new Erla (RFL) positively transportation-proof—and fool-proof when installed. Now you can be a salesman—and spend less time as a mechanic! Send the Erla out in the same package as received. You won't need to worry. It will be found O. K.

A money-maker

Once again Erla's consummate artistry in cabinets is demonstrated. The new Erla (RFL) is by all odds the most beautiful job of its kind. Eye-value will count this year, as well as performance, Erla (RFL) has both. Erla's famous one-profit system of manufacture enables us to offer the new Erla (RFL) at the lowest prices of any receiver that can be compared with it. This gives you a strategic advantage over your competitor. Yet Erla margins are as always generous and satisfactory.

Write or wire for the Erla sales plan

This year will be a banner year for the radio dealer who has merchandise that meets the public demand. Here is a set expressly built to do that. So we urge you: Don't sign up with any radio line until you see the Erla (RFL). The coupon filled in and mailed will bring you all the facts about our sales proposition. Mail it today.

ERLA
ELECTRICAL RESEARCH LABORATORIES, CHICAGO

Send me full information on your dealer proposition as advertised.

Name:
Address:
City:

Electrical Research Laboratories,
Dept. 52-L, 2500 Cottage Grove Ave., Chicago.

Omnitonic Speaker
"Big Ten* "B" Unit
"Triple-Life* Tubes
A perfectly balanced "B" unit with a big safety factor. Will handle 15 tables with perfect results. To retail at $45.
Last fully three times as long as other makes. Also greater uniformly. Minimum of 5,000 hours actually rated voltage. To sell at usual prices.
Early September Sales of Talking Machines and Radio Encourage the Cleveland Trade

Cleveland, O., September 7.—August was the usual quiet month due to vacations and hot weather, but the early part of September has already shown a pick-up in business which, while not entirely large, is nevertheless encouraging. Portables were a bit late in getting started to sell this season due to weather conditions, but showed a decided pick-up later. Records have been very fair.

Dealers have purchased their radio lines at least a month earlier than last year, in some instances six weeks earlier. Manufacturers and wholesalers are operating on this and found the trade responsive.

Buescher instruments are being used by the orchestra of Rainbow Gardens. This well-known orchestra was completely outfitted by the Euclid Music Co. recently. Herb Whitney, manager of the small goods department, who resigned to go on the road, is back again and has a number of prospects lined up.

Atwater Kent dealers from northern Ohio will hold their annual meeting on September 22 at the Hotel Cleveland. John McGuigan, Jr., district representative of the Atwater Kent Mfg. Co., will preside. The affair will be attended by the two distributors, the Cleveland Ignition Co. and the Cleveland Talking Machine Co. Officials from the factory will be present and a number of interesting talks will be given.

The Bue-Lyons Co., distributors of phonograph and radio goods, have merged with the Ideal Phon Parts Co., Inc., of Pittsburgh, details of which appear in another section of the world.

The Phonograph Co. has been appointed a distributor for the Federal line of radio receivers in northern Ohio and has already secured a nice line-up of dealers to handle this popular set. The company is looking forward to a busy season in radio as it is also Day Fan and De Forest distributor. It will exhibit at the coming radio show. In addition to radio, the company is also distributor for Edison phonographs and records, and Manager He-schberger has sent out invitations to all Edison dealers in the territory covered by the company to attend the annual meeting that will be held in Cleveland on September 13. Addresses will be made by Charles Edison, president of the Thomas A. Edison Co., and Arthur Walsh, general manager of the phonograph department of the Edison corporation.

The Viva-tomats of the Columbia were the center of interest at the local branch and the greatest problem now is to get machines in sufficient quantities to take care of orders. So far this has not been possible, there not only being many orders on hand but new ones are being daily received. R. J. Mueller, district manager, has arranged for space at the Music Merchants Association of Ohio convention at Columbus and will exhibit the full line of new models there. The Cleveland branch furnished records for the American Institute of Normal Methods, in which two hundred music superintendents were enrolled during the month.

Everything is ready for the second annual radio exhibition that will be held in the Public Auditorium from September 21 to September 27. The Radio Manufacturers’ jobbers and Dealers’ first annual convention will also take place during show week. The meetings will be held in the bathroom of the Hotel Hollenden. Warner Cox, general manager of the Radio Apparatus Co., R. C. A distributor, is chairman of the convention.

Local offices of the Brunswick Co. have been completely remodeled and redecorated and H. S. McLeod, branch manager, has received many compliments on the improvements made. Dealers throughout the territory have taken advantage of the opportunity to see the improved mechanical machines and have tied up with window displays and other forms of advertising. The offer of $5,000 for a name for the phonograph machine has aroused a lot of interest in Cleveland.

It was fully expected that Detroit dealers would pay a return visit to Cleveland the latter part of August, but at the last minute the meeting was postponed until after the Columbus convention in the middle of September. The program for their entertainment, however, has all been arranged and the Cleveland Music Trades Association is sponsoring the affair. A delegation from Pittsburgh is also expected to attend. The visitors will be entertained at the Hotel Statler and also at the Shaker Heights Country Club. Otto Maublieh is in charge of arrangements.

One of the busiest places these days is the plant of the Cleveland Talking Machine Co., distributor of Victor and Atwater Kent. The company has had a very aggressive sales campaign on Atwater Kent sets and Pooley cabinets that has been very successful. Howard Sharpe, president of the company, is planning on a large exhibit at the coming radio show.

Harriscburg Atwater Kent Dealers Visit Factory


HARRISBURG, PA., September 7.—The Fromor Co. of this city, Atwater Kent distributor, organized a "radio cruise" which took place on August 16 and served them at the Penn Athletic Club. Troy Driggers, manager of the Fromor Co., was toastmaster and introduced as the speakers of the evening C. W. Geiser, district manager for the Atwater Kent Mfg. Co. in which the Harrisburg section of the company, evening, general manager of the Pooley Co; E. M. Frelich, of the Bankers' Commercial Securities Co., and Percy A. Ware, of the sales division of the Atwater Kent Co. The cruisers returned to their special cars at midnight for the return journey home.


Magnavox Co. Distributes Two Dealer Sales Helps

OAKLAND, CAL., September 4.—The Magnavox Co. manufacturer of Magnavox radios, phonographs, and other equipment, recently distributed to its dealers two attractive forms of sales helps. One of these, a counter or window display card, features the Magnavox Junior, a popular-priced table model. This card illustrates the set and has the caption "Satisfied" with an illustration of a proud owner expressing satisfaction and printed in several colors. The other sale aid is for consumer circulation and is a folder with beautiful illustrations of ten Magnavox radio receivers. The folder gives reasons why the Magnavox radio is preferred, stressing simplicity of operation. Other reasons are the clearness of tone and the beauty of the set.

The Driggers Music Co., established a year ago in Bainbridge, Ga., has met with a measure of success that has warranted plans for expansion.

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Mrs. Radio and Phonograph Hardware

**MRS. RADIO AND PHONOGRAPH HARDWARE**

**LET US ESTIMATE on tools and metal stampings**

**PLATING in nickel, silver, gold, brass, etc.**

**Exquisite BRASS LANTERNS, copper, brass, etc.**

**STAR MACHINE & NOVELTY CO., Inc.**

911 WATERSSEY AVE.

BLOOMFIELD, N. J.
THE NEW
Pathéphonic

Will Bring
Big Fall Business
for the
Talking Machine Dealer

The buying public is sold on the improved type of talking machine. Your profits depend upon satisfying this demand.

Pathe dealers are able to offer their trade the most marvelous reproducing instrument on the market. The Pathéphonic reproduces old records that can never be replaced equal to the new recordings. Only your ear will ever explain this instrument to you.

Four Models—at Exceptional Prices

Model No. 125 - - - $125.
Model No. 175 - - - $175.
Model No. 225 - - - $225.
Model No. 275 - - - $275.

Send for sample of Model 125. This is the only low priced instrument on the market embodying the modern reproducing principle.

Pathe Phonograph and Radio Corp.
20 Grand Avenue
Brooklyn, N. Y.
Salt Lake City Talking Machine Trade
Reports Exceptionally Fine August Sales

Dealers Unanimous in Reporting Excellent Volume of August Business—Unusual Demand Causes Shortage of Instruments—Brunswick Contest Aroused Interest—Other Trade News

Salt Lake City, Utah, September 4.—The talking machine business in this territory has been remarkably good during the past month. There was nothing but enthusiasm in every report made yesterday to The Talking Machine World's correspondent. If ever there was any likelihood of the phonograph losing popular favor it has certainly regained its prestige, at least as far as this section is concerned, and is now in a stronger position than it ever was. Manager Dazell, of the Columbia Stores Co., local wholesaler for the Columbia Co., said their August business was excellent. This applied, he added, to both machines and records. Some of their dealers in August, he said, did the best record business they had done since last December. He reported a shortage of machines, but said this could not be avoided with the business that was being done. He hoped that they would catch up on deliveries this month, at least in part.

R. F. Perry, traveling representative in this territory for the Brunswick Co. and one of the best versed phonograph men in Salt Lake City, said August business was very heavy. They hoped, however, to be in a position to fill back orders on Panatropes at a very early date, due to heavy shipments.

Much interest has been caused by the Brunswick Co.'s announcement of a $5,000 contest for a name for the new instrument. Mr. Perry said dealers are being swamped with applications for demonstrations in connection with this contest. Large space has been used in the local papers by the company for the purpose of announcing this contest. Dealers are co-operating by using space themselves. Among new dealers appointed by the Brunswick Co. is the Ball Drug Co., of Shoshone, Idaho.

The Glen Bros.-Roberts Piano Co., of this city and Ogden, has opened a store in Pocatello, southern Idaho, where it will sell phonographs and other musical instruments. Orville E. Stanger, an experienced music merchant, will have charge of the sales end of the store.

Charging units, formerly many of them, phonograph department of the Consolidated Music Co., but for some time past at the head of the advertising and mail order department, has gone back to the traveling sales work. He will be again in charge. He succeeds G. H. Saddler, formerly of the John Elliot Clark Co., this city, who has moved to Butte, Mont.

Royal W. Daynes, general manager of the Consolidated Music Co., has been elected a member of the board of directors of the Western Music Trades Association.

New Distributors Appointed for Tower Speaker Line

Gordon C. Bennett, Sales Manager, Announces Several New Western Jobbers After Completion of Trip—Enthusiastic Over Outlook


Mr. Bennett is an enthusiast regarding the sales possibilities in the Western territory and while there made a very thorough inspection and studied the needs and demands of each district. He stated that he found the radio industry in a very healthy condition. There was a complete absence of cut-price retail competition, and the dealers entered actively and progressively into their sales work. The facilities and equipment for servicing radio sets and parts were exceedingly complete. This, no doubt, was due to the fact that they are located very far from the manufacturer and must rely upon their own initiative for minor repairs. The most up-to-date equipment is used for display and sales purposes.

"The importance of the Pacific Coast as a market for headsets and loud speakers is fully realized by us," states Mr. Bennett, "and we are planning an extensive sales and advertising campaign this season in the principal distributing and consuming centers, especially on our new cone speaker system, the new announcement brought out by the Tower Company, is reported to have met with almost instant success and approval to such a great extent that manufacturing facilities were increased at both the Boston and Attleboro, Mass., factories. They also contemplate bringing out a 36-inch Cone Speaker at an early date.
THIS is an age of remarkable achievements. The dreams of yesterday are the realities of today.

Our explorers and our industries are leading the world in doing the "impossible."

Among the greatest achievements in the radio industry is the invention of the APCO Full Automatic "A" Battery Converter.

There is nothing in the world today like the Automatic Converter. Here is an ingenious invention to automatically keep the storage battery always at full charge, enabling radio enthusiasts to enjoy the benefits of perfect radio reception without trouble and battery recharge.

Remember, there are no bulbs, no arrows to point, no flipping of switches,—just complete, unaltering "A" power from the light socket without battery starvation.

Progressive dealers all over the country are accepting our direct-to-dealer plan. APCO Radio Products are sold only through APCO Franchise Dealers. Write for our proposition. Your territory may be open.

APCO Full Automatic “A” Battery Converter

$19.50

Prices slightly higher for Denver and West

APCO MANUFACTURING COMPANY, Providence, R. I.

New York
(At the N. Y. Radio Show—Space B. B. 17)

Chicago
Toronto Radio Dealers Are Using Coming Political Elections to Sell Receivers

Advertizing the Advantages of Listening to Campaign Speeches in Privacy and Comfort of Home Via the Air—Eleven Radiola Jobbers Appointed—Other Trade Activities

TORONTO, Ont., September 7—Nearly all dealers handling radio sets are taking advantage of the political situation with regard to the Federal elections which take place on September 14 and are developing sales. They are also advertising the advantages of listening in on the campaign addresses at the home fireside in place of the crowded hall. "Have a front seat position all the time" is the slogan of one advertiser. "Don't stand at the rear of the hall and hear part of the address when you can hear from the centre of the platform" is the announcement of another.

Singer & Elliott, Ltd., Front street, West, distributors for Fada radio sets, are changing their quarters to the basement floor of the same building, where they will have much better warehouse accommodations. A feature of the new quarters will be a particularly attractive radio display room.

Canadian General Electric Co., Ltd., announces the appointment of eleven Radiola distributors throughout Canada. Brunswick-Balke-Collender Co. of Canada, Ltd., will continue to act as the exclusive distributor of Radiolas by Canadian General Electric to the music trade.

Gold Medal Furniture Manufacturing Co., Ltd., has been granted letter patents under a capitalization of $200,000.

Montreal Talking Machine and Radio Trade Reports Satisfactory Business

Capitalize Elections to Sell Radio Sets—Atwater Kent Dealers of Maritime Provinces Attend Annual Convention in Nova Scotia—Columbia Recording Artists in Local Appearance

MONTREAL, CAN., September 8—With the near approach of the general elections many of the local dealers have commenced and brought to a most successful conclusion an aggressive campaign for the sale of radio sets, and the result has been tremendous business.

At a recent weekly luncheon meeting of the Montreal Rotary Club, Rotarian George Layton, of Layton Bros., Ltd., provided entertainment in the form of selections by the new Orthophonic Victrola, which was much enjoyed by all present.

A recent visitor to Montreal was Captain A. G. D. West, chief research engineer of the British Broadcasting Co., London, Eng. While in this city he made a hasty survey of broadcasting equipment used by the various local stations.

R. E. Dingman has been appointed district manager of the Montreal office of the Diamond State Fibre Co. of Canada, Ltd., succeeding J. A. Regan, who has gone to Pittsburgh as district manager of the company's office.

A well-attended convention of Atwater Kent dealers of the Maritime Provinces was held recently at Halifax, N. S.

Tony Ransperger, of the International Music Store, Brunswick distributor, was a recent visitor to New York City.

Canadian patent serial No. 315,205 has just been issued to W. T. Hawes, of W. T. Hawes, Ltd. This patent has reference to an improvement to the standard tube. It is claimed by the inventors that after experiments lasting for a period of about twelve months they found that most of the microphonic noises and tube howling could be eliminated, and tubes made under this new process are about 20 per cent louder in volume.

Creostore's Band (Columbia recorders) appeared in Montreal at the Princess Theatre recently, where they gave two concerts. Big houses greeted both performances. The Amherst Music Co. (A. Poisson) has opened up at 1432 Ambleside street, where they are specializing in the Columbia phonograph line and Thompson radio sets.

Madame Didier, in charge of the phonograph department of Dupuis Freres, Ltd., the leading French department store, told The World that their business in talking machines and records had increased more than 20 per cent.

Mr. Lindsay, C. V., in charge of the marketing of a large number of the new Senville Brunswick phonograph model and is advertising it extensively in the various cities in Canada where the company maintains branches.

Portland, Ore., Music Trade Prepares for Radio Show

Pacific Northwest Radio Exposition to Be Held in Portland, September 21 to 25—Report Excellent Talking Machine Sales

PORTLAND, Ore., September 4—Reports on business for August are most encouraging—both from the music dealers and the Portland Chamber of Commerce.

A. R. McKinley, Pacific Northwest district manager of the Brunswick-Balke-Collender Co., reports business opening up in splendid style for Fall, and says, "A convention is a wonderful thing and I wish we could have one every few months. The Seattle convention proved a wonderful stimulus to our business. Never in our history has our business been as prosperous and I attribute a great deal of it to the convention.

A manager of a well-known Western department store, of the Pacific Northwest was on hand to view our display, as well as dealers from Arizona, California, Nevada and several from Canada, and orders have been pouring in.

A. J. Kendricks, Chicago, general sales manager of the Brunswick Co., accompanied by Mrs. Kendrick, visited the Portland branch for three days last week, and from this return from his trip he reports that the increased interest in audio-visual programmes is maintaining its present position and plans it promises to be the biggest show of its kind ever staged on the Pacific Coast.

Randall Bargelt, Oregon representative of the Columbia Phonograph Co., reports excellent summer business, and says, "Our sales are progressing most rapidly in our new Viva-tonal, with our dealers most enthusiastic. Not only are our dealers showing enthusiasm for the Viva-tonal and the Columbia New Process records, but we are receiving many inquiries from prospective dealers all over the State who wish to add the Columbia line to their business."

Mr. Bargelt reports a new account at Wheeler, Oregon, where the Columbia line has been placed at the Wheeler Hardware-Furniture Co., R. V. H. and H. H. Baunzler, owners, who are remodeling the store and repainting their trucks, etc., announcing the addition of the Columbia merchandise.

Captain South, Pacific Northwest district manager of the Starr Piano Co., has been spending considerable time in western Washington and reports good returns from this district. An exceptionally large volume of Summer business is reported from Starr headquarters on their two new portables—the Starr and the Gennett.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY  NONE LOWER IN PRICE

THE RENE MANUFACTURING CO.
MONTVALE, NEW JERSEY
September 15, 1926

THE TALKING MACHINE WORLD

131

POOLEY

RADIO CABINETS

with

ATWATER KENT

RADIO

Pooley Radio Cabinets
and Cabinet Speakers

NATIONALLY advertised—three years on the market—known to millions as quality merchandise—made by a firm 43 years old and in business to stay—approved by Mr. Atwater Kent himself in these words:

"The Pooley Radio Cabinet is approved for Atwater Kent Radio because of the design and quality of Pooley Cabinet work and because of the tone qualities of the Pooley built-in floating horn. Both meet the standards we set and maintain for Atwater Kent Receivers and Speakers."

(Signed) A. ATWATER KENT

Beware of imitations—look for the name "Pooley"

THE POOLEY COMPANY
1600 Indiana Avenue Philadelphia, U. S. A.

Prices slightly higher west of the Rockies and in Canada. Canadian Pooley Radio Cabinets are manufactured by Malcolm & Hill, Ltd., Kitchener, Canada

*Saturday Evening Post—Good Housekeeping—Vogue Vanity Fair—House & Garden—Country Gentleman

Pooley Cabinet Speaker
Model 2100

Pooley Cabinet Speaker
Model 2200 (upper right)

Pooley Cabinet Speaker
Model 1400

Canadian Pooley Radio Cabinets are manufactured by Malcolm & Hill, Ltd., Kitchener, Canada.

Prices slightly higher west of the Rockies and in Canada.

Model 1600-R-2
Finished in Mahogany or Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Set. Prices without tubes and batteries, $155 to $195.

Model 1700-R-2
Finished in Mahogany or Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Set. Prices without tubes and batteries, $240 to $220.

Model 1900-R-2
Finished in Mahogany or Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Set. Prices without tubes and batteries, $225 to $305.

Model 2000-R-2
"Arm Chair" Model. Finished in Mahogany, with built-in Floating Horn and Atwater Kent Re-producing Set. Prices without tubes and batteries, $135 to $185.

Model 2100-R-2
Finished in Mahogany, with built-in Pooley (patented) Floating Horn and Atwater Kent Set. Prices without tubes and batteries, $135 to $160.

Model 1900-R-3
Finished in Mahogany, with built-in Pooley (patented) Floating Horn and Atwater Kent Set. Prices without tubes and batteries, $135 to $160.

Model 1300-R-2D
Finished in Walnut or Mahogany, with built-in Pooley (patented) Floating Horn and Atwater Kent Set. Prices without tubes and batteries, $325 to $395.
Pathe Phono. & Radio Corp. Announces Pathephonic Phonograph Line to Trade

Four Models in Handsome Cabinets Are in Line in Phonograph Construction—Result of a Long Period of Experimentation—Many Features

The evolution of the phonograph from a novelty to be listened to and wondered at to the present highly developed musical instrument has extended over a period of one-quarter of a century or more.
The Pathe laboratories, both American and European, have during this period materially contributed to the growth and advancement of the industry. Therefore, when the Pathe Phonograph and Radio Corp. of Brooklyn, N. Y., announced several months ago its newest product, the Pathephonic, it already had behind it all the prestige of the name Pathe and its experience and high standing in the field of acoustics.
The Pathephonic is in line with the latest development in phonographs. While Pathe literature illustrates and describes the Pathephonic, it deplores the lack of words to faithfully describe the tone of the new instrument. They, therefore, have adopted the phrase "only your ear will ever explain this instrument to you." Another feature stressed by the Pathe Co. in its literature is that it reproduces the old records that can never be replaced, as well as the new recordings.
The Pathephonic has emerged from a long period of experimentation and development; production has been entered into and it has reached the stage of distribution in time for Pathe dealers to reap the full benefits of Fall business.

The line consists of four models which are shown herewith, models 125, 175, 225 and 275, the model number in each case corresponding with the list price. It will, therefore, be seen that the new line offers a wide variety of both the buying public will not accept the old style. Our factory is completely rid of the old models and all efforts will be concentrated on the production of the Pathephonic. Dealers are going to find good Fall business with the Pathephonic.
The demand is there and the Pathephonic satisfactorily and profitably fills it." Mr. McMenimen points out that the new Pathephonic is so far advanced in sound reproducing qualities over the old type of talking machine that the new type is invariably sold. This has created an entirely new market and it is expected that Pathe dealers for the coming Fall season will produce substantial sales.

Federated Radio Trade Assn. Meets in Detroit

Mid-Summer Convention of National Radio Trade Body Draws Big Attendance—Timely and Important Trade Subjects Discussed

DETROIT, Mich., September 4.—The midsummer convention of the Federated Radio Trade Association was held at the Hotel Statler in this city the latter part of last month, with representatives of the St. Louis, Northwest, Wisconsin, Michigan, Buffalo, Indiana and other radio trade associations in attendance to the number of more than a hundred. The convention lasted two days, August 16 and 17, and was featured by a number of interesting and instructive addresses by notable trade figures. Among the subjects discussed at the convention were: continuation of the campaign for proper radio legislation, standardization of membership in the different associations and recommended established dues, analysis of present trends in the market, reach conclusions and give dealers sound advice on the trading-in of old sets, campaign to educate the public to the use and enjoyment of radio, establishment of trade relations policies for dealers and jobbers, contact and co-operation with other national radio associations, set code of ethics, a revived campaign on radio interference, consideration of the question of wave length pirating, and financing and extension of the activities of the Federation.
It was unanimously voted to have the next meeting of the Federated Trade Association, at which time new officers will be elected, in St. Louis, Mo., on February 14 and 15, 1927. The convention concluded with a banquet at the Hotel Statler, with many entertainment features and several addresses by famous orators.

Don't Spend All Your Profits in Giving Unnecessary Service

You do not have to give surplus service with the Minerva Line because the construction of the Minerva Sets eliminates, in so far as possible, all that tends to cause service worries.
Each Minerva receiver is built with care, and subjected to rigid factory inspection to protect the dealer and do away with as much "service worries" and expense as is humanly possible.

Minerva Sets are single-dial control, in beautiful cabinets, and they are priced to give the dealer and jobber the right profit.

Write us today for representation details

Minerva Radio Company
154 East Erie Street at Michigan Blvd.
Chicago, Illinois

For the Better Merchant
High-grade Dry Cell CERTIFIED B. & C. Batteries and Dry Cell B. & C. Success Batteries
SUCKESS BATTERY MANUFACTURERS
35 Broadway
Brooklyn, N. Y.

Minerva Library Console
$140 List (less accessories)
General Electric presents

the new Tungar Trickle Charger

As shipped the new Tungar Trickle Charger is all ready for installation—completely equipped with battery leads, clips and 8 ft. A. C. cord. The charging rate may be varied from 1/10 to 1/2 ampere by interchanging the snap clip on the 4 terminals. The average cost of operation is less than that of a 25 watt lamp.

Ask your Tungar jobber for full information about the Tungar Trickle Charger.

Tungar

REG. U.S. PAT. OFF.
TRICKLE CHARGER

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY  MERCHANDISE DEPARTMENT  BRIDGEPORT, CONNECTICUT
Fourth Annual National Radio Exposition Attracts Many Dealers to Los Angeles

Dealers From Southern California, Arizona and Nevada Attend Annual Showing of Latest Radio Equipment on Display at Ambassador Auditorium—Interesting Trade Happenings

LOS ANGELES, CAL., September 7.—The Fourth Annual National Radio Exposition now being held in this city, scheduled to run from September 5 to 11, inclusive, already has been declared by many to have been the most successful show of radio ever held in Los Angeles. A number of improvements had been made to the Ambassador Auditorium, where the Exposition took place, and the arrangements and decorations were much more elaborate. There were also many novel and ingenious displays in the individual booths of jobbers and manufacturers, among which that of the Freed-Elsmann was especially noticeable, in which a dummy figure in front of a loud speaker described the features of that set. The Fada booth was decorated in its well-known colors of black and orange. The Radio Corp. of America's space included the entire west annex, designating it “Radiola Hall,” and attracted a great deal of very favorable comment through the many novel arrangements and decorations. There were four miniature stages set in different parts of the hall from which broadcasting emanated. The “Pictoradio” was also shown and the manner of transmitting photographs by radio. The broadcast station itself was arranged so that it appeared to be suspended in the clouds. There were also a number of novel features used in order to increase the publicity of the exposition and among them was the giving away of three radio sets, of different makes, each day.

A very successful preview for the members of the trade was held on Sunday, September 5, immediately preceding the actual show to the general public. Radio dealers from all parts of Southern California, as well as from Arizona and Nevada, attended and had an opportunity of inspecting the exhibits at that time. Columbia dealers benefited through the attractive display of New Process Columbia records which occupied the window of the Hill

A Fine Columbia Record Display street branch office of the Los Angeles Evening Herald for a week recently. The accompanying photograph gives an idea of the attractive manner in which the recordings were presented to passers-by.

Miss Rachel Johnson, manager of the phonograph-record department of the Platt Music Co., who is known among her numerous friends as “Johnny,” spent a week at Avalon, Catalina Island, with her family.

Geo. H. Nicholson, manager of the Phonograph Department of the Martin Music Co., drove to San Francisco with his family and spent several days in the northern city for his vacation.

L. E. Starckweather, manager of the phonograph department of the Martin Music Co., took his vacation during the latter part of August and early this month, spending the first part of the Beach and winding up with a delightful trip to the mountains.

Howard L. Brown, Los Angeles manager of the phonograph division of the Brunswick Co., returned the latter part of August from a seven weeks' trip to Europe, during which time he visited eight countries and had a most enjoyable vacation.

He visited Brunswick stores in London, The Hague, Geneva and Paris, and was impressed by the fact that the electrical instruments do not seem to have gone on sale on the other side up to the present. Mr. Brown stated that American music—especially dance music—seems to have captured Europe.

Upon his return he found that business from his branch had been especially good and that the sales for the Summer of 1926 were the best in three years. The new models, Cortez, Valencia and Panatrope P-1, have arrived and are meeting with a great reception from the dealers.

Mr. Brown reported that Nick Lucas, using the Panatrope in his act at the Orpheum, during the week that he played here, was so successful that he has decided to continue to feature the Brunswick Panatrope in his act throughout the tour.

Sleeper Radio & Mfg. Co. Concentrates on Two Models

New Line Consists of the Scout and Serenade Models, Both Five-Tube Sets—Purchaser Gets Six Months' Guarantee

Stating that the new season's production of the Sleeper Radio & Mfg. Co., Long Island City, has already been entirely sold to distributors, Gordon C. Sleeper, president of the company, has announced the details of the new Sleeper line. Mr. Sleeper states that no new distributors have been added, inasmuch as he has retained intact the distributing organization which handled the old Sleeper line.

The Sleeper Radio & Mfg. Co. is concentrating on two five-tube models this season, the Scout and the Serenade. The Scout is a cabinet model in two-tone mahogany finish. Compartments on each side give plenty of space for batteries, and the set is equipped with a special cable providing connections for electric socket power devices. The Serenade is equipped with a built-in loud speaker and has a tone column which is claimed to be so designed as to give an exceptionally pure and agreeable tonal quality, with an air column of forty inches. The, Amplion adjustable loud speaker unit has been adopted as standard equipment and no set.

A six months' guarantee goes to the purchaser of either Scout or Serenade models.

Nyacco Lyric Radio Set Introduced to the Trade

The New York Album & Card Co., New York City, maker of Nyacco record albums and Nyaccoflex radio sets, has introduced a new product to the trade known as the Nyacco Lyric, which is a two-dial three-tube receiver. Max Willinger, president of the company, reports that this new product has been designed in accordance with a decided demand which he has experienced and, therefore, believes that the new model will prove a popular seller during the coming season.
Get This Color Chart of Slagle Models

A complete line of quality sets . . .
correct price range . . . strong sales plan . . . with plenty of help for you

THE full line of Slagle models is shown in our 4-color chart just off the press. Full descriptions of the sets are given together with an outline of our complete plan for helping you sell. Here is a well-balanced line of high quality sets selling from $70 to $350; backed by a solid, conservative company in the business 15 years; sold by a carefully organized system of cooperation that gives real results. Send for the beautiful color chart today.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana
Wide Potential Market for Argus Electric Radio Set

Survey Shows 13,000,000 Homes Equipped With Alternating Current—Each a Prospect for the Argus Electrically Operated Set

A potential market of 13,000,000 homes is the estimated sales field available to dealers and distributors of the Argus electric radio receiving set, made by the Argus Radio Corp., 257 West Seventeenth street, New York City. Prior to launching its Fall and Winter campaign the Argus Radio Corp. thoroughly analyzed the market and found that a survey of public utilities of the country disclosed 13,000,000 homes equipped with alternating current. Accordingly, the Argus electric, which is a seven-tube radio receiving set with no batteries, attachments or rectifying tubes and which is electrically operated from the current socket, has this same wide sales market.

With these great possibilities in view, the Argus Radio Corp. has entered into a campaign of large proportions to feature the Argus electric set to the buying public. The new Argus line, which was announced last month, is a line of specialization. Instead of dividing efforts among a number of models, production has been centered upon a table receiver and a highboy model, and also a popular table model retained from the Argus line of last year. This concentration permits the greatest efficiency for the Argus table receiver, which is identical in capacity and capability with the Argus highboy except that it requires a separate loud speaker. In the literature which the Argus Radio Corp. has produced, not only the mechanical perfection of the set and the artistry of the cabinets are stressed, but emphasis is placed upon the tonal value of the set with its exclusive feature of the re-entering phonic tone chamber.

Although some few minor finishing touches are yet to be placed upon the new factory of the company, production of the new models has greatly increased. Within the next week or so the new plant will have been entirely completed and the process of building the Argus electric set may be witnessed, beginning from one end of the room, doubling back and forth, until the completed instrument is ready for final inspection and packing in another part of the building. The Argus set, as Ira Greene, treasurer of the company, points out, is built entirely under this one route. With the exception of very few parts, everything that goes into the set is made at the factory of the Argus Radio Corp., even to the smallest screws and nuts.

Following the advance showing of the new Argus set, heavy orders have been received and it is expected that after its display at the Radio World's Fair production will be heavily taxed to meet the demand.

The Shepard Co.'s stores in Boston, Mass., Providence, R. I., and other New England cities have recently added the complete line of Stewart-Warner radio equipment to their stock of radio merchandise.
Eliminate 65% of your profit-killing service costs

UNIPOWER wasn't invented for the dealer. As radio's first complete "A" power unit, it was meant primarily for the man who wanted maximum results from his set with the least possible amount of attention and worry. Yet today Unipower is solving one of the ugliest problems radio dealers have ever faced—the high cost of servicing.

To meet competition the dealer must guarantee service. If he is to sell sets he must agree to keep them in working order, even though the entire profit from the sale is spent doing it.

Because of this unhealthy situation surprising numbers of dealers are actually losing money by selling complete sets. Many others do well to break even. Large and small alike suffer, and there are few who can boast the profit they should.

The deadly cost of "A" battery failure

Much of this cost can be avoided. Carefully checked records show conclusively that 65% of all service calls result from battery failure. Obviously, if you are to save your profits from the deadly cost of servicing, you must do away with the cause of "A" battery trouble. And that is exactly what Unipower does!

Dealers who sell Unipower with the complete set forestall a major part of the service calls they would otherwise make. And if the customer won't buy Unipower with his set he's going to be far more receptive to sales talk when he is forced to call for battery service.

Unipower's 3 definite profits

Unipower earns you three profits—a substantial margin on its own sale, a large saving in unnecessary and extravagant service costs, and a satisfied customer.

The customer has a power-operated set, controlled direct from the light socket by one switch. His "A" power is always unfailing, always at full voltage. He has none of the cost nor the inconvenience of dry cell renewal—of battery recharge.

Start today to save profits with Unipower. A postcard will bring you several interesting booklets and a price list. The Gould Storage Battery Company, Inc., 250 Park Avenue, New York.

Unipower

A Gould Product

Radio "A" Power That Cannot Fail
September Opens With Signs of Improvement of Trade in St. Louis Territory

Talking Machine Sales Show Increased Activity—Edison Dealers to Hold Convention—Dealers Demonstrate at Greater St. Louis Exposition—Columbia Record Sales Show Increase

St. Louis, Mo., September 7.—September opened with signs of improvement in the talking machine situation. Dealers remark that there has been a definite revival of interest brought about by the improvements in machines. Window and front-door demonstrations draw attentives, discriminating crowds.

M. Goldberg Resumes Business

M. Goldberg, of the Silverstone Music Co., after a prolonged stay in the North to regain his health, has returned and resumed direction of the company's wholesale department. L. C. Schooler, who managed the department during Mr. Goldberg's absence, has gone to take a position at the Edison factory.

Edison Dealers to Stage Convention

A convention of Edison dealers of the St. Louis territory will be held here September 16. There will be a program of addresses and discussions and a dinner and entertainment. E. H. Phillips will come from the factory to take charge of the arrangements and make the reservations.

C. F. Barnett, of the F. F. J. Furniture Co., West Frankfort, Ill.; Frank Sigman, of the Flat River Hardware Co., Flat River, Mo., and T. J. Price, Belleville, Ill., Edison dealers, were recent visitors in St. Louis.

Talking machines had a conspicuous place among the exhibits at the Greater St. Louis Exposition, which opened Saturday, September 4, to continue nineteen days. The exhibitions included the Artophone Corp., the Columbia Phonograph Co., the Koerber-Brenner Co., Victor distributors; the Ludwig Music House, the Aeolian Co. of Missouri, the Baldwin Piano Co., the Kiesehurst Piano Co., Lehman Piano Co., and the Shatttering Piano & Music Co.

A series of Brunswick Panatrope concerts were given in the parks of Granite City, Ill., during the Summer by the National House Furniture Co., under the direction of Manager Hurwitz.

Big Gain in Columbia Record Sales

The Columbia Phonograph Co.'s branches at St. Louis and Kansas City were running over with optimism at the close of business on August 31, as their August sales on Columbia New Process records were such a wonderful increase over July business and over August business of 1925. This, combined with the phonograph sales, gave these two branches a wonderful increase over previous periods, far in excess of their predictions earlier in the month, that August sales would show a decided increase over previous periods.

The Columbia Phonograph Co. has just released a record made by the University of Kansas Glee Club, "Lamp In the West" and "Fight for Kansas."

W. B. Ockenden, manager of the Kansas City sub-branch, has just returned from a two weeks' vacation to his old home State, California. Immediately upon Mr. Ockenden's return he made a hurried trip over the southern section of his territory, where he met with wonderful success in lining up new dealers and securing business from dealers now on their active list. The Shannon Furniture Co., of Tulsa, Okla., has been opened by Mr. Ockenden and this looks fair to be one of the best accounts in Oklahoma. Louis Marks, Southern representative out of the St. Louis branch, recently completed a trip to northern Mississippi, which netted a good volume of business for this section of the St. Louis territory.

N. B. Smith, manager of the St. Louis and Kansas City branches, is on an extended motor tour of the East, and spent four days at the home office at New York City.

George Fuhr, salesman for the St. Louis and Missouri territory, recently completed a trip in southern Missouri, spending quite a little time with the dealers in Springfield.

C. R. Salmon, salesman for St. Louis and Illinois and Indiana, returned from a trip to the Indiana territory full of optimism as to the future outcome of Columbia merchandise in this particular territory.

Ray A. Forbes Attends Dealer Sales Meetings

Ray A. Forbes, general sales manager of the Victor Talking Machine Co., Camden, N. J., is making a trip throughout the West attending sales conventions of dealers and jobbers and outlining sales campaigns for the coming Fall and Winter seasons. At a recent one-day conference in Dallas, Tex., 150 dealers from all sections of the State attended and heard Mr. Forbes speak in most optimistic terms regarding the future. A similar meeting was held in Oklahoma City, Okla., a few days later and similar gatherings are scheduled for important trade centers throughout the country.

Hazeltine Corp. Files Suit for Patent Infringement

E. A. Wildermuth, a radio distributor of Brooklyn, was sued in the Federal Courts on August 20, by the Hazeltine Corp. and Independent Radio Mfrs., Inc., for alleged infringement of patents by the sale of radio apparatus manufactured by the Atwater Kent Mfg. Co., of Philadelphia. The alleged infringement involves U. S. patent No. 1,533,858 on the Hazeltine neodyne inventions.

MELLOWTONE

New Style Mellowtone Phonograph

"True To Its Name"

Recent developments in sound reproduction eclipse in importance all of the progress theretofore made in the science of acoustics since the origin of the phonograph. This new knowledge has been brought to its highest state of perfection in Mellowtone phonographs, with their startlingly natural tone.

Befitting the tonal excellence of the Mellowtone, its mechanical equipment also is of the highest quality. And Mellowtone cabinets are a correct reflection of the present-day mode in design and finish.

Mellowtone phonographs assure the dealer the greatest possible volume of sales and quickest possible turnover, for they were designed and developed with that end in view by a producer with fifteen years of successful experience in the phonograph industry.

The model illustrated to the left, No. 912, is only one of a complete line that will appeal to the merchandising instinct of every alert dealer. Notice the artistic design and beautiful proportions of this fine cabinet and the attention given to details—the complete equipment, including albums.

Write for dealers' discount on this advanced style and on the other excellent models comprising the complete Mellowtone line.

LEON C. SAMUELS

Manufacturer

209 SOUTH STATE STREET

CHICAGO, ILL.

DISPLAYING IN THE AMERICAN FURNITURE MART
The Sandar — the new cone Speaker — has arrived. Sandar covers the whole range, it brings out each sound within the scope of the set, unblemished, unaltered, and with full value all along the scale. Sandar is artistically designed, it appeals to those to whom attractive appearance is as essential as mechanical excellence, AND Sandar is priced lower than any other licensed speaker of its size on the market, it retails at $27.50! A remarkably low price for a quality product — a price that is sure to move Sandars fast.

Look into the merits of the Sandar Speaker. Sandar is going to register strongly with those who are always in the market for refinements in radio reception. A forceful, comprehensive advertising campaign is planned to back up and supplement all sales effort on Sandar. Write us for terms and full information.

SANDAR CORPORATION
Crescent Plaza Building, Long Island City, N. Y.
1926 Radio World’s Fair in New York
Is Biggest in the History of the Trade

Hundreds of Exhibitors Display Latest in Radio Equipment—Superlative Entertainment Features Arranged for Visitors—Vice-president C. G. Dawes to Speak at Radio Industries Banquet

On Monday, September 13, at the new Madison Square Garden, New York, the 1926 Radio World’s Fair was opened officially and thousands of radio enthusiasts visited the exhibits of the hundreds of manufacturers who are displaying radio receivers and other equipment. The exposition transcends anything that has ever been offered to the trade and public. While the showing of the latest in radio apparatus is the main purpose of the exposition, there have been arranged a number of interesting features which will keep the attendance up to capacity throughout the entire week. Outstanding figures of the radio industry will be present in person and notables of international importance will speak to the audiences and broadcast to listening millions. Among those scheduled to appear during the week are Secretary of Commerce Herbert Hoover, Governor Alfred E. Smith and Mayor James J. Walker.

The benefits to the trade of this exposition scarcely need mentioning. Dealers have the opportunity of inspecting practically all makes of radio apparatus and comparing them to best judge of each product’s desirability as part of his stock. Elsewhere in this issue of The World is given a complete list of the exhibits at the Radio World’s Fair and it can be seen at a glance that the present show exhibitors comprise a “Who’s Who” of the radio industry. There can be little doubt that there will be a tremendous amount of business transacted during the present week, for from all indications dealers and jobbers from all points of the United States will be in attendance and for many manufacturers this is the first showing of their new lines.

There have been arranged an extraordinary number of entertainment features which will be broadcast from the Central Broadcast Studio. About thirty stations will broadcast from this studio with all of the feature programs being transmitted by stations WEAF and WJZ chains. While not directly connected with the World’s Fair, one of the outstanding features of the week in trade circles is the Third Annual Radio Industries banquet, which takes place on Wednesday, September 15, at the Hotel Astor. A number of interesting features have been arranged, with an address by Vice-President Charles G. Dawes as the stellar attraction. A sterling entertainment program has been planned and famous artists will appear, among them Reinhardt, Ferrenthart, baritone, and Mary Lewis, soprano. It is certain that the number of listeners—of the program of the banquet will be as great if not greater than ever listened to a radio program, for the hook-up of stations broadcasting the event will be the largest ever made. At least thirty-three stations will participate.

Drive for the Adoption of Price Maintenance

Senator Capper to Introduce Bill at the Coming Session of Congress

WASHINGTON, D. C., September 8.—An organized drive for the adoption of price maintenance legislation will be made by manufacturers, distributors and others interested at the next session of Congress, according to Senator Arthur Capper, of Kansas, author of a bill introduced in the Senate last session for that purpose. The bill, similar to that introduced in the House by Representative Clyde Kelly, of Pennsylvania, on which lengthy hearings were held, failed in the jam which marked the close of the session. But it is believed that if the various interests can be brought together enactment of the measure will be possible next Winter.

“The manufacturer of trade-marked, advertised goods claims the merchant also buys his name and good will, a market and waiting customers, which unadvertised goods do not have,” declared Senator Capper, in discussing the situation. “For these reasons the manufacturers demand the right of price control.”

“The price-eating merchant favors the present adjudicated position—that having purchased the goods he may sell as he will. The larger department or chain stores may take advantage of a larger volume of business, cash dealings or more efficient management to cut prices. “The average consumer sees in the purchase of a twenty-five-cent article for nineteen cents only the saving of six cents, without inquiring the merchant’s reasons for the cut, or the ultimate effects of a practice which affects fundamentally the whole system of distribution.

“The great difficulty is to get all parties to see sympathetically all sides of the problem. There must be a solution which, with fairness to all, would measure up to the legislative standard of greatest good for the greatest number.”

Innes Music Co. Presents
Attractive Edison Display

Window Space Prepared to Provide an Attractive Setting for Edison Phonographs—Home-like Atmosphere Adds to Effectiveness

WICHITA, KANS., September 8.—The Innes Music Co. gives careful attention to its window displays; and one recent display, of Edi-

Edison Display of the Innes Music Co.

The Phonograph, aptly illustrates its method. The company has spent time and money in providing a background for the window, that will set off artificially but without any distraction of attention the merchandise shown. The back and one end of the window space are paneled in white, the rear having the simil-i-ude of a doorway with pillars and a flat arch. At one end of the window—the end adjoining the entrance to the store—the wall is a mirror; over the mirror being a valance. In the window for the Edison display were set three Edison instruments, the $185, the $325 and the $375 models; there being drawing-room furniture to make a pleasant picture. Central in the display is a large framed portrait of Thomas A. Edison. And a few well-executed cards are disposed about, carrying the message that the merchant wished to emphasize.

What Dealers Would Do If They Were Manufacturers

MILWAUKEE, Wis., September 4.—Members of the Northwest Radio Trade Association were recently asked to answer the question, “If you were a radio manufacturer, what would you do to help the radio industry?” Among the suggestions made, four stand out above all others. They are: “Keep down the price of radio receiving sets to a reasonable figure,” “Advertise,” “Simplify operation” and “Improve radio broadcasting.”

TEST IT.

OUR VICTOR

Record Service

has a reputation for efficiency.

Suppose you try it.

E. F. DROOP & SONS CO.

1300 G. STREET, WASHINGTON, D. C.

204-6-10 CLAY STREET, BALTIMORE, MD.
Wide Variety, Beauty, Quality

make the

UNITED LINE SUPREME

Study this page. Then send for our complete catalogue. Let us show you how the United Line backs up our claims of Beauty, Quality and Wide Variety at the right price. These numbers are only a few of a great line. Send now for catalogue. No obligation.

United Cabinet Manufacturers Corp.  
1421 S. Michigan Ave. Chicago, Ill.

**Model 602-20**  
For R.C.A. model 20 only. List price, $18.50.

**Model 603-25**  
For R.C.A. model 25 only. List price, $25.50.

**Model 611**  
Radio Console Table and Battery Case. List price, $11.00.

**Model 610**  
Console Radio Table and Battery Case. List price, $17.50.

**Model 600**  
For Atwater Kent models—also most 7 x 18 sets. 22 inches long, 15 inches deep, 30 inches high. List price, $27.50.

**Model 667**  

**Model 643-AK**  
Suitable for Atwater Kent Models 20 and 30 only. Built-in wood speaker with Utah unit. For same style to fit 7 x 18 panel—order No. 641. List price, $35.00.

**Model 615**  
Console radio table and battery case. Built-in wood speaker with Utah unit. List price, $27.50.

UNITED Cabinets
Opening of Fall Season Indicated by Activities of Pittsburgh Music Dealers

Talking Machine Dealers Starting Campaigns to Line Up Fall Business—Optimism Toward General Outlook— Pronounced Record Demand—Jobber Predicts Radio Sales Records

PITTSBURGH, Pa., September 8.—With the passing of Labor Day, there is a general movement on the part of music dealers to prepare the Steel City to prepare for the Fall and Winter business. It is an assured fact that never before in the history of the local trade has there been so marked a feeling of optimism.

In fact a drive has been started by the progressive Victor, Edison, Brunswick, Columbia, Sonora, Player-Tone and Starr phonograph dealers to build up the business for the coming season. Another marked feature of the local trade is the pronounced demand for records.

Steady Gain in Brunswick Sales
C. W. Markham, manager of the Pittsburgh offices of the Brunswick-Balke-Collender Co., said: "Our business has been steadily increasing and we have been cooperating in a splendid manner with our local dealers. The new weekly releases of Brunswick records every Thursday are an added feature that is a business bringer for the Brunswick dealer. Sales of our new models and the Brunswick Panatrope are very satisfactory and the outlook is decidedly bright.

Ideal Photo Parts Co. Busy
Paul Susseelman, president of the Ideal Photo Parts Co., distributor of the Valley Forge main spring, Loud Speaker and Cupola-type talking machines of the Carryola portable phonographs, who is also widely known to the trade in Ohio, West Virginia and western Pennsylvania, reports that business has been keeping up in a very satisfactory manner. Mr. Susseelman is of the opinion that the Fall season will be a highly satisfactory one and that plans for the establishment of branch offices in several other cities will shortly materialize.

The Ideal Photo Parts Co. is one of the best equipped talking machine concerns in western Pennsylvania and is prepared to act quickly on all business offered. The repair department is one of the most complete in Pittsburgh and functions entirely for the service of the dealer.

Fred C. Schayer, general sales manager, also, expressed the opinion that the coming Fall season would be a good one from a business standpoint.

Talks on Radio Demonstrating
Victor Sandek, musical director of the KDKA station, addressed a recent meeting of the Pittsburgh Radio Council in the Pittsburgh Chamber of Commerce and emphasized the many radio demonstrations for prospective patrons under ideal conditions, "not haphazard ones," he said: "The first demonstration will decide whether the prospect will be for or against you. By no means employ poor loud speakers on good sets, use the best, for when all is considered, the prospect is about to make an investment and he expects to use the radio for a long time."

Panatrope Entertains Diners
A new Brunswick Panatrope has been installed in the Donohoe Cafeteria, one of the largest restaurants in the country, which handles over 5,000 persons daily. The Panatrope is an added feature, as an orchestra plays daily from 11 a.m. to 2 p.m. and from 6 to 8 p.m. The Panatrope is used when the orchestra is silent and excellent results have been obtained. Patrons expressed keen delight over the splendid music furnished by means of the Brunswick records and the Panatrope.

A new Brunswick console model has been installed in the Young China Restaurant on West Liberty avenue, Dormont, a suburb of Pittsburgh. Patrons are very fond of this innovation and the manager has in stock a large number of records, classical and popular, that are played at request of patrons.

C. R. Parsons Expicts Big Fall
C. R. Parsons, manager of the talking machine department of the Rosenbaum Co., Victor, Brunswick and Sonora dealers, is preparing for a "big Fall business." He states that the inquiries from prospective customers relative to the new Orthophonic Victrola and the Brunswick Panatrope indicate that sales of the two instruments will be exceptionally large. Record sales, Mr. Parsons stated, were also quite brisk.

Predicts Radio Sales Records in Fall
That the Fall business in radio sets will establish new records is the opinion of Frank C. Wilderthorn, of the Premor Co., of Harrisburg, Pa., local distributor of the Atwater Kent receiving sets. Mr. Wilderthorn is not only optimistic about business but has demonstrated his confidence in the future in the purchase of a solid carload of 1,500 of the latest Atwater Kent models. Mr. Wilderthorn stated that the shipment was the largest single shipment of radio sets into central Pennsylvania. The sets will immediately go to the dealers.

Resonata Loud Speaker Receives Praise of Trade
Many Applications for Franchises for Product of Resonata Corp. of America Received

The Resonata loud speaker, which was introduced to the trade last month by the Resonata

For the Better Merchant

COTTON FLOCKS
Air Reteeted, all injurious foreign matter eliminated

Record and Radio Manufacturing
THE PECKHAM MFG. CO. 238 South Street Newark, N. J.
Why We Invested $25,000.00
IN
Okeh and Odeon Records
At This Time

The phonograph and record business is back to stay. This season will be a profitable one for the live dealer.

We know the sale of Okeh and Odeon Records will make money for our dealers and give us a satisfactory return on our investment.

Okeh and Odeon Records make the world's best music available for everybody. The recordings imported from Europe and the recordings made in the United States include a complete list of classic and popular numbers in all languages and for all races.

DEALERS

The Ideal Phono-Parts Company of Pittsburgh has consolidated with the Buel-Lyons Company of Cleveland and will serve you from either address given below. This consolidation means a large force of salesmen travelling our territory. It assures you of superior and prompt service.

Write for our Dealer Proposition

IDEAL PHONO-PARTS COMPANY, Inc.
614-16-18 Fifth Avenue, Pittsburgh, Pa. 1231 Superior Avenue, Cleveland, Ohio

Factory Distributors

Valley Forge Main Springs and Parts Artone Phonographs
Carryola Portables New Principle Reproducers
Atwater Kent Announces New Series of Concerts

President of Atwater Kent Mfg. Co. to Sponsor Weekly Broadcasting by Famous Artists Through Fall and Winter

Announcement was made this week by A. Atwater Kent, head of the Atwater Kent Mfg. Co., who sponsored such a notable series of radio broadcast concerts by great artists last season, and then followed the series with weekly concerts right through the Summer, that starting on Sunday evening, October 3, he will begin the broadcasting of a new series of weekly programs by nationally famous grand opera and concert artists.

To judge from the list of operatic and concert stars announced for the new series, the coming concerts may be expected to equal and perhaps eclipse those of last Winter. Among the artists scheduled for early appearance before the microphone are: Frances Alda, Lucrezia Bori, Mme. Schumann-Heink, Frieda Hempel, Josei Hofmann, Edward Johnson, Albert Spalding, Maria Krenkow, Louise Homer, Reinald Werrenraath, Margaret Matzneauer, Mary Lewis, Rosa Ponselle and Charles Hackett.

Through an arrangement with the Metropolitan Opera Co. of a sort never before effected by any outside agency, Mr. Kent has secured the call on the services of the artists of that great organization for radio appearances. This connection will enable him to put on the air in the course of the new series a number of artists not hitherto available for broadcasting because of their opera contracts.

The new series of Atwater Kent programs will be on the air each Sunday evening from 8:15 to 10:15 Eastern Standard Time. They will be broadcast through a hookup of fifteen stations as follows: WEA, New York; WJAR, Providence, R. I.; WEEL, Boston; WSAO, Cincinnati; WRC, Washington; WCCO, Minneapolis-St. Paul; WEAR, Cleveland; WLIR, Chicago; WFI and WOO, alternating, at Philadelphia; WCAE, Pittsburgh; WGR, Buffalo; WOC, Davenport; WTAG, Worcester; KSD, St. Louis and WWJ, Detroit.

Fada Sales Manager Attends Mid-West Dealer Meetings

Meetings of Fada distributors and dealers in three Middle Western centers occupied the attention last week of Louis J. Chatten, assistant to F. A. D. Andrea, Inc., on a recent trip. The first session was at Detroit under the direction of Cummings Bros., Fada distributors. It was attended by more than seventy-five dealers, who enjoyed the complete review of the Fada line. At Indianapolis, the Gibson Co., Fada distributor, arranged a large gathering of dealers, who listened to Mr. Chatten explain the merchandising policies of the Fada organization. In St. Louis, Beck & Corbett Co., Fada distributor, held a meeting of its salesmen, following which a rally of dealers was held at the Coronada Hotel. The Fada 8 was demonstrated at a luncheon.

A visit to the Chicago branch of F. A. D. Andrea, Inc., concluded Mr. Chatten's trip.

MICA DIAPHRAGMS
For Loud Speakers and Talking Machines
RADIO MICA
American Mica Works
47 West Street
New York

and WOO, alternating, at Philadelphia; WCAE, Pittsburgh; WGR, Buffalo; WOC, Davenport; WTAG, Worcester; KSD, St. Louis and WWJ, Detroit.

New Pooley Cabinets Are Popular With Trade

PHILADELPHIA, Pa., September 9—Progress in the art of radio cabinet making is well exemplified in the new line of radio cabinets made by the Pooley Co., Inc., of this city. A notable departure from the familiar style of radio cabinet is to be found in the Pooley Model 2030 R-2, more familiarly known as the armchair model. This attractive compact radio cabinet includes an Atwater Kent receiving set, built-in Pooley speaker, battery compartment and a small drawer for tools, etc. It can be conveniently drawn up to the side of the armchair and operated. This new model is proving one of the most popular in the new Pooley line.


Paul S. Weil and C. B. Cabaniss, well known in the advertising end of the radio industry, have announced their association with Albert Frank & Co., a New York advertising agency. Mr. Weil was formerly manager of the radio department of Frank Kienan & Co., advertising agency of New York, and Mr. Cabaniss was associated with him there.

Hugh M. Smith, who has specialized in the electrical and radio fields for many years, has been appointed manager of the radio department of Frank Kienan & Co.

Adolph Friedman Represents H. H. Eby Co., in New York

The H. H. Eby Mfg. Co., of Philadelphia, Pa., maker of the Eby "Quality" binding posts, has opened New York offices under the direction of Adolph Friedman, at 290 Park avenue, New York City. Mr. Friedman was, for years, connected with the J. H. Bonnell Co., and the Hartzell Sales Co., and has a large acquaintance in radio circles. Mr. Friedman also represents the Kurz-Kasch line of dials, knobs, rheostats, potentiometers, etc., who maintain an office at the same address. John B. Sanborn, district manager of the Kurz-Kasch Co., is also making his headquarters at these offices.
The MARWOL 1926 MODELS

Marwol 6-Tube Receiver
This model is the same as the $70.00 model, but is not equipped with the built-in “B” battery eliminator. Circuit, method of tuning, cabinet except for size, is identical.

List Price
$50.00

Marwol Six Tube Set With Built in “B” Eliminator
This New Marwol six tube receiver employs resistance coupled amplification. Needs no “B” Batteries. It is equipped with a built-in “B” battery eliminator, free from hum and designed to give permanent plate current to all tubes. Installed in a genuine mahogany cabinet artistically designed. Two tuning dials and one potentiometer control.

List Price
$70.00

These models are now in production. Into each of them have been incorporated the latest electrical, engineering and construction principles, to insure sets of outstanding efficiency free from all possibility of trouble which would cause headaches on the part of Jobber or Dealer.

AND NOW
Marwol will shortly place in production two kits complete in every respect, ready for wiring. These kits, one a five-tube tuned radio frequency, the second a six-tube resistance coupled kit will be presented in the September issue of this publication.

Marwol Radio Corp.
546 Broadway New York City
An Exclusive Franchise

With Four Hour Delivery Service
Will Be Granted to Reliable Radio Dealer In Your City

To Handle High-Grade
Nationally Advertised Radio Products

While in your opportunity to put your business on a sound, profitable basis by handling Radio Products through a national
organization, with an established and thoroughly advertised
radio franchise, write for details and for territory
available. Write for our 32-page illustrated bulleting.

American, Sylvania, Sherwood, Thomas, Master-Power,

Star, Tip Top, Imperial, etc. Radio sales and service, free.

New England Mills Co.
Wholesale Distributor of High-grade Nationally Advertised Radio Products

Dept. 11-D, 330 Washington Blvd., Chicago, III.

K. M. Smith Directs Sales of Gould Storage Battery Co.

W. S. Gould has resigned as president of the Gould Storage Battery Co., Inc., New York City, and it is announced that, pending the election of a successor by the board, K. M. Smith, formerly assistant to president, has been ap-
pointed vice-president in charge of operations and sales. Mr. Smith is not only an excep-
tional business ability, but has been with the Gould organization for many years. He at one
time directed the sales policies of the organization and later as assistant to president had
at his finger tips every detail of this great organiza-
tion. A statement was made by Mr. Gould's retire-
ment, as president, Mr. Smith was the logical
man to take full charge of operations and sales.

Irving S. Leon Now With the Cleveland Ignition Co.

CLEVELAND, O., September 7.—Irving S. Leon,
for several years connected with the Columbia
Phonograph Co., and more recently manager of the
talking machine and radio department of the Robert B. White Music Co., of this city,
has been appointed western Ohio representative of the Cleveland Ignition Co., handling
dealer appointments for the Atwater Kent and Pooley lines as well as for the accessories handled by the Cleveland Ignition Co.

Brandes Products Praised by Lieut. Comm. R. E. Byrd

A letter from Lieut. Commander R. E. Byrd, the first man to fly over the North Pole, in
which he describes what is considered in radio
circles as a severe test for loud speakers and head sets, was recently made public by Fed-

H. L. COOMBS, Inc.
47 W. 42nd Street, N. Y.

DIRECT FACTORY REPRESENTATIVES

Radio Cabinets

Stock models or designed to meet your specifications

Factories:

QUINCY, ILL.

GRAND RAPIDS, MICH.

LOUISVILLE, KY.

PLYMOUTH, WIS.

WAUKESHA, WIS.

Two loud speakers and twelve pair of head sets
of the Brandes line were carried by the Byrd
Arctic Expedition, and Lieut. Commander Byrd
states that they functioned admirably, although
subjected to the most unfavorable conditions
to be met in fog, storm and extremely low

temperature.

The experience of Commander Byrd with
the Brandes speakers upholds the judgment of
Dr. Frederick A. Kolster, who has had the
cone type of speaker built into the Kolster
console type sets and has specified their use
with the Kolster table models.

E. J. Totten, Beacon Sales Manager, Back From Trip

A spirit of optimism in all sections of the
country as to the outlook for radio business
during the coming season was reported by E. J.
Totten, sales manager of the Beacon Radio
Mfg. Co., Brooklyn, N. Y., maker of Trinity
Beacon receivers, upon his return recently from
an extensive business trip. Mr. Totten cov-
ered nineteen cities from the Atlantic to the
Rockies and from the Great Lakes to the Gulf,
establishing appointments and the recently
appointed distributors of the new Trinity line.

"While manufacturers are assuring the dealer
against dumping and price cutting," said Mr.
Totten in a chat with a representative of The
World, "the fact remains that where manu-
facturers are compelled to contract for parts
they may find themselves again forced to turn
their overproduction into cash at the table in
the season. The trade realizes that back of
the Trinity line is one of the largest radio
parts plants in the industry, making everything
which enters into the construction of the set.
The Trinity line, therefore, is independent of
outside sources of supplies, excepting raw ma-
terials, and we cannot overproduce."

Van Veen & Co. Make Two Music Store Installations

Two extensive installations of equipment in
the warehooms of talking machine dealers in
the metropolitan territory were made during the
month by Van Veen & Co., New York City.
Leon Tobias, secretary of the company,
reports that at the warehooms of Pagani & Br.,
289 Bleecker street, a complete new store front
has been installed, which includes an interior of
two show windows and impressive interior
lobby twenty-five by fifteen feet.

Extensive equipment is also being installed
at the location of Victrola Shop at Brook avenue
and 181st street.

Columbia Dealers Tie Up

With Artists' Appearance

BUFFALO, N. Y., September 8.—When the Cali-
ifornia Ramblers played at the Lafayette The-
batre in this city recently, Columbia dealers took
advantage of the opportunity of this exclusive
Columbia dance orchestra's appearance in their
midst and co-operated in a 30-minute broadcast in run-
ning a smashing three-quarter-page advertise-
ment in the Buffalo Evening Times.

The California Ramblers also played an en-
gagement at The Homestead, a roadhouse near
Buffalo. Ukulele Max, a live-wire Columbia
dealer of Buffalo, put on a public demonstration of the new Viva-tonal Columbia phonograph between dances.

Brunswick Dividend Declared

The directors of the Brunswick-Balke-Col-
lender Co., Chicago, Ill., have authorized a divi-
dend of 1 1/2 per cent payable October 1, 1926,
on the outstanding preferred stock of the com-
pany to holders of record as of September 20, 1926.

World's Classified Advertising

Any member of the trade may forward to this office a
"Wanted" form. 2 per cent commission. Rates liberal and
with liberal margins for all other classes of advertising
on this page.

REPRESENTATIVE WANTED

Prominent manufacturer, with factories in Europe, has
excellent proposition for American representative who
can merchandise adequately a complete line of
Photograph Machines
Sound Boxes
Accessories

Address with full details in care of "Box 1575,"
The Talking Machine World, 383 Madison Ave.,
New York, N. Y.

PHONOGPS

Open to buy job lots of phonographs. Skyes or finishes
tot particular as price is main factor. In installing
these machines manufacturer's name can or cannot
be used as desired by seller. Write stating full par-
culars F. S., 314 Calyer Street, Brooklyn, N. Y.

WANTED.—A radio salesman for Central California.

Also country salesman. We operate Atwater Kent and RCA lines, and are
a well-established house. Give age, experience and
references. Address "Box 1577," care of
The Talking Machine World, 383 Madison Ave.,
New York City.

POSITION WANTED.—As manager of talking
machine department or instrument sales.
Thoroughly familiar with all makes of
sound-recording instruments. Twelve years'
practical experience. Can furnish first-class
references. Address "Box 1578," care of
The Talking Machine World, 383 Madison Ave.,
New York City.

POSITION WANTED.—Young married man, 28, de-
greed in music or voice. Ten years in business,
now managing large New York store.
Knows phonograph and radio thoroughly.

Atwater Kent Distributors announced in St. Louis

ST. LOUIS, Mo., September 9.—The Brown &
Hall Supply Co., of this city, Atwater Kent dis-
tributors, held an Atwater Kent exhibit in their
convention on Thursday, August 26. Some 300
dealers from Missouri and southern Illinois at-
tended the business sessions during the day and
the banquet and entertainment in the evening.
Official from the Atwater Kent Mfg. Co. and the
Fooley-Co., Inc., were present and the vari-
ous sessions were in charge of N. S. Brown,
president of the Brown & Hall Supply Co.

SPRINGS

VICTOR

1% x 80211, bent 19", Small . . . . . . . . . . . . No. 0543 80
1% x 80216, bent 19", marine . . . . . No. 0544 80
1% x 80211 bent arbor . . . . . . . . No. 0545 80
1% x 80216 bent arbor . . . . . . . . No. 0546 80
2% x 80211 bent arbor . . . . . . . . No. 0547 80
2% x 80216 bent arbor . . . . . . . . No. 0548 80

COLUMBIA

1% x 80211 rectangular new style . . . No. 6089 60
1% x 80216 Universal . . . . . . . . No. 6090 50
1% x 80211 Universal . . . . . . . . No. 6091 50
1% x 80216 hook end . . . . . . . . No. 6092 60
1% x 90211 bent 19" . . . . . . . . . No. 5734 40
1% x 90216 bent 19" . . . . . . . . . No. 5735 40

HARRIS

1% x 80211 motor . . . . . . . . . . . . . . . . . No. 6148 50
1% x 80216 motor . . . . . . . . . . . . . . . . . No. 6149 50
1% x 80211 rectangular . . . . . . . . . . . . . . . . . . . No. 6150 40
1% x 80216 rectangular . . . . . . . . . . . . . . . . . . . No. 6151 40

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.
Complete catalogue on request.
How a Great Business Enterprise Was Built

An Intense Love for Things Electrical on the Part of A. Atwater Kent Resulted in the Building of a Great Business

Most of the great commercial enterprises in this country have been the outgrowth in development of an underlying cause that in itself is comparatively small, but through intense application has grown. The magnetic batteries belonging to his father, a physician, first made electricity fascinating to A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, according to a writer in the Youth's Companion. He made a life work out of a hobby. "He didn't choose a profession—he just kept his boyhood playthings and finally made a gigantic business out of them."

His love of things electrical resulted in his study of electrical engineering at Worcester Polytechnic Institute, his later employment in a motors factory, and his employment as sales-man for an electrical house.

The factory that developed from one small room in the building now covering more than fifteen acres and which "without sprinting or hurrying" turns out a radio set or a speaker every two seconds started as follows:

"In his first 'factory,' which was a second-floor room in Philadelphia, Mr. Kent manufactured the small telephones that are used in talking from one part of a building to another. In three years his business quadrupled, and he moved into a 'six-room factory.' And there he was—having proved himself in engineering, in manufacturing and in selling—when the automobile began to be an expensive new toy. So he made automobile timers and ignition systems.

Ten years after he started in business for himself he moved into a new plant where he had 125 men working for him. In this factory he made automobile lighting systems as well.

"One day he discovered that his factory had received an order for 10,000 headphones and for almost equal quantities of other gadgets used in this new radio toy. "When the radio storm first broke Mr. Kent left his desk one day and went downtown and bought a mass of parts. Then he called one of his best men, and the two of them began to master this new art—just as millions of boys were doing—by trying. In the attic of the Kent home they tinkered until they had something they could hear with. After that they tinkered for months longer. In 1922 A. Atwater Kent began making parts, but it was 1923 before he had designed a set he thought good enough and had organized his plant to manufacture it.

"In 1924 he moved again—this time to a new plant in Germantown, which covered more than eight acres, and which has almost doubled in size since."

Collection Letters That Have Proved Their Value in Securing the Money Due

James K. O'Dea, Who Operates Two Fine Retail Stores and Does a Tremendously Large Business, Finds the Letters Reproduced Below Effective in Collecting

There are three standards by which to judge a collection system, i.e., effectiveness, cost and simplicity. James K. O'Dea, talking machine dealer who operates a store in Paterson and Passaic, N. J., has evolved a collection plan that satisfactorily meets these requirements.

This retail concern does a tremendously large installment business and has approximately, under normal conditions, 2,000 accounts on its books, representing in the neighborhood of $70,000 outstanding. Repossessions are kept down below 5 per cent, in spite of the fact that the bulk of sales are among mill workers who depend entirely on their not too large salaries to meet expenses. Very often there are slack periods in the factories and strikes, cutting off the source of income of these people and making the collection problem one of unusual difficulty.

Three brief letters are sent at intervals to delinquents. These are form letters, but they accomplish the desired result—bringing in the money due and emphasize to the customer the need for meeting payments when due. The letters are reproduced below:

Dear—

This is to call your attention to the fact that you are not making your payments on the Victrolas according to the lease you signed at the time of purchase. Kindly call in and let me know the reason. Yours truly,

Dear——

A short time ago I wrote you in reference to your payments which you have allowed to run behind, and I have not heard from you since. The terms are very easy, and I must insist that you pay regularly, and try and make up the arrears. I do not wish to be unjust, and you can readily see that I have been lenient with you, but I must insist that your payments are made according to the terms of your lease. Hoping to hear from you at once in regard to this matter, I remain, Yours truly,

Dear——

As you do not make payments on the Victrola, do not call at the store to tell us the reason why you do not pay, or answer our letters, we have come to the conclusion you do not want the machine, so if you do not make a substantial payment at once we shall call for the machine. Yours truly,

National Broadcasting Co. Organized by Radio Corp.

New Company, Designed to Establish Permanent Radio Broadcasting, Will Take Over Station WEAF as Nucleus for Chain

The Radio Corp. of America announced this week the formation of the National Broadcasting Co., Inc., as a step in the solution of the problem of establishing national and permanent radio broadcasting. The announcement was made by Owen D. Young and General James G. Hardboard, chairman of the board and president, respectively, of the Radio Corp.

The new company will take over on or about November 15 Station WEAF, New York, formerly owned by the American Telephone & Telegraph Co., as the nucleus of a national broadcasting service. The new company will endeavor to present the best programs possible and these programs will be made available to other broadcasting stations throughout the country, should they desire to take them. The public advisory committee, representing various shades of public opinion, will be organized by the company to pass on program material, and the response of the public to the programs will be also accepted by the company as a guide.

M. H. Aylesworth, recently managing director of the National Electric Light Association, will be president of the new company, and George F. McClelland, vice-president and general manager.

Blandin Photograph Co., Racine, Wis., has been registered in New York State.
EXTRA! SPECIAL!

Five Hundred Dollars in Cash Prizes to be Divided Among Winners of Window Display Contest on

DOROTHY LEE'S FAMOUS SONGS

CONTEST BEGINS AT ONCE AND ENDS ON DECEMBER 15th

An open invitation is extended to every dealer in sheet music, records or player rolls to compete in a country-wide window display contest featuring songs by America's beloved composer, Dorothy Lee.

The songs selected for the contest include two of this composer's most famous successes—"ONE FLEETING HOUR" and "OUT OF THE DUSK TO YOU." Both have become universal favorites and have spread the fame of Dorothy Lee.

The third song is "IN THE HEART OF THE HILLS," a beautiful new gem by this inspired composer. Words, melody and title form an ideal combination that will perpetuate the song in the hearts of all music lovers.

Now, about the contest—

The display may include all three songs, "IN THE HEART OF THE HILLS," "OUT OF THE DUSK TO YOU" and "ONE FLEETING HOUR," or only the new ballad, "IN THE HEART OF THE HILLS."

It is only necessary to use the title pages and display signs which will be supplied to contestants and are now available.

Dealers in Sheet Music, or Records, or Player Rolls may compete.

Three non-interested judges will select the winners; they are, Mr. V. D. Walsh, of the Music Trade Review, Mr. B. W. McClelland, of the Music Trades, and Mr. Adrian F. Boylston, of the Music Trade News. All have been in touch with the music trade over a period of years and are, therefore, competent to act justly in their awards. Displays will be judged on the basis of artistic and effective arrangement.

The contest is now open and photographs will be accepted until December 15, 1926. Photographs should be addressed to Sam Fox Publishing Co., The Arcade, Cleveland, Ohio, attention of Dorothy Lee Contest Manager.

Displays will be judged for their Originality, Attractiveness and Selling Value.

The following valuable prizes will be awarded winners:

First Prize—$200; Second Prize—$100; Third Prize—$75; Fourth Prize—$50; Fifth Prize—$25; Sixth, Seventh, Eighth, Ninth and Tenth Prizes—$10, each. A grand total of Five Hundred Dollars in prizes. Every effort will be made to select the winners so they will receive checks by Christmas.

DON'T DELAY YOUR DISPLAY; GET IT IN EARLY

Send for free title pages and attractive window cards

SAM FOX PUBLISHING CO.

Cleveland, Ohio

New York, N. Y.

150-160 West 45th St.

Stevens & Co. Appoint Many Sales Representatives

The Country Well Covered, According to Announcement by J. B. Price—Exhibit at Radio World's Fair—Business Outlook Excellent

With the statement that "business is good," J. B. Price, sales manager of Stevens & Co., New York, manufacturers of Stevens Conossal speakers, announced the appointment of the following sales representatives:

New England: Schack & Co., Boston; New York State, Byron Elmore, with headquarters at Buffalo; Michigan and Ohio, Clark & Baehr, Cleveland; the South, Tennessee Engineering Sales Co., Knoxville, Tenn.; Pennsylvania, Delaware, Maryland and Washington, Gray Sales

Leslie Stevens

Co. of Philadelphia; Wisconsin, Minnesota, Illinois and northern Indiana, W. R. Johnson, with headquarters at Chicago; Pacific Coast, Atlantic-Pacific Agencies Corp., San Francisco.

New York is covered from the offices of Stevens & Co.

Mr. Price also announced that the Stevens organization is developing many new ideas in acoustical devices, some of which will not be ready until next season, but several new models, which have not yet been presented to the trade, are scheduled for display at the Stevens booth at the Radio World's Fair in Madison Square Garden. While Stevens & Co. have manufactured loud speakers for other concerns for the past four years, Mr. Price pointed out that this is the first year that the organization has marketed its product through jobber-dealer channels.

Officials of Stevens & Co. are much gratified by the flood of congratulatory messages which have poured into the executive offices upon completion of fifty years of successful business operations. Stevens & Co. was organized in July, 1876. Leslie Stevens, president of the company, experimented with Burtex, the material now used as a seamless diaphragm in the Stevens speakers, for many years before radio became popular. A long period was also devoted by him to general research work on radio reproducers.

The official personnel of the company follows: Leslie Stevens, president and treasurer; Clifford E. Stevens, vice-president; Ross Stevens, secretary, and J. B. Price, chairman of the board of directors and sales manager.

E. W. Guttenberger at Home

E. W. Guttenberger, manager of the New York Wholesale Division of the Columbia Phonograph Co., Inc., who was operated on for appendicitis about a month ago, has recovered entirely from the operation and is resting at home. He expects to return to his duties about the first of next week.
Elementary and High Schools Provide Field for Band Instrument Dealers

Growing Movement of Educational Institutions to Have Musical Representation Offers Unusual Opportunities for Dealers to Profit—Musical Authority Gives Interesting Facts

As this issue of The World reaches its readers the great school systems of the country will assume its functions after the Summer holidays. Elementary, preparatory and the higher institutions of learning will throw open their doors and instruction will resume the buzz of activity that attends the process of the youth of the nation being educated. Coincident with the regular classroom routine, school activities other than those connected with the books will mitigate and it is this phase that should interest music dealers. There is some form of co-operation with schools possible in the exploitation of every class, some type of musical instrument planes, talking machines, etc., but the greatest advantage rests with the musical merchandise and band instrument dealer, for practically every section has its school band or orchestra in the public schools, and the faculty of those schools which are not so represented realize the advantage of having such representations. If a music dealer can show him how a musical organization can be started without too much of an initial layout, and if it can be shown that in addition to the dealer's co-operation other merchants and civic associations will lend a hand, then the school authorities in nine cases out of ten, will co-operate willingly.

Some Interesting Statistics

A few statistics gleaned from a recent talk by a prominent musical authority should prove interesting to dealers. He says: "Fifteen million American school children heretofore have been without any music instruction whatsoever! Why! In the country at large, where can such be found?" The tremendous enthusiasm of boys and girls for the harmonica revival proves that they will respond. The marvelous growth of high school bands and orchestras, in spite of the limited chance to learn to play these instruments, has shown the attitude of our boys and girls toward music. For, with some notable exceptions, these bands and orchestras have been recruited by pupils whose parents had first engaged private teachers to instruct them. The children who could not afford to pay this cost have simply been left out. "But now, sympathetic and far-sighted men are opening the door of musical opportunity to all children. This became possible when we proved that 'music-making' could be learned in classes at school just as all other skills are acquired. The Detroit schools, for some years, have taught practically all of the band and orchestra instruments to children, in classes at public expense.

Free Musical Instrument Instruction

"In some cities, musical instrument instruction is as free as teaching in all the other subjects. However, most schools are conducting these instrumental classes on a self-supporting basis. The teaching does not cost the school board or the public funds a penny. The children pay the tuition costs. Thus, when twenty children in one class pay fifteen cents per lesson, the teacher can be paid three dollars per hour. In the various cities, these lesson fees depend upon the number of children in a class and the sum per hour paid the teacher. This means that each child pays from ten cents to fifty cents per week for his class lessons in school. "Some cities give these lessons during school hours, changing the hour for each group for successive weeks in the month, so that no child misses more than one lesson a month in any school subject. The majority of schools give lessons for one hour before school in the morning and for two hours after school in the evening."

An Army of Potential Buyers

"According to the School Census of 1922, there were 25,000,000 children enrolled in the public and parochial schools of the United States. Here is an army of children waiting to be initiated into the magic circles of music lovers and music makers. While the address from which the foregoing extracts were taken was made toward the end that school boards and educational institutions include instruction in the playing of musical instruments, the facts are applicable to the question in band, namely that of inducing dealers to co-operate with schools in the organization of musical aggregations, either bands or orchestras. That some of the practices advocated in this talk might not prove possible should not act as a deterrent. For instance, it would be difficult in many localities to induce the school boards to allow time off from the regular studies for musical instruction. Nor would this step be necessary. If the dealer can secure the co-operation of the school faculty to the extent that they would secure the names and addresses of those children who play or who are studying the playing of a musical instrument and the names of those who desire instruction, and allow the use of the school hall for meetings and as a study hall in hours that would not interfere with the school routine, the first big step would be completed. Should it happen that neither the dealer nor any of his staff are in a position to give instruction to beginners and those who have not finished their studies, arrangements could be made with instructors so that a series of free instruction lessons would be given with each purchase of a musical instrument, and a nominal fee paid by pupils after the free instructions are completed.

Business and civic associations would be almost certain to lend the financial assistance that would be necessary. For as D. L. Whittle, music dealer, recently stated in an article in The World: "Rare indeed is the local merchant who will not cheerfully and freely support a brass band—he knows that every dollar he puts into it is returned many times over."

Now Is the Time to Get Busy

With the end of the vacation period the time is ripe for the music dealer to start this work of building sales for the present and future. The children returning from several months of complete play and recreation will find the school routine dull and monotonous and will eagerly welcome some form of relaxation, and once interested in playing in a band or orchestra they will not relax interest. The foresighted dealer will see his opportunity and grasp it.

Returns From European Trip

PORTLAND, ORE., September 4.—Harry Parsons, of the musical merchandise department of Sherman, Clay & Co., of this city, recently returned from a three months' tour of Europe. En route home he stopped at the factory of the H. N. White Co., Cleveland, O., manufacturer of King band instruments. He was entertained by Richard White. The Sherman Clay stores handle the King line of instruments.

The Chamber of Commerce of Cuba, N. Y., is lending its assistance in the organization of a band among the young people of the village. Harry Williams, band and orchestra leader, is the prime mover in the formation of this up-state band.
Chicago Merchandise Mfrs. to Join National Body

Members Unanimous in Vote to Become Affiliated With National Association—System of Dues Will Give 100 Per Cent Representation

CHICAGO, ILL., September 3—The members of the Association of Musical Merchandise Manufacturers of the Chicago Zone will have a 100 per cent representation in the National Association of Musical Merchandise and Accessories Manufacturers, when the local body joins the national organization, beginning with the fiscal year of 1927.

This action was decided upon at a meeting held last night at the Auditorium Hotel by the local association, when a resolution presented by J. R. Stewart, stating that the association should join the national association as a body and setting forth a system of paying dues, was adopted by an unanimous vote of the members present.

It was resolved that members doing a business of $250,000 a year or over should pay dues amounting to $150 to the local association; those whose gross sales amount to $100,000 to $250,000 should pay $100, and those whose business amounts to less than $500,000 should pay $50. The first $50 received from each member is to be paid out of the Association’s fund to the National Association as the membership fee for each member, thereby automatically giving the Chicago Association 100 per cent representation in the national body. The assessment over that amount will be used for the work of the local Association. The increased dues will go into effect the first of the year.

The resolution also invited the members of the Eastern Association to join the national body and the secretaries of this action were pointell out by William F. Ludwig, president of the Association of Musical Merchandise Manufacturers, Chicago Zone, who praised the National Association and the Musical Industries Chamber of Commerce and emphasized the fact that as members of the National Association of Musical Merchandise and Accessories Manufacturers the manufacturer would receive the benefit of this work and would be eligible to exhibit at the annual convention.

Mr. Ludwig also explained the work of the National Association in regard to standardization and other activities and showed the label that has been prepared for all members of the national body to be used on instruments; also the self-instructor chart, which gives the standard scale with chords and which will be issued toaku manufacturers who are members of the national body to accompany each instrument shipped.

American Legion Band Is Completely Vega Equipped

Al Massey’s Band, of Taunton, Mass, Uses the Products of Vega Co.—Vegaphone Banjo Is Given High Praise by Paul Specht

BOSTON, MASS., September 7—Again the Vega Co., of this city, is honored in its own territory. Al Massey’s Band, Taunton, Mass, which is the official band of American Legion Post 103, has been entirely equipped with the products of the Vega Co. Trumpets, trombones, saxophones, alto, baritone and basses were made at the factory of the Vega Co., and the drums are Ludwig drums, which the Vega Co. distributes in this territory.

In the banjo field the Vegaphone banjo was recently paid a great tribute by Paul Specht, internationally known leader. In a letter to the Vega Co., Mr. Specht states, in part: “I cannot help writing to you, expressing my favorable opinion and appreciation of Vega banjos. I never knew before that banjos could be manufactured with such a resonant musical tone, but Louis Calabrese, of my orchestra, has demonstrated that your banjo is certainly a revelation in the string line of instruments. Rhythm is the keynote of modern dance music and symphonic syncopation with a spicy rhythm from the Vega banjo can proudly boast of being a distinctive American creation that has made American dance music the pride of our country.”

The Vega Co. has recently issued a small catalog on the line of trumpet models that it handles.

Playground Contests Help Increase Harmonica Sales

CLEVELAND, O., September 4—Harmonica sales have been particularly good throughout the Summer season in this territory, due mainly to the contests sponsored by the Cleveland Board of Education. The finals of the contests took place the latter part of last month and contestants participated from thirty playgrounds. Local dealers co-operated in every possible way and many donated prizes in the form of radio equipment and small musical instruments.

O’Loughlin’s Music Store, Salt Lake City, Utah, reports King band instruments, made by the H. N. White Co., Cleveland, O., are in big demand.
Millions of Dollars Lost Annually
by Music Dealers, Says Buegeleisen

Head of Buegeleisen & Jacobson, Musical Merchandise Jobbers of New York, Points Out the Heavy Sales of Certain Lines Which Are Made by Mail-Order Firms

Music dealers in small towns would be shocked if they knew how many sales of the better grades of musical merchandise, such as violins, bows, violin cases, and so on, arc times to just "chat." The store is friendly, his tone welcome.

That is just one example of what is being done.

The day is past when the piano man can look at the small goods department as a necessary evil. There are good, steady profits in the small goods business, in fact more than in any other branch of the musical industry. The field is immense, not limited by small means, and is comparatively easy to develop. Everyone can afford a musical instrument of some kind. It is for the dealer to stimulate this business, to get after it, to keep it as his own. He must carry a selection to fill his needs. He cannot expect to sell a $1000 piano to a man who wants to pay $100.00, and keep satisfied customers at the same time.

There is no reason why the music store should not be just as busy as the grocery store, with activity twelve hours of the day. That this is possible is being proved every day by enterprising, farsighted music merchants.

Music is just as much a necessity as food. Once introduced properly, it becomes a necessity which spreads very quickly. Neighbors compete with each other as to the extent of music in their families, local bands contend with each other, then come inter-county contests, inter-state contests and so on. The chain is endless. There will never be a time when musical needs will be fully satisfied, for the needs are continually changing. The beginner of today needs a better instrument tomorrow, the better instrument of tomorrow is expected.

(Continued on page 152)
Millions of Dollars Lost Annually by Music Dealers

(Continued from page 151)

changed for a still better one later on, so that there is continual progress being made. No field in this country shows greater possibilities than the musical field. Nowhere can there be found more potential customers. My enthusiasm is sincere. I feel that musical instruments are the best line in the world, that it is up to the dealer to visualize his field, to work his territory thoroughly, to display his wares properly, to do his share in "Making America Musical."

Ludwig & Ludwig Sponsor Big Advertising Campaign

CHICAGO, I11., September 7—Ludwig & Ludwig, prominent drum and banjo manufacturers, are sponsoring an ambitious advertising campaign during the Fall and Winter on both of their lines of products. It is estimated that two million readers will be reached by Ludwig publicity and the campaign is said to be the largest and most comprehensive drive for consumer interest yet staged by a drum or banjo manufacturer. Space will be used in a variety of publications, tending to attract the attention of the growing boy, young people in general and the musical profession. Because of this plan the publications have been chosen in specific fields and they are The American Boy, Boys’ Life, Boys’ World, Youth’s Companion, Popular Mechanics, American Legion Monthly, Young People’s Weekly, and Billboard. The advertising department of Ludwig & Ludwig under the supervision of F. W. Miller, advertising manager, and J. H. Mertz & Sons, the Ludwig advertising counsel, have been very busy preparing copy and arranging the multitudinous details of the campaign during the past month.

David L. Day Home From Canadian Vacation Trip

GROTON, CONN., September 7—David L. Day, general manager of the Bacon Banjo Co., of this city, recently returned from a vacation which included Montreal and other parts of the Dominion. Upon his return Mr. Day expressed himself as well pleased with the volume of business on hand for the Fall season. These orders were not only received from all parts of the United States, but many substantial foreign orders were included. A recent inquiry was received from Java.

Frederick J. Bacon, president of the company and well-known banjo artist, left for an extended trip upon Mr. Day’s return. During this trip Mr. Bacon broadcast from station WAHG, broadcasting station of A. H. Grebe & Co., Inc., Richmond Hill, N. Y. Mr. Bacon also spent some time in Pittsburgh with M. J. Schellmeier, prominent banjoist and Bacon enthusiast.

Bacon Banjos in Demand

GROTON, CONN., September 7—The Bacon Banjo Co., of this city, reports that it recently received several large orders from abroad, one calling for a shipment of fifteen banjos to a city, recently returned from a vacation which included Montreal and other parts of the Dominion. Mr. Bacon expressed himself as well pleased with the volume of business on hand for the Fall season. These orders were not only received from all parts of the United States, but many substantial foreign orders were included. A recent inquiry was received from Java.

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Hilton Siamese Twins Make Visit to Buescher Factory

ELKHART, Ind., September 7—During a recent appearance of the San Antonio Siamese Twins, Daisy and Violet Hilton, at South Bend, Ind.,
Nation-wide Activities of Harmonica Organizations Prove Its Popularity

William J. Haussler, Vice-President and General Manager of M. Hohner, Inc., gives Instances of the Popularity of the Harmonica in All Sections of the Country.


William J. Haussler, vice-president and general manager of the company, reports that the popularity of the harmonica in all sections of the country has passed all expectations. An idea of this widespread popularity may be gained from the following items: In Philadelphia the Sesqui-Centennial Harmonica Band is attracting the attention of visitors from all parts of the country and the world, and in addition to its excellent work at the exhibition itself, it played its first theatre engagement at the Fox Theatre, in that city. Philadelphia was recently the mecca of a pilgrimage of six boys from Dayton, O., who came to enjoy the playing of the harmonica and also to see how this great Philadelphia harmonica organization was run. The boys were the guests of the harmonica band and they were welcomed by Mayor Kendrick of that city.

In Milwaukee a harmonica evening class has been formed, which will meet on each Tuesday evening and where instruction will be given free of charge under the direction of capable musicians. From Milwaukee school children are now receiving instruction in harmonica playing at playgrounds during the day. In Buffalo, N.Y., the appearance of Borrah Minevitch and his Harmonica Symphony of twenty-five boys created intense interest in the harmonica in that city. A harmonica contest conducted through the Buffalo Evening Times brought many contestants and introduced the harmonica to many who had never played before.

In South America, Captain Albert W. Stevens, of the United States Army Air Service, who explored the valley of the Amazon River in an airplane, reached points where the white man had never before been seen. Even here the harmonica proved popular with the native Indians. Captain Stevens reports: "They got more kick out of the ordinary mouth organ or harmonica than out of the radio. Weight and bulk considered, the mouth organ possesses greater trade possibilities than almost any other instrument.

A feature of the State Fair at Little Rock, Ark., will be a harmonica band. The Fair officials have engaged the services of an experienced player, who will organize and train boys and girls for the event. M. Hohner, Inc., will donate prizes.

On the Pacific Coast, at Long Beach, Cal., the Platt Music Co., in conjunction with a local theatre, planned a unique harmonica contest. The event will continue for one week and each night the theatre audience will judge the best player. On the last night those chosen previously will compete in the finals for the grand prizes and for enrollment in a harmonica band which is to be organized.

Five thousand Cleveland boys and girls were being taught to play the harmonica during the Summer season. Upon the close of the vacation period a harmonica band was organized among the best players.

Many other instances could be mentioned, which indicate how the harmonica is constantly increasing in popularity. Mr. Haussler reports that Hohner dealers are reaping the benefits of this intense interest on the part of the public and that orders for Fall requirements have already surpassed those received in all other years.

Collins Piano Co. Adds Band Instrument Department

Long-established New Orleans Music Store Takes on Band Instruments and Musical Lines in Response to Popular Demand.

New ORLEANS, La., September 4.—The Collins Piano Co., one of the oldest established music stores in this city recently announced the addition of a complete line of band instruments and musical merchandise. The announcement was made at the same time that the store removed to new quarters in the Steam Building, the move being made necessary by the expansion of business after being in one location for seventeen years.

S. R. Goldberg, manager of the Collins store, is enthusiastic over the new quarters, which make possible the handling of a larger line. In commenting on the move Mr. Goldberg states: "We have always enjoyed splendid business and anticipate an even larger volume when we are able to present our goods more attractively. The band instrument department has been added in response to popular demand and we are glad we were able to meet the demand."

Buescher Instruments in Attractive Window Display

SAN DIEGO, Cal., September 4.—The Southern California Music Co., Buescher representative of this city, recently devoted its window space to a display of Buescher band and orchestra instruments which attracted considerable attention and resulted in a demand for the Buescher products.

The window was arranged as though it was an orchestra pit and the complete assortment of orchestral instruments were placed on chairs and in their racks. A card with the word "Permission explained the arrangement.

The Union Music Co., Toledo, O., recently added the King line of bongos, and this successful concern plans to launch an aggressive drive on these products.

American Small Goods Are Popular in Australia

WASHINGTON, D.C., September 4.—American musical instruments are very popular in Australia, a report from the Department of Commerce states. This is true especially of the city of Melbourne, where American saxophones, clarinets, banjos, mandolins and other instruments are given prominent display in all the leading music houses and the demand is said to be very good and to be constantly increasing.

Base Piano Co. Chartered

Incorporation papers have been filed recently for the Base Piano Co., Inc., Wilmington, Del., which will deal in all kinds of musical instruments, with a capital stock of $100,000. The officers have not been announced.

Every Dealer Will Want a Copy of the New "Leedy" Catalog "N" (Out Now).

THE WEYMANN ORCHESTRA BANJO

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty—have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann Banjo, Mandolins, Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H. A. WEYMANN & SON, Inc.,
110 Chestnut St., Phila., Pa.

When you attend the Music Trade Convention visit our exhibit, Room 608 Commodore Hotel.
Dancing Masters' Dictum: Have Little Influence Upon Public's Dance Ideas

At a recent meeting of dance masters held in New York some of the more conservative members of the gathering moved to bar the Charleston. However, no less an authority than Ned Wayburn came to the Charleston's defense and the early favor over the question somewhat subsided.

During the past decade these associations of dancing masters at every meeting have had their publicity departments acquaint the daily press with a move to bar some selected modern dance. In looking through the records of these various campaigns, some of which have the support of what are termed "good church people," all evidence shows that little or no headway has been made in them.

The modern dance is popularized from two sources, the professional stage and the large dance floors throughout the country. Those interested in the ballroom dance and who cater to the elite are not able to reach the great mass of people with their propaganda, in fact, most dance enthusiasts probably are not aware that there is any such thing as a dancing masters' association.

Not only have these dancing masters' associations failed in their campaigns to bar certain dances, but they have been just as successful in developing a wide taste for the new dances they evolve from season to season.

Practically everybody dances in some form or other. This is possible through the fact that the modern fox-trot and its predecessors are so simple in character that the merest novice can make a fairly presentable showing on the public floor. This simplicity, too, has been the means of adding millions to the number of dance enthusiasts.

Now specialized and clever dances evolved by the dancing master are generally more difficult in character and the appeal must necessarily be limited, although if they had any lure the younger dance enthusiasts would be able to master the steps quickly. For the average person the Charleston is not the easiest dance. To acquire a good Charleston step in any of its various phases it is necessary to have a flair for dancing. That is the reason it won its largest success among the young.

Henry Ford has made some little headway in reviving old dances, those things that were popular in a preceding generation. He may achieve more success in this direction, although it is doubtful that the youth of the country will ever go very strongly into the old dances. Ford's propaganda, however, is an entirely different matter from a campaign that plans to bar certain steps. His campaigns are in the nature of a revival, not so his methods be compared to the official introduction of a new dance.

Most of the modern dances are not created through propaganda. They generally are originally introduced on the professional stage and through their wide appeal and lure are quickly taken up in other channels. Like Topsy, they seem to "just grow." As soon as they prove to be popular the popular song writers use the same rhythm in some of their offerings and this move, together with the musical arranger's ability to orchestrate the number for the particular step, adds considerably to the popularity of particular dances.

The fox-trot, although it has had different variations, seemingly cannot be supplanted. The Charleston is the only dance in recent years that has divided popularity with the fox-trot. The fox-trot will hold sway with the masses until such time as a dance is evolved that is even of greater simplicity or at least has no added difficulties. For this reason a renewed popularity might accrue to the one-step because of all previous dances it is the most simple.

It is a question in popular publishers' minds whether or not the modern dance really adds any volume to popular music sales. The tendency to use too often the best of current selections does in some instances limit sales of the sheet music by the commonness the melody acquires. Another factor from the dance angle is the large number of melodies needed to make up a night's program, which reach such totals that it is impossible for the dancer to remember anything but the outstanding titles.

Golden and Hubbell Return to Song Writing Field

Famous Theatrical Producer Collaborates With Composer of "Poor Butterfly" in New Feist Number, "Your Heart Looked Into Mine"

John Golden, who in recent years has made over a million dollars in the theatrical field, producer of "Lightning," "Seventh Heaven" and other dramas, was formerly a most successful writer of songs. In his earlier days he understood the public's taste in popular music and was able to write some unusual commercial successes. With this background and considering the fact that he has no longer needs to make his livelihood through music, it can be taken for granted after leaving off song writing endeavors for so long a period that anything that he would produce would be through inspiration.

John Golden has returned, at least temporarily, to the writing field, as the firm of Leo Feist, Inc., announces a wide ballad called "Your Heart Looked Into Mine," lyric by John Golden and music by Raymond Hubbell.

Past history must be delved into once more, for his collaborator in this instance, while long a director of the Hippodrome Orchestras, New York City, has not written any songs in recent years. He will be remembered, however, over a decade ago as the writer of some musical shows and his name is indelibly marked in songdom as the composer of the famous "Poor Butterfly.

The Feist staff believes "Your Heart Looked Into Mine" is a high-class ballad which will have a wide popular appeal. Both lyrically and musically it will command attention and every singer in the trade will not fail to secure the results attained by these writers in catering to modern taste.

Opens in Jacksonville, Fla.

Jacksonville, Fla., September 4—The formal opening of the Hoyt Music Shop, Inc., 220-224 King street, was held recently and several hundred guests were entertained. The program of the day of the opening included selections by Harry Tobias, local song writer, and other local entertainers. The store is handling Hardman and Wurlitzer pianos, Lyon & Healy and Conn band instruments, sheet music and phonographs.

With Villa Moret, Inc.

Miss Lilian Kaplan, for four years connected with Maurice Abrahms, Inc, is now with the New York office of Villa Moret. Miss Kaplan is very familiar with the New York trade as well as the various other phases of the music business.
New Mother Song Issued by L. Wolfe Gilbert

"Calling Me Home," by Well-known Song Writer, Has Earnedts of a Sure Success

L. Wolfe Gilbert, one of the best known of present-day song writers, is reaching the period of his career where he is considered among the pioneers. Certainly he has established a record for almost a score of years of writing popular songs of every type applicable to ever-changing tastes.

When it is considered that in his early days he was one of the first writers of Mississippi steamboat songs, including the famous "Robert E. Lee," it can be readily seen that to review his history one must delve fairly far into the past. Later he contributed several numbers to the period when the Hawaiian song was at its best or at least when it was turned out in its greatest quantities. He has been a consistent writer of love songs and some of them, although in popular style, are still remembered, such as "Sweet Adair."

The records do not show that he took any great part in the plunge of Mammy songs of a few short years ago. Whether he disagreed with the treatment of the idea of that period is not known. His name, however, does not appear upon the title pages of any of the best-known songs of the "loving" and "crying" mammy days. Possibly Wolfe Gilbert felt the style of that period of "mammy" popularity was a desecration of a precious idea. At least that is the first thought that comes to mind when reviewing the Wolfe Gilbert mother song, "Calling Me Home."

He waited a long while to write this mother song, but the time lost, seemingly, has been well worth the delay. "Calling Me Home" is a masterpiece ballad of mother, home and love. It was written by a lyric master. Undoubtedly the wealth of heart interest and sentiment expressed in the song is the result of being able to look back upon a life of successful song writing. Thus he was able to give to this mother song only the best experience and knowledge. There are also the added indeclinable expressions of a poet who knows that sentiments of mother, home and love are nearest the hearts of popular music purchasers.

Singers Dispute Rights to Sing Berlin Song

Joyce Barbour and Nora Bayes Each Claim Right to Sing "Gentlemen Prefer Blondes"

The importance of present-day songs from the pen of Irving Berlin has been again demonstrated through the dispute of an American and English singing artist over the privilege of exclusively singing Berlin's newest song, "Gentlemen Prefer Blondes."

According to reports from London, Joyce Barbour and Nora Bayes announce that they will sing the song in rival productions soon to be produced there. Miss Barbour's manager declares Berlin presented the English rights to her as a birthday present. On the other hand Miss Bayes is understood to have acquired the rights from Berlin's publishers. Exclusive rights to the song are also claimed by a London producer who intends to include it in one of his coming revues.

"My Cutey's" Going Big

The new Bibo, Bloedon & Lang song, "My Cutey's Due at Two-to-Two Today," is proving one of the best comedy successes of the season. Besides its popularity in song form it is an unusual dance. One of the latest record releases of "My Cutey's Due at Two-to-Two Today" was made by the Renown Co. and played by Ted Weems and his Orchestra. Charles Lang, sales manager of the above publishing firm, recently stated the hold this new comedy song has taken in the short time since its release is quite remarkable. The sales records show that its popularity is steadily increasing.

Feist Publishes "Castles in the Air" Song Hits

Musical Comedy Which Has Made Exceptional Success in Chicago Recently Opened in New York With Same Cast of Celebrities

"Castles in the Air," the musical comedy which made such a tremendous success in Chicago, playing throughout the Spring and Summer, and continuing there for the second half of the year, had its New York premiere on Monday night of this week at the Selwyn Theatre, New York.

The New York cast is composed of much of the original personnel of the Chicago production, these being gradually supplemented in that city with other feature names during the vacation period.

Considering the producers of "Castles in the Air" have done much to make this Chicago success an even better vehicle for New York consumption, there is every reason to believe the show will duplicate in the metropolitan area with a long run.

The book and lyrics of "Castles in the Air" are by Raymond W. Peck and the music by Percy Wenrich. It may be noted that the dance ensembles were staged by the late Julian Mitchell. The cast includes Vivienne Segal, Bernard Grauville, Joyce White, Stanley Forde and other stars.

The songs, many of which have already been heard in the East on talking machine records, include "Lantern of Love," "Land of Romance," "My Lips, My Love, My Soul," "Would Like to Fiddle You," "Baby," "The First Kiss of Love" and "The Other Fellow's Girl." Leo Feist, Inc., publish the music.

August Sales Indicate Renewed Sales Activity

Indications Are That Selling Season for Popular Prints Is Gradually Lenghthening

Reports from the various sheet music jobbers in different sections of the country show the month of August brought forth a substantial revival in sheet music purchases. This closely followed the record of last year when renewed sales occurred in August and continued during the balance of the year. The sale of popular-priced talking machine records also showed increases for August.

From this evidence of sales in August over a two-year period, it would appear that the season is lengthening somewhat as sales formerly did not show Fall activity until after Labor Day. This situation is not only encouraging to popular publishers, but has added significance to the retailer. It indicates that purchasers are entering the music stores for sheet music and makes possible increased sales in other departments.

IF MY BABY COOKS AS GOOD AS SHE LOOKS
(I'll Be Hungry All the Time)

AND THE TUNE IS EVEN BETTER THAN THE TITLE

EDW. B. MARKS MUSIC CO., 223 W. 46th St., New York
Making Censuses of Songs Favored by Radio Fans

Allen McQuhae, Atwater Kent Artist, Gathers Some Interesting Facts Regarding Sort of Music That Is Preferred by the Public

A national census of songs that live is being made by Allen McQuhae, Irish tenor, who conducts the Sunday evening Atwater Kent radio concerts this summer. The songs of the series are chosen from requests from radio listeners. The census is expected to reveal not the "hit" of the day, which, after a wave of popularity, die out, but the songs that live through the years.

Mr. McQuhae's list of songs requested already runs far above five hundred. To sing all of them he estimates it would take him more than six months in half-hour weekly concerts. He selects those, however, for which he receives the greatest number of requests each week and places them on his Sunday evening program.

For example, Mr. McQuhae says no one has yet asked him to sing "Yes We Have No Bananas," while hundreds have requested such fine old favorites as "Silver Threads Among the Gold," "When You and I Were Young, Maggie," "Believe Me If All Those Endearing Young Charms," "Sweet Genevieve," "Holy City" and "I Hear You Calling Me."

Requests for the songs popular during the late war are not numerous and as yet only one man has asked Mr. McQuhae to sing "The Star Spangled Banner."

Mr. McQuhae's census is expected to be an excellent guide for ambitious song writers as to theme and character. Sentiment is shown to be the prevailing motive in the songs most called for, with the themes of lost sweethearts, mothers who have gone, and inspiring songs of religious character predominating.

"Danny Boy" leads in popularity for the concert to be sung by McQuhae in the Atwater Kent hour, Sunday, August 22. This song was first presented to the Atwater Kent radio audience by Madame Schumann-Heink in the Winter concert series. Other songs by McQuhae on the evening of the twenty-second will be "Asthore," "The Old Refrain," and a duet with William Simmons, baritone, who broadcast with McQuhae earlier in the summer, "Watchman, What of the Night?"

"Even Bravest Hearts," from the opera "Paust," features Simmon's repertoire, which will also include "House of Memories" and "Rose of My Heart.

This program broadcast from Station WEAF and eight other connected stations will begin at 9:15 p.m., Eastern daylight time.

Exploitation Campaign on Behalf of "Trudy"

Entire Organization of Irving Berlin, Inc., Is Energetically Pushing New Number—Timely Offering Has Had Much Publicity

Irving Berlin, Inc., is publishing a new fox-trot song called "Trudy." It was written by Charles Tobias and Al Sherman to celebrate the successful swimming of the English Channel by Gertrude Ederle. This timely offering of topical character is melodious and stirring, with lyrics honoring the young American swimmer who in recent weeks has filled the front pages of the daily papers.

The entire organization of Irving Berlin, Inc., including its band and orchestra and professional departments together with its branch offices and many representatives throughout the country, has started an energetic exploitation campaign in behalf of the "Trudy" song. The talking machine record and the player roll manufacturers are also booking it for early release and unusual co-operation is being given the Berlin firm on this new song.

Marks Publishes Two Songs From "Baré Facts"

These Are "Stand Up On Your Feet and Dance" and "Nice Girl!"—Show Is Now in Eighth Week—Numbers of Hit Caliber

The Edward B. Marks Music Co. is the publisher of two of the song successes in "Baré Facts of 1926." This show is in its eighth week at the Triangle Theatre, New York. It is quite original in character and should place the young writers who are responsible in an established position. The music is by Charles Schwab, Jr., son of the well-known orchestra leader of a generation ago, and the lyrics by Henry Meyers. The two Marks songs are entitled "Stand Up On Your Feet and Dance" and "Nice Girl." The publishers have issued a particularly attractive title page.

A branch of the Daniels & Bittell Music Co., Owensboro, Ky., has been opened in Cloverport with a stock of pianos and phonographs.
FORSTER EDITION

An Edition Designed to Satisfy the Average Music Demand

CONSISTS OF

- 35 TEACHING NUMBERS—GRADES 1 TO 3
- 60 RECITAL AND RECREATIVE SELECTIONS—GRADES 3 TO 6
- 20 PIPE ORGAN SELECTIONS
- 52 SECULAR SONGS
- 32 SACRED AND SCRIPTURAL SONGS

Most Liberal Terms Ever Offered to Dealers

WRITE US

Leo Feist to Publish New Musical Scores

These Include Numbers From the "Vanities," "Deep River" and "Prince and the Pauper"

Leo Feist, Inc., will publish the scores for a number of musical shows due to open during the fall season. In addition to these scores it has several of the outstanding songs in the new Earl Carroll's "Vanities," probably the most important of these being "Adorable."

Feist will also publish the score for the new jazz opera, "Deep River." This will be produced by Arthur Hopkins. The music is by W. Franke Harling and the book by Laurence Stallings, the latter the writer of "The Big Parade" and "What Price Glory."

Another score that will be published by Feist is "The Price and the Pauper." This is the musical version of the famous Mark Twain story. The book is by Catherine Chisholm Cushing and the music by Karl Hajos. It will be produced by Earle Booth.

Bernstein's Busy Vacation

Louis Bernstein, head of Shapiro, Bernstein & Co., recently returned from a month's vacation spent at various summer resorts of the East. Shortly after his arrival in Asbury Park the hotel in which he was staying burned down. This necessitated his departure for some fishing in Maine. There the catches were not as good as usual, so he spent a week in Jackson, N. H. In order to round out the sports end of his trip he followed with a week in Saratoga.

Ed. Christy, manager of the mechanical reproduction division of Irving Berlin, Inc., will shortly return to New York following a vacation spent in Maine. Mr. Christy spent most of his time fishing and promises to bring back some irrefutable evidence of his luck.

Neapolitan Nights" Shown by the Wiley B. Allen Co.

Sam Fox Publication Given Elaborate Window Display to Tie-Up With Appearances of the Popular Welsh Sisters in That City

SAN FRANCISCO, CAL., AUGUST 28.—An unusually effective window display which attracted wide attention was featured recently in the window of the Wiley B. Allen Co. store by new voices and give them unusual publicity. The publishers may be affected by the inroads of radio, but the singer is capitalizing it.

The latest voice that radio has found is that of Merle Cullen, a youth of twenty, who hails from Flint, Mich., making his initial appearance at station WLS, Chicago, on August 27. According to reports from the Middle West the audience quickly discovered they were listening to a new artist who was destined to be known far beyond the quarters of his home State. Appropriately Merle Cullen, who in his off moments is a bell boy working for a musical education, sang two songs by J. Will Callahan, who also comes from Michigan and who is said to be the original discoverer of the young man's voice. Songs were "Roses in the Garden" and "Keep One Hour to Remember Me."

Radio Proves Aid in Introducing New Singers

Much has been said and continues to be said about the effect of radio broadcasting on the sale of popular songs, but there is no question about the ability of this new avenue to present
The Co-operation Which the Sheet Music Merchant Gives the Publishers

Some Popular Publishers Declare They Do Not Receive the Co-operation From the Retail Trade Which Their Exploitation Drives Behind Their Catalogs Warrant

Recently there have been some expressions of opinion in the trade on the amount of co-operation received by publishers from dealer sources. According to some points of view the popular publisher particularly does not receive co-operation to the extent his goods justify. It has been stated that if the margin of profit were somewhat larger the dealer would show more enthusiasm for popular prints. There may be some foundation for this contention although it would appear that with the best sellers a small profit should not be an obstacle. In fact, with the syndicate stores who undoubtedly are excellent merchandisers the limited profit does not seem to be a drawback. The volume here counts.

Dealers to-day are only buying successful songs, and so far as the larger publishers are concerned that portion of the present situation is quite satisfactory. The larger publisher realizes he cannot expect any great amount of co-operation on that portion of his catalog which perhaps does not show up to advantage. What he does want and what he thinks he deserves is co-operation and sales on the numbers in his catalog that are considered successes.

The popular publisher has a wonderful means of exploiting his product through the theatre, the photoplay house and the dance orchestra. His numbers are placed before the public in a manner that practically appeals to all of the senses. The words and melodies of popular songs are today, in a short space of time, placed before thousands of hearers.

Such being the case sales are created at those moments and it is the problem of the trade to close such sales before this purchasing spirit begins to wane.

This is the problem which rests, however, to a great extent with the dealer. After all there are only at the most a little over 2,000 legitimate sheet music dealers. The only other outlet that is a factor in retail distribution is the syndicate store. With these combined trade channels the total outlet figures are quite small. Particularly when it is considered that the sale created for popular prints reaches in the aggregate millions of copies.

Of course, music is considered a luxury, but it is a luxury that has a wide appeal. In sheet music form, with its small unit of sale, the widespread interest created should be capitalized. Doubtless in any other industry a product which had so wide a market created for it would have many more trade outlets than has popular sheet music.

Additional trade outlets, however, do not strike the average publisher as a necessity. The publishers think that present-day outlets can well care for all of the demands created for popular music. In fact they have proof that such is the case because the popular publishing industry is not a new one and over a long period of years has been successful. They feel, however, that a greater degree of co-operation between the popular publisher and the legitimate dealer would do much to further the interests of both.

If the popular publisher creates a sale for his prints covering every section of the country, and this he undoubtedly does with all of his "first" songs, how best can the legitimate dealer co-operate, and what would such co-operation achieve for both interests, the publisher and the dealer?

The main thing the dealer can do is to display the goods in his window and on his counter. He can make good use of the extra title pages that are always available and he can use to advantage the window trips, cut outs, and other advertising material that frequently can be procured. If in his popular department the dealer also has demonstrates this is a distinct added advantage.

These acts on the part of the dealer are the best co-operation he can give the publisher. The publisher through his exploitation channels has aroused the interest and created a desire for his songs. The dealers' activities are those that close the sale, and from the profit standpoint are the most important of all the activities connected with the exploitation of popular songs. This is why the publisher desires co-operation from the dealer. It is necessary if he is to get the sale he has created for his works. He needs no help in advertising his numbers, in fact he has a problem on his hands to keep them from being over-advertised and prematurely "killed."

New Consolidated Numbers

CHICAGO, Ill., September 11.—The Consolidated Music Publishing House, of this city, headed by E. A. Fears, president, recently released several new numbers: "I Know I'm Crazy to Be So Crazy About You," "Heebie Jeebies," "You Broke My Heart and Now I'm Laughing at You" and "Dishah Might." All of the above numbers were released on September 10.
Gramophone Industry Hopes for End of the Coal Strike and Increased Sales

New Electrically Recorded Records Responsible for Great Increase in Record Sales—Columbia International, Ltd., Makes First Annual Report—Zonophone Co.'s Fine Record—The News

LONDON, ENGLAND, September 5—As I reported last month, this year the gramophone industry, although still doing a considerable business in records, has appreciably felt the result of the continuance of the coal strike, which, as I write, remains unsettled, though the miners, despairing of a satisfactory agreement being negotiated by their leaders, have, in increasing numbers, been drifting back to the mines during the last week or two. Although this has been the case, it is too early as yet to report any great change in talking-machine sales as a result, although there are already signs of a reaction from the depression generally throughout industry, and anticipation is keen within the gramophone industry that the coming season will see a making up of lost time. Manufacturers generally are not waiting for the full resumption of work that will result from an effective ending to the coal strike. and, if anything, are planning bigger sales campaigns than have yet been inaugurated within the industry. Every month witnesses improvements in the uses of the new electrical—recorded items, and the potentiality of the gramophone record for giving forth reproduction of instruments and choirs of a magnitude never before contemplated is being increasingly recognized and exploited each month. Undoubtedly the broadcasting programs have tremendously influenced the increasing sales of records, not only of the dance—"hit" type, but also for the classical items. Supplements today, at least of the larger companies, contain quite 40 per cent of items for music-lovers, as against the 10 per cent which a year or two ago used to obtain. The competition which at one time was feared is now a thing of myth. Despite the increasing excellence of the broadcasting programs, the advantages the gramophone possesses have enabled dealers to tie up record sales with broadcasting programs and accounted in no small degree for the tremendous boom in gramophone and record sales of the last two years. Radio manufacturers, however, are gradually becoming alive to the suitability of music and gramophone dealers to handle wireless goods, and the result is that numbers of manufacturers are concentrating upon evolving cheap, efficient, fool-proof reception sets that the music-dealer can handle in the same way as to-day he handles the gramophone. This tendency, however, is unlikely to adversely affect the gramophone or record sales. Manufacturers and dealers here are inclined to welcome the appearance of the radio set alongside the gramophone. Although the gramophone industry has been through a comparatively quiet time everywhere, there is unbounded confidence in the possibility of a record season.

Report of Columbia International, Ltd. An interesting report of the progress made by the Columbia Co. (Columbia International, Limited) was given by the chairman, Sir George Croydon Marks, at the first annual general meeting held towards the end of July. It will be remembered that the British Columbia Co., after acquiring a large holding in the American company, some year or so back, a short time after acquired large holdings in the German Carl Lindstrom concern and the Dutch Transoceanic Trading Co. These foreign interests were merged into a new company now styled Columbia International, Limited. Sir George prefaced his report by saying that as it was the first year of the company, and because the financial years in the various subsidiary companies ended too late for their reports to be embodied in the balance sheets then before the shareholders, it was only possible to present a somewhat formal balance sheet. It was proposed that in future the financial year of the company should end on May 31, and future reports would incorporate the results of the operations of all the subsidiary companies. The report then took the form of a summary of the position of these companies, their last year's trading, and the present position, and will undoubtedly be of great interest to readers of The World.

In regard to the Columbia Phonograph Co., Inc., New York, which has a capital of $5,000,000, the company holds 31,000 or 60 per cent; (Continued on page 199)

"The Super Grippa"

Following the success of the "Pixie Grippa" accorded a world-wide popularity for fine tone quality and craftsmanship, the "Super Grippa" is the last word in Portable Gramophones. It is truly unbreakable, designed with every thought for extreme portability and very hard wear. It remains an artistic production fit for the costliest parlor, or the most exhausting trek. Compare its size, weight and specification. Size 11 x 10½ x 5. Weight 10½ lbs.

**Specification**

Solid dovetailed cabinet covered with fine waterproof black leatherette. All brass fittings. Solid metal patent Sound chamber and motor board in one piece. Highest grade tone and double amplifier. Thorens 39 worm gear or Garrard All British Motor. Metal bound cover and patent record container.

Again compare the size, weight and value.

**Price £4. 4. 0.**

Subject usual Trade and Shipping Terms.

Lists, quotations and territory open on application by mail. Bentley's Code.

**PEROPHONE LTD. Sole Patentees and Manufacturers, 76-78 City Road, London, England**
they secured control in March, 1925, and the financial year ended on February 28, 1926. During that year the factory and business were entirely reorganized. The company had an enormous stock of gramophones and records which were obsolete, and these had practically all been liquidated at a heavy loss. The entire record-manufacturing machinery was scrapped and new and up-to-date automatic machinery installed. The sales of records were materially increased over the preceding year, costs had been brought down, selling prices had gone up, but of course the liquidation of the old stock involved a loss. Since the beginning of the new financial year, March 1, 1926, the company's business had made rapid progress. Each month up to June 30 had shown a substantial increase in the sales of records over the corresponding month of the previous years. The company had no mortgages or debentures and was in an excellent financial position, having on February 28 a cash balance of £1,904,360, and accounts receivable of £1,139,993, against accounts payable of only £93,631. Since that date the cash balance had increased by over £350,000. The outlook for the coming season was regarded as very hopeful, and a satisfactory profit for the year ending February 28, 1927, was anticipated.

In the Carl Lindstrom A. G. concern, which had a capital of 7,000,000 marks, the company owned 51 per cent. In this case the financial year ended on December 31, 1925, and showed a profit of 845,000 marks, out of which a dividend of 10 per cent had been declared and paid. The actual profit of the company was considerably in excess of the profits shown, a large sum being used for depreciation of stock, etc. In 1925 business had progressed very satisfactorily, though at the end of the year, and particularly since the beginning of this year, conditions in Germany had been very bad, and as a result, from January 1 to May 31, showed a fall in the exports of the company, though materially increased, were not sufficient to make up for the decline in home consumption, but, on the other hand, expenses had been considerably reduced, and the estimated profits for the six months ended June 30, 1926, were very substantial. Since June 1, conditions had improved; sales had increased rapidly, particularly export. The Carl Lindstrom concern also owned 70 per cent of the capital (£300,000 guilders) of the Transoceanic Trading Co. (Amsterdam) and the Columbia (International) Limited held the remaining 30 per cent. The balance sheet of the Transoceanic company had not been completed, although the financial year ended on December 31, owing to the general manager's absence in South America on the company's business. The English and Argentine subsidiaries of the Transoceanic company showed a profit of about £40,000, before depreciation. The businesses of this company in England and the Argentine were making good increases and the Brazilian company would shortly show good results. It was unlikely that this company would be paying dividends immediately, as the whole of the profits were required for increasing factory building and machinery to meet the increasing South American trade. The directors' report and accounts, which were received by Louis Sterling, were carried unanimously.

Celtic Records Grow in Favor

A considerable trade has always been done in Celtic records, and the larger recording companies have laid themselves out to list comprehensive lists of all that is best in Irish and Scottish folk music. In this regard the Murray-Doch Trading Co., of this city, has published the finest catalog, a new edition of which was recently sent to hand, and which literally holds hundreds of titles. Naturally, the company does a tremendous business in these Celtic records in Ireland and Scotland, and I understand, also, a very fine business is being built up abroad, in the Colonies and in the United States.

Zonophone Co.'s Largest Recording

Among the popularly priced records, the British Zonophone Co., Ltd., has always held a prominent place, and recent supplements have certainly maintained the company's position. Last month the company put out a sensational record, holding two items, sung by over one thousand male voices from the Associated Clubs Chorus Ltd. One of one of these was a truly magnificent rendering of "John Peel" and on the reverse "The Bells of St. Mary's." The company had issued a new catalog, complete up to June last, and which must undoubtedly be one of the finest collections of popular "hits" in the world.

Brief Paragraphs of Interest

A. B. Woolston, who has been for a considerable time the Columbia Co.'s Scottish representative, has been promoted to the important post of assistant British manager of the company. H. E. Jennings is taking over the Scottish ground. Mr. Woolston's personality and ability have long been recognized and he has marked out for him a position of importance in the company, and his appointment has given considerable satisfaction in trade.


Bankruptcy Action Against Canton Music Store

Store of W. S. Custer Music Co. Closed as a Result of the Proceedings—Move Comes as Surprise and No Explanation Made

CANTON, O., September 7—The music store of the W. S. Custer Music Co., located in the new Parks Building, High and Tuscarawas streets, was closed recently as a result of bankruptcy proceedings against the firm.

In existence more than two years, opening in a small room in North Cleveland avenue and不断扩大 considerably, the store made rapid strides in local retail merchandising circles.

A month ago the store moved to a new location and expanded considerably.

No statement has been forthcoming from the officials of the company and no effort has been made to dispose of the merchandise in the store.

Ledgeiwood Store Remodeled

KNOXVILLE, Tenn., September 4—The music store of J. V. Ledgeiwood, Inc., this city, has remodeled the interior of its building, adding much charm to the establishment. The sound-proof record and music roll demonstration booths have been patterned after the latest styles of booths in the large music houses of New York and Philadelphia. The interior fixtures, hangings and mural decorations have been completed in the store. It is a notable fact that this is the fifth time the building has been remodeled in five years.

New Quarters in Holyoke

HOLYOKE, Mass., September 7—The John T. Roy Co., which has conducted its business at 300 Fifty-four Suffolk street for the past three years, has taken new quarters at the corner of Maple and Appleton streets, the formal opening of which was held this week. The store was selected by Nap D. Bellefeuille, proprietor of the concern, in order to obtain increased display facilities for his stock of phonographs, records and music rolls. Jack Morley's Orchestra furnished music for the opening program.
THE TALKING MACHINE WORLD  
ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 161)

**Gennett Lateral Records**

**DANCE RECORDS**

3338 Black Bottom Charleston by Candiolo and His Everglades Orchestra, St. Louis Hermoni—Fox trot, with Piano, Accompanied by His Orchestra.

3339 Mess'ee Around by Stanley Y'ognito and His Everglades Orchestra, Nothing Else Matters But Love—Fox trot, with Vocal Choruses by Art Cody.


3362 Looking at the World Through Rose Colored Glasses—Fox trot, with Vocal Choruses by Art Cody.

3363 Tell Me When—For You—Vocal Chorus by Vaughn De Leath.

3364 The Broadway Night Club Stompers—For You—Vocal Chorus by Vaughn De Leath.

POPULAR VOCAL RECORDS

3366 Me Too—Vocal, with Piano Accompaniment, Billie Jones哈勃, Lewis, Johnson, and His Orchestra.

3367 My Little Sweetheart by Carmen MacPherson and His Orchestra, Frankie Ford.

3369 Hell Baked Love in Gavottes—Vocal and Guitar Accompaniment, The Hal Johnson Gavottes.

3370 Suavito—Vocal, with Piano Accompaniment, by Louis Guttin.

3371 Do You Remember—Alice Shaw, the Soprano Goldi Sisam, with Piano Accompaniment.

3373 My Heart's Tribute to F. Clifford, Crocker.

3374 Blue Outside Wall by Captains' Band.

Okeh Records

3609 Where'd You Get Those Eyes—Vocal, with Piano by Dave Kaplin.

3611 How Many Times—Vocal, with Piano by Dave Kaplin.

3612 When the Red, Red Robin Comes Bob, Bob, Bob, by Clarence Williams.

3614 Another Sweet Daddy—Vocal, with Piano by Clarence Williams, Clarence Williams.

3615 St. Peter's Blues, with Piano by R. Jones.

3617 The Wily Devil by Redding's Rhythm Orch.

3618 Too—Vocal, with Piano by Edna Taylor.

3619 Jazzopolis Blues—Contralto, with Violin by Clarence Williams.

3620 Still Got It, with Piano by Clarence Williams.

3621 Ride the Wild Wind, with Piano Accompaniment by Richard N. Derry.

3623 How Do You like It—Vocal, with Piano by Rich Williams.

Edison Blue Amberol Records

5140 Dark Hawaiian Eyes by Walkhill Hawaiian Orch.

5166 Kentucky Waggoner, Red.

5220 Where They Never—Vocal, with Piano by Roper Reheber and Cho Chas. 

5223 Sitting on the Moon—Vocal, by The Fiddlers.

5224 Red Shadows by B. A. Rolfe (Trumpet Virtuoso) and His Everglades Orch.

5225 Brook-En-Centennial Exposition March, Soder's Band.

5226 California—Vocal, with National Male Quartet.

5154 John Henry—Singing, Harmonies and Guitar, from V. G. Starns.

5195 She's a Corn-fed Indiana Girl (But She's Mama to Me)—Vocal driven by Tom Howard and the Boys.

5197 I Won't Go Home Without My Girl by B. A. Rolfe (Trumpet Virtuoso) and His Everglades Orch.

5209 When the Red, Red Robin Comes Bob, Bob, Bob, by Bob Robinson.

5230 Singing of the Titanic—Singing, Harmonies and Guitar, from V. G. Starns.

5251 I've Got Your Memory—V. Starnes.

5252 My Dream of the Blue Ridge Mountains—Singing, Harmonies and Guitar, from V. G. Starns.

5257 Tiptoe Through the Flowers (The Blue Ridge Mountains) by Frank Bredward (The Cowboy Baritone).

**My Girl Has Eye Trouble**

One of the greatest. Comedy Songs ever written—Gus Fink at his best—HIS TALKING MACHINE RECORD.

*That Melody! Longed for! HOW?*

_by GUS KAHN and LEI TORIO_

**You Can't Go Wrong**

A happy-go-lucky, singable lyric and, Oh boy! WHAT A TUNE! Absolutely SURE-FIRE.

_by GUS KAHN and WALTER DONALDSON_
AUTO-ART ROLLS are not only reasonably priced but possess every attribute of musical appeal and quality essential to the successful promotion of standardized reproducing players.

They’re not ordinary rolls adapted to this service but the product of experts who appreciate the peculiarity of these instruments.

“Your player sales can only be as great as you make your roll trade.”

UNITED STATES MUSIC COMPANY, 2934-2938 West Lake Street, Chicago 25 West 18th Street, New York

Sell U. S. Rolls — You’ll Sell More Players!
ADVANCE RECORD BULLETIN FOR OCTOBER—(Continued from page 163)

Pathe Phone & Radio Corp.

2151 2P Who Do You Think I’m Doing It For—Vocal by Irving Kaufman, Forest 9000.
2152 Who Done It—Vocal by The Andrews Sisters, Forest 9001.
2153 Tell Me That It’s Over—Vocal by The Andrews Sisters, Forest 9002.
2154 Where’s the Good Times—Vocal by Joe Capri, Forest 9003.
2155 I Gave You That Dream—Vocal by The Andrews Sisters, Forest 9004.

DANCE RECORDS

3644 It’s Too Late Now—Billie Holiday, Vocal by Earl Hines Orch., Vocal 36444.
3645 Sleepy Head—Vocal by Jeanette MacComb, Vocal 36445.
3646 Turkish Town—Vocal by Marco D., Vocal 36466.
3647 Sugar Green—Vocal by Jeanette MacComb, Vocal 36477.
3648 Cross Your Heart—Vocal by "Queen Humps," Vocal 36488.
3649 Why Do You Know That I’m A Fool—Vocal by John Sylvester and Orch., Vocal 36499.

DANCE RECORDS

1970 While the Year Goes Drifting—Vocal by Joe Capri, Vocal 19700.
1971 Oh! It’s Only You—Vocal by Joe Capri, Vocal 19711.
1972 I’ll Make You Answer—Vocal by Joe Capri, Vocal 19722.

PATCH RECORDS

3640 The Humanoid—Vocal by Mike & Myra, Vocal 36400.
3641 The Humanoid—Vocal by Mike & Myra, Vocal 36411.

Regal Records

DANCE RECORDS

8100 While the Year Goes Drifting—Vocal by Joe Capri, Vocal 81000.
8101 Oh! It’s Only You—Vocal by Joe Capri, Vocal 81011.
8102 I’ll Make You Answer—Vocal by Joe Capri, Vocal 81022.

PAPYRUS RECORDS

1970 While the Year Goes Drifting—Vocal by Joe Capri, Vocal 19700.
1971 Oh! It’s Only You—Vocal by Joe Capri, Vocal 19711.
1972 I’ll Make You Answer—Vocal by Joe Capri, Vocal 19722.

DANCE RECORDS

8100 While the Year Goes Drifting—Vocal by Joe Capri, Vocal 81000.
8101 Oh! It’s Only You—Vocal by Joe Capri, Vocal 81011.
8102 I’ll Make You Answer—Vocal by Joe Capri, Vocal 81022.

Banner Records

DANCE RECORDS

1970 While the Year Goes Drifting—Vocal by Joe Capri, Vocal 19700.
1971 Oh! It’s Only You—Vocal by Joe Capri, Vocal 19711.
1972 I’ll Make You Answer—Vocal by Joe Capri, Vocal 19722.

DANCE RECORDS

8100 While the Year Goes Drifting—Vocal by Joe Capri, Vocal 81000.
8101 Oh! It’s Only You—Vocal by Joe Capri, Vocal 81011.
8102 I’ll Make You Answer—Vocal by Joe Capri, Vocal 81022.

End of Advance Record Bulletin for October

"Iron Horse" Cover for Phonographs in Demand

The "Iron Horse" moving cover for taking machines, made by the A. L. Reach Textile Co., New York City, is reported in strong demand. Additional distributors and many new dealers, many orders from satisfied users, have kept the Reach factory busy. Export business on "Iron Horse" covers is steadily increasing. Among the latest inquiries are those from Cabanis, Burns & Co., of Mexico City, Mexico.

Vicotrias at Coast Resort

During the Beauty Contest at Atlantic City last week,violins, the four victorias featured, were obtained by practically continuous concert from the deck of a sixty-five-foot vessel anchored outside the breakers. It was an Auditorium Orthophonic Victrola which regulated the crowds.
CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Fall Volume Depends Upon Dealer's Activity

H. R. Roemer, Prominent Executive, Makes Statement of Interest to Dealers

Canvasing Is an Important Factor in Merchandise Profits From the Accessory End of the Radio Business

Price Maintenance Again to the Fore

Reawakened Interest in the Talking Machine

Store Door Playing in Certain Localities Is Unbeatable Stimulus for Record Sales

Creating Sales Through Proper Lighting

New Methods, Readers for Salesmanship

Why One Store Reported That Radio Business Suffered From a Summer Slump

Analysis of Radio Accessory Field.

A Budget of Sales Tips for the Dealer, Including Several Profit-Producing Window Displays, Tie-Up Stunts, Etc.

Halloween Tie-Up Created Radio Demand

"Negro" Home-Organ Hailing "States Droop Advertisement."

Viva-tonal at Store Door Increases Record Sales

How Texas Firm Keeps Collections on Parchment

H. C. Cox, President, Columbia Co., Discusses European Conditions

How the Charles E. Post Music Co. Distributes Its Products

Bringing Prospective Customers Into the Store Through the Power of the Window

Profit by Industry to Make the Musical Possibilities of the Talking Machine

Radio Tuning System

Patent Held Infringed

TREXTON, N. J., August 30.—The radio trade will be much interested in a decision handed down last week in the United States District Court here by Judge Bodine, which is declared to involve millions of dollars. The decision of the court restrained the Splittdorf Electric Co. from using a patented tuning system in the manufacture of radio receiving sets and ordering the said defendant to remove all apparatus constructed under the said patent and such apparatus and accessories under the said patent, to be returned to the plaintiff and the said defendant to account for profits. The plaintiffs in the action were the Radio Corp. of America, the General Electric Co. and the Westinghouse Electric and Manufacturing Co. The decision handed down by Judge Bodine is a most important one.

It was contended by the complaining companies that they hold exclusive patent rights on the tuning systems now in general use on radio sets. The device, it was said, was invented and patented in October, 1913, by Ernest F. W. Alexanderson, who sold his rights to the General Electric Co. The latter concern, contended the petition, licensed the Radio Corp. to manufacture and sell the invention. The Splittdorf Co. was accused of embodying the device in a radio set known to the trade as Type R-500. Answering that contention the Splittdorf executives argued that the system was in popular use prior to the Alexanderson patent and sought to show that the patent did not comply with Federal regulations. It was further argued that the device and apparatus described in the patent were patented by the United States Navy Department and that the use of the disputed system was under that license.

"The court decision," said Judge Bodine in dismissing the latter contention, "the circumstance that defendant has a license from the Navy Department to use the Schoenmich and von Brok patent (a later patent) does not avoid infringement of the patent in suit."
The Starr Portable Phonograph or Gennett Portophone with Gennett Records

The Starr Portable or the Gennett Portophone with Gennett Records offers an unbeatable combination to launch forth on a big fall selling campaign.

The new Gennett releases with their timeliness, vivacity, smoothness and excellence of recording and the smart clean-cut appearance and clear far-carrying tone of both the Starr Portable and Gennett Portophone present all any dealer could desire to meet the season's selling opportunity.

These Portables may be had either under the Starr or Gennett name plate. Colors are black, brown, red, gray, green and blue. Light in weight, ruggedly constructed, handsomely finished, attention compelling. Will meet the demands of the most critical.

The Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

THE STARR PIANO COMPANY
Established 1872

Branches in:

BIRMINGHAM  BOSTON  CHICAGO  CINCINNATI  CLEVELAND
DEtroit  iNDIANAPOLIS  KANSAS CITY  LOS ANGELES  NASHVILLE
PORTLAND  PORTLAND  PORTLAND  SAN FRANCISCO  SAN FRANCISCO

Factories: Richmond, Indiana
A sensation on Broadway, a sensation on the New Edison. Broadway steppers are stepping out to the lilting jazz of this Broadway music wizard. Where Broadway lights are brightest, where the crowd that knows, assembles, there—at the scintillating Palais d'Or—the music hungry gather to hear the famous trumpet virtuoso, B. A. Rolfe, and his ensemble of dance specialists.

No one has ever played the trumpet as Rolfe plays it—complete selections in a register an entire octave above “high C” with impeccable technique. These super-upper register solos by Rolfe make his arrangements distinctive and superbly beautiful.

These new releases will tickle the ears and sway the feet of a nation, as the originals have dominated Broadway, for B. A. Rolfe and his incomparable orchestra are exclusive Edison Artists. The living Rolfe on Broadway or the Re-Created Rolfe in your home—the musical results are the same.

Hear these Edison Records by Rolfe

51750 Reaching for the Moon—Fox Trot
What Good is “Good Morning”?—Fox Trot
51761 Blue Bonnet—You Make Me Feel Blue—Fox Trot
Give Me Today (And You Can Have Tomorrow)—Fox Trot
51772 Roses Remind Me of You—Fox Trot
(Published by Irving Berlin, Inc., New York City)
51818 And Then I Forget—Fox Trot
51797 Wond'ring Why—Fox Trot
51799 Barcelona
51782 I Won't Go Home Tonight—Fox Trot
Only You and Only Me—Fox Trot
51798 Crazy Quilt—Fox Trot
I'd Rather Be the Girl in Your Arms (Than the Girl in Your Dreams)—Fox Trot
$5,000 for a Name

Are you cashing in on this Contest?

Brunswick
Sonora Shielded Six
De Luxe Console
$225

Sonora Clear As A Bell

Shielded Six

Ocean Deep Tones musically well forth with a richness and depth never heard before in radio . . . Twin unit control combines single dial convenience with double dial distance.

$125 to $225

Sonora Distributors listed on page 98
Louis S. Sterling, Home From Europe, Discusses General Business Situation

Chairman of the Board of Directors of the Columbia Phonograph Co. Sees Steady Improvement in Industry, Including the Phonograph Business in Various Foreign Countries

The Columbia organization at the company’s executive offices, 1819 Broadway, New York, gave an enthusiastic welcome to Louis S. Sterling, chairman of the Board of Directors, who returned recently to his desk after spending five months in Europe. A recognized leader in phonograph activities the world over, Mr. Sterling is widely held in high esteem for his vast knowledge of the Columbia interests in America and Columbia activities throughout the rest of the world, for, in addition to his executive duties with the American company, he is managing director of the Columbia Graphophone Co., Ltd., with headquarters in London, England, and controlling factories in England, Germany, France, Australia and South America. Having been identified with the phonograph industry for more than twenty years and an acknowledged authority on all matters pertaining to the administrative and financial ends of the business, Mr. Sterling’s observations on business conditions abroad are not only of general interest but are based on a thorough study of every phase of the commercial world. Discussing his stay in Europe during the past five months, Mr. Sterling said:

"Industrial and financial conditions throughout Europe, South America, Australia and South Africa are more satisfactory today than at any time since the war. In every branch of industry there are indications that 1926 will be the best year in history and without a single exception every European country is sharing in this prosperity. This applies to the phonograph industry as well as to other industries, but in referring to our own trade it might be well to bear in mind that the bottom never dropped out of the phonograph market anywhere in this country. In fact, business has increased steadily since the war and every year seems to be getting on a more satisfactory and healthy basis.

"Generally speaking, economic and industrial conditions in Europe are closer to normal than is the general belief in this country. It is hard to realize which it is usually very difficult to understand and realize without visiting the countries themselves. As a whole, unemployment is steadily decreasing, the people are more content and earning a better living than ever before; and in general prosperity an established fact and not a mere possibility.

"The improvement in industrial conditions is particularly noticeable in Germany, although England would be equally as prosperous on a comparative basis if it were not for the coal strike, which is seriously disturbing British activities. Germany has made a phenomenal progress since the first of this year, with wages increasing steadily and the bank rate close to normal for the first time since the war. In fact, the leading industrial companies have already resumed the payment of dividends and are all operating on a full-time capacity basis. The phonograph industry in Germany is expanding both in retail and phonograph records reaching the highest figures in history. The cost of production in Germany has shown a substantial decrease and, although the sales tax has been practically eliminated, the net cost of production has remained the same with a correspondingly larger profit to every factor of the trade.

"Some business throughout the world has been very much higher in 1926 than in 1925, and when it is considered that last year was the best year in our history, we have good reasons to feel that Columbia products are gaining consistently in prestige and sales the world over. An interesting development in the sale of Columbia records throughout Europe is the increased demand for records made by the big orchestras, as exemplified in our Masterworks Series. These records have gained the enthusiastic approval of music lovers throughout the world, and, strange as it may seem, we have been shipping good-sized quantities of this type of record to Japan, where a 100 per cent duty is in force.

"While the demand for phonographs has shown marked increases in every European country, it is interesting to note that the average retail price is fifty dollars, which, of course, is considerably lower than the average price in this country. It must be realized, however, that the average workingman in Europe earns only one-third or one-quarter of the wages made by the average American workingman, and must, therefore, be guided by economy in his purchases. The purchase of a phonograph in Europe looks for good value for his money, which is a very practical consideration. Demand for phonographs and similar articles for his home. The purchaser of a phonograph in Europe looks for good value for his money, which is a very practical consideration. Demand for phonographs and similar articles for his home.

"Our Australian factory is now working to capacity, and although it has only been operational since July first, the factory was manufacturing 10,000 records per day within thirty days after its opening, with the demand ahead of the output. This is a very satisfactory condition for the fact that the Australian factory is being duplicated in every one of the Columbia factories throughout the world. The demand for Columbia products is beyond all our factory facilities.

"With the exception of Germany, credit conditions throughout Europe are excellent, and there is a substitution of credits that will completely change the situation in all countries.

"Perhaps the most significant feature of our company’s activities abroad is that the demands of the peoples of the world for phonographs and similar products are being met with a steady increase, and that the company’s expansion program in the world is a constant one.

Important Changes in the Sales Personnel of Victor Co.

R. A. Bartley, Jr., Heads Promotional Department—C. B. Gilbert and W. R. Lewis Become District Sales Managers

Roy A. Forbes, manager of sales and merchandising of the Victor Talking Machine Co., announced this week the appointment of Robert A. Bartley, Jr., as head of a newly formed department, which will be known as the promotional department. This department will endeavor to offer as many constructive suggestions to Victor wholesalers and dealers as possible, and will make a special study of successful plans, of which we have proved their merit under practical conditions. Mr. Bartley, who is well known to Victor distributors throughout the country, was formerly district manager for Pennsylvania and the Southeastern section, where he won the esteem and friendship of the distributors throughout this important territory.

C. B. Gilbert, who has been assistant district sales manager in New York territory, succeeds Mr. Bartley as district sales manager in Pennsylvania and the Southeastern section. Mr. Gilbert has been in close touch with Victor activities throughout New York territory, working in co-operation with the jobbers and dealers, and earning their esteem through his familiarity with their problems.

W. R. Lewis, who has been associated with the Victor organization for many years and one of the most popular members of the Victor traveling staff, has been appointed district sales manager of an important central territory. This territory includes Louisiana, portions of Tennessee and Arkansas, the major part of Texas, Mississippi, part of Oklahoma. Mr. Lewis’ appointment as district sales manager will be welcomed by his many friends throughout the Victor organization, for he has attained exceptional success on the Victor traveling staff and well deserves the promotion to the post of district sales manager. Mr. Lewis succeeds the present district sales managers in the Victor organization, comprising Lloyd Egner, R. S. Cron, Otto May, C. B. Gilbert and W. R. Lewis.

Hundreds of dealers took advantage of the broadcasting of the World Series baseball games to demonstrate their radio receivers to hundreds of thousands of listeners.
Expanded Sales Effort a Vital Trade Need

Individual Dealer Prosperity Depends Upon Merchandising Plan That Covers All Lines—Get Out of the Beaten Path for Sales

Now that the Fall is here it remains to be seen how the talking machine dealers will take advantage of the long-waited business opportunities. The country is more prosperous than it ever has been; people have money and are willing to spend it; the trade has fine new products and a large slice of this money will be spent in talking machine stores provided dealers have the foresight to go after business.

Spread the Sales Effort

Unfortunately many dealers seem either to lack the ability or inclination to spread merchandising effort over all the lines they handle. Many dealers are so shortsighted that they concentrate on what seems to be moving most easily. There are even some dealers who declare that business is slowing down and who therefore neglect the talking machine department. The fallacy of this reasoning is indicated by the fact that those retailers who are getting behind their phonographs and records and using a modicum of intelligence in promoting sales are perfectly satisfied with their profits in the talking machine department. Certainly any branch of a business that is neglected will show the result of this lack of merchandising. That is true of any business or any department. It takes salesmanship to sell a product, especially an item that runs into considerable money.

A Busy Talking Machine Department

Miss B. B. Steele, manager of the talking machine and record section of Stern Bros., New York City, says: "I expect the closing months of this year to be the busiest I have experienced in some time. If anyone says that talking machine and record business is on the decline they are wrong. The entire year has seen our department humming with activity. We get behind our talking machines and records. We make an effort to create interest and sales. The result is that we have no reason to complain. I know that some dealers have neglected their talking machine departments. This is wrong and unprofitable. If dealers would pay the same attention to promoting sales of talking machines and records that they do to creating business in other departments the new instruments will sell. This statement is of more than passing interest, because it hits directly at an evil that has been noticeable in the stores of certain talking machine dealers during the past year or so. Let those dealers who are dissatisfied with the volume of talking machine business sit down and think the matter out along logical lines. It will not take long, if the dealer is honest with himself, to find the trouble. In nine cases out of ten he will find that he is not trying very hard to sell these products. The senselessness of this is evident when one considers the investment tied up in talking machines and records. Put the same money in a stock of furnaces and then forget them and sales will be equally conspicuous by their absence.

Merchandising vs. Storekeeping

Existing competition between dealers and between products demands that the dealer display real merchandising ability. The day of the storekeeper is past. There is no money to be made in storekeeping, but there is plenty of money to be made in selling talking machines and records, especially the wonderful new instruments put out by the leading companies. Get out of the beaten path in the search for business. Of course work the old avenues for sales, but do not forget the bypaths. A radio dealer, Haynes-Giffin, Inc., of New York, who recently added a line of talking machines and combination talking machine-radio instruments, shows the way. The sales representatives of this aggressive concern have been sent out into the field to get business. They did not engage in a house-to-house canvass. They did analyze the field and discovered that there is a good market for sales among steamship companies, hotels, theatres, restaurants, etc. Institutions of this character have money. They can well afford to buy the best. Five hundred or a thousand dollars does not mean as much to big concerns as it does to the average family. These men made sales in places that for years have been overlooked by talking machine dealers who are satisfied to take the strum crumbs of business that come their way. There are many other good markets for talking machines and records. The dealer need only look around him and if he has eyes and can think he will find them and get business. The above is not an argument for the dealer to neglect the usual prospects. After all, the householder is the best source of business for the talking machine dealer. But what the dealer should and must do if he expects to make money in the talking machine and record business is to get out into the field and sell not only the people who are his usual prospects, but also those who can be made prospects by ultimate buyers by the right kind of missionary sales work.

A Broad Market

The out-of-the-beaten-path market is by no means small. Consider schools, churches, various civic and social organizations, clubs of all kinds, music clubs, hotels, restaurants, theatres, dance halls, etc, and immediately the magnitude of this sales field becomes evident. This additional business is worth going after. It means the sales of extra instruments as well as larger record sales. The solution of the sales problem lies distinctly with the dealer himself.

M. Fuller to Open Store

Conoy, Pa., October 7.—Remodeling of the former Edison parlors on South Hunter street into one of the most up-to-date music stores in this section of the State is now under way. Miss Myrtle Fuller, proprietor, has announced October 16 as the date of the formal opening of the new establishment.

The K. H. Radio Laboratories were incorporated at Albany with a capital stock of $5,000.

Introducing—To You

Nyacco Lyric

(2 Dial, 5 Tube Control Receiver)

This instrument has been designed with 3 major factors being considered:

1. PERFORMANCE
2. APPEARANCE
3. PRICE

Added to these features we emphasize the FACT that the LYRIC is sufficiently selective to meet congested broadcasting conditions in the Metropolitan area.

The LYRIC is embodied in a Mahogany Cabinet. The front panel is balelite, size 7 x 18, and very attractively lithographed in gold. The Rheostat and Tuning Knobs are also made of balelite. Indicators and arrows engraved with gold. The condensers are of the S.L.E. type.

This receiver covers all stations ranging from 200 to 600 metres.

Mr. Jobber, write or wire us for detail on our exclusive territorial proposition.

New York Album & Card Co., Inc.
23-25 Lispenard Street, New York
(Established 1907)
We're telling the millions—

"Before buying any musical instrument or radio—hear the Brunswick Panatrope"

ONCE people have heard the Brunswick Panatrope their purchasing interest is aroused. Knowing this, Brunswick is planning more demonstrations throughout the country to acquaint the public with the marvelous Panatrope. The message, "Before buying any musical instrument or radio—hear the Brunswick Panatrope," is being carried to the public by means of thousands of lines of newspaper advertising and 45 pages in the leading magazines.

Opportunities are created, as never before, to increase actual sales for all Brunswick dealers. Watch for it, tie up with it. Brunswick has a dealer service that you cannot afford to overlook. Get the utmost from these sales-creating plans.
Lester E. Noble Elected President of Federal Radio and Tel. Corporations

Promotion of Executive to Head of Federal Tel. Mfg. Corp. and Federal Radio Corp. a Merited Reward—Mr. Noble’s Rapid Rise Is a Romance of Big Business

BUFFALO, N. Y., October 7—At a meeting of the directors of the Federal Telephone Manufacturing Corp., and the Federal Radio Corp. recently, the election of Lester E. Noble as president of the two companies was announced. Mr. Noble has been the chief figure in the building up of these successful institutions, which have surpassed their former prominence in the radio and telephonic fields.

The record of Mr. Noble’s achievement with the Federal companies reveals a remarkably rapid and significant progress. He has risen in two and one-half years from the position of Chicago branch manager to the presidency of Federal’s active corporation. In April, 1924, he resigned his position as manager of the phonograph division of the Chicago branch of the Rudolph Wurlitzer Co. to accept a similar position with Federal. Six months later he was transferred to Buffalo as assistant to the president and in February, 1925, became vice-president and sales manager. In the Fall of 1925 he assumed the duties of general manager in addition to the vice-presidency. Mr. Noble’s recent election to the office of president comes as the logical culmination of a speedy and uninterrupted advance. His energy and enthusiasm in the study of detailed problems of corporation management have given him a complete grasp upon every department of his company’s activities. He has aimed especially to surround himself with an organization of competent engineers and research experts. The reconstruction of office and factory method in Federal factories during the past year is most noticeable and has proved extremely successful. In particular a perceptible effect has been produced by Mr. Noble’s habit of being close to the line of an undertaking program. The Federal policy, as a result, bears a very good reputation in both the radio and telephone industries. Mr. Noble has fostered a strong spirit of comradeship among Federal employees by sponsoring competitive athletics as well as affairs of a social nature. Co-operation and enthusiasm are watchwords among the Federal personnel and will continue under Mr. Noble’s direction.

Twenty department heads of the Federal Radio Corp. gathered at a banquet in the Buffalo Athletic Club to honor their newly elected president, Lester E. Noble. The banquet was a congratulatory affair, over which G. H. Raymond, vice-president and treasurer, presided. Mr. Noble received, as a token of esteem, a fine hand-worked leather traveling case.

Million Dollar Contract Signed by Eddie Peabody

Famous Banjo Player, Orchestra Leader and Domino Record Artizt Closes Deal With Owners of Balaban & Katz, Theatre Owners

Eddie Peabody, the well-known banjo player and orchestra leader, who records exclusively for Domino records made by the Plaza Music Co., recently closed a contract with Balaban & Katz, owners of a chain of photo-play houses and close associates with Famous Player-Lasky organization. The contract involves a six-year period to play for this string of movie houses and totals over a million dollars. This contract is said to be the largest ever given a single performer in any theatre in the country. Eddie Peabody had a contract with the same organization which still had a year to run and this old contract was destroyed.

Eddie Peabody was originally from Cleveland, O., where his orchestra became quite prominent. Later he won some national recognition through his radio broadcasting. He then was taken up by the Domino record organization, who saw great possibilities in his style of rendering popular songs. His records during the past few years have had a wide sale.

Eddie Peabody is now playing on the Pacific Coast. Recently he played three weeks at the Granada Theatre, San Francisco, and now appears at the Metropolitan Theatre, Los Angeles. He is said to have the largest following on the Pacific Coast of any present-day performer.

The latest Domino record by Eddie Peabody is “Bye, Bye, Blackbird” and “Valencia.” Both of these are banjo solos with vocal refrain.

In Important Erla Posts

H. J. Edwards has been appointed general sales manager of the Electrical Research Laboratories (E R L A), manufacturer of Erla radio, of Chicago. J. F. Quinn has been made assistant sales manager and he will also continue as advertising manager.

Selling Better All the Time

WHEN each year surpasses the last, you know there are good reasons. Especially in the radio industry, where stability means more. The record shows that CASE sets have been thoroughly proven and found absolutely dependable: that CASE policies are fair and sound; that our factory facilities—all Paris being made in our own plant—insure perfect fitting and matching of all parts.

CASE sets are sound merchandise, sold only through reputable jobbers and dealers. Our merchandising policy includes liberal sales helps and national advertising. The CASE 1927 line is built around a standard circuit with 6 tubes— noted for remarkable reception, power, clearness and selectivity. These are precision instruments—made for a lifetime of satisfactory service.

The complete CASE line of 10 numbers lower sales resistance by enabling you to give customers what they want. The 2 numbers illustrated herewith typify the rare values in all CASE sets—6 tubes, 2 controls—dialed or vernier—perfectly logged and easy to tune. Beautiful walnut and mahogany cabinets. Volume production and sales—now the largest in our history enable us to offer the lowest prices ever known on such quality sets.

Indiana Mfg. & Electric Co.
Marion, Indiana

Radio Products

Volume Selectivity Quality

No. 608 $125
No. 90C $185

Eddie Peabody

Famous Banjo Player, Orchestra Leader and Domino Record Artizt Closes Deal With Owners of Balaban & Katz, Theatre Owners
Some New Numbers

The Merrymakers sing:
- Barcelona 3289
- Baby Face

Richard Bonelli, baritone, sings:
- Gypsy Love Song 10264
- Bedouin Love Song

Both of these are unusually fine records for demonstrating Brunswick’s musical instruments.

Are you using Brunswick’s Service to Dealers?
How you can tie up with current national campaigns

EVERY Thursday, as each new Brunswick Record release is announced, Brunswick dealers may obtain special literature, and mats of advertisements to tie up with the national weekly record announcement ad. You can greatly increase your record business if you will bring to the public’s attention these newest offerings by the biggest stars of the amusement world. Every one of these numbers will demonstrate how immensely Brunswick’s “Light-Ray” electrical recording (musical photography) improves music for the home.

Brunswick
Panatropes · Phonographs · Radiolas · Records

THE BRUNSWICK-BALKE-COLLENDER CO., General Offices: 623 South Wabash Avenue, Chicago
Newly Formed Dayton Radio Association Aims to Eliminate Profitless Service

Forty-five Dealers Join in Movement to Stop Ruinous Competition and Do Away With Unreasonable Customer Demands for Free Service and Use of Radio Apparatus on Approval Basis

Dayton, O., October 5.—Forty-five of the fifty-three radio retailers in this city are now members of a recently formed association which has for its object the elimination of profit- killing radio service costs, according to John E. Saum, president of the organization. The code of this association, signed by the members, and which is designed to eliminate ruinous competition that is indirectly responsible for the type of service that creates an unsatisfactory condition in the radio department, covers the following points:

No radio receivers are delivered on approval except upon a charge of at least five dollars a day; no installations of antennas are made without a service charge; three free service calls are permitted after the sale of a radio set, but service after that is charged for at the rate of $1.50 per hour. No exchanges are permitted except for actual defects in material, thus eliminating one of the biggest bugbears of the radio dealer—that uncertainty of the purchaser that makes it difficult to keep him sold once he has made his choice. Returns of all radio apparatus are barred, thus wiping out another profit-eating custom that has crept into the business through customers who get the radio complex, purchase a set, and then are dissatisfied, not through any fault of the set, but through conditions as to static, etc. This evil also has been stimulated by the rapid changes and improvements which have taken place in the radio receivers on the market.

A time limit also has been placed on the installment contract, providing for a 20 per cent down payment and terms not extending over a period of ten months. No guarantees are to be given by retailers on batteries or tubes.

Another feature of the agreement, which has taken a great deal of the viciousness out of local competition without in any way interfering with free competition, is the clause by which the retailers bind themselves to make no demonstrations while another dealer is making a demonstration.

Wilton T. M. Co. Moves

The Wilton Talking Machine Co., which has been located at 3944 Broadway, New York, recently moved to 4009 Broadway, larger and more attractive quarters. The Wilton company is one of the pioneer talking machine concerns in the metropolitan district, having been engaged in this field for the past thirteen years.

Only Quality Album Makers Could Produce Such Instruments—at These Prices

PEERLESS—New and Better Portables $15.00

Dealers who have handled portables will immediately note the difference. For instance, it has a genuine piano hinge, a brass-drawn, one-piece tone arm. It also has a new tonal quality. The exterior finish is in either brown or blue two-tone fabricoid set upon a case of great durability with the final touches of the album makers' art. And—an exclusive feature—a genuine Peerless Album with individual pockets for records.

Send for a sample and see the value

Please Note: An All Genuine Leather Covered Portable

$25.00 Retail

A Word About Albums

For over a decade the Peerless Album Co. has produced albums of every description, meeting the requirements of the trade that desired goods of superior quality and of quick salability. There are Peerless albums of every description including the new Peerless Art Mission albums, the finest album ever made. Produced in combination for both ten and twelve inch records or in single album form. Attractively bound—stamped in gold.

"Peerless All That the Name Implies"

An all genuine leather covered portable, and at $25.00. A feature that can only be in a Peerless achieve-ment. The re-quests, too, is, of the very best. The finest tone arm, a sound box of exceptional merit and a Heineman double boring motor.

WALTER S. GRAY Co., Pacific Coast Representative, San Francisco and Los Angeles
Noteworthy Additions to Stromberg-Carlson Products

New 5-tube shielded Receivers, supplementing the famous totally shielded "Universal" 6-tube models — together with important accessories — give increased desirability to the Stromberg-Carlson franchise.

These 5-tube Receivers, with their lower price range, will attract additional buyers who seek Stromberg-Carlson excellence, but who do not demand the mighty amplification and range of the 6-tube models.

The Stromberg-Carlson Accessories, built primarily to enable owners to obtain the utmost from their Stromberg-Carlsons, afford dealers the opportunity of augmenting a customer satisfaction which is already without equal.

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

PRICES ARE FOR UNITED STATES ONLY

Stromberg-Carlson No. 401 Universal Receiver. For use with No. 5-A Tone Speaker. Price, East of Rockies $106; Rockies and West $116.


Stromberg-Carlson No. 5-A Tone Speaker. Studio quality. Price, East of Rockies $15; Rockies and West $16.50.
THE TALKING MACHINE WORLD

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Cable Address: "Ethel," New York

NEW YORK, OCTOBER 15, 1926

Capitalizing Appearances of Record Artists

Despite all that has been said or written about the wisdom of tying up with the personal appearances of recording artists, and the excellent examples along that line that have been shown by progressive dealers, particularly in the smaller cities, there still remain those retailers who apparently are content to remain in their establishments and allow the regular form of newspaper publicity and circular work to bring in the trade.

Not so long ago a well-known radio and recording artist appeared at New York's principal vaudeville theatre. He managed to work into his act particular reference to records he was making for a prominent company, and also used an electrically operated phonograph in presenting a section of his entertainment. The act was well advertised and unquestionably was known to many of the metropolitan dealers and yet we have to find the record of one who tied up directly with this particular singer and his vaudeville appearance.

It will be argued perhaps, by the neighborhood dealer, that with a theatre drawing its audiences from the entire metropolitan district the direct benefits he could receive from a tie-up were inconsequential. Yet it is certain that of the thousands who visited the theatre during the week there were some hundreds from his own section of the city who had paid for an opportunity of hearing a comparison demonstration of the particular machine used, had heard the artist in person and were ripe to consider the possible purchase of that particular instrument, or a talking machine of the same general type.

It may be perhaps that the manufacturer and the wholesalers representing the line were remiss in not lining up the dealers, but let a prominent recording artist or orchestra appear in a mid-West town, for instance, and the dealers do not require any outside stimulus to develop a tie-up campaign that actually sells records and machines.

Were the New York incident an unusual one it might have excused as an accidental oversight, but it has happened on frequent occasions during the last year that artists and orchestras have appeared on the theatre and concert stage without dealers making any attempt to tie up effectively and capitalize on the publicity.

The executives of a trade association recently asked for a decision of the membership as to whether that particular organization was to be accepted as simply a luncheon club or be made an effective business body. This particular association and others like it could accomplish a real good for their members by inaugrating and carrying on the up-campaign. General publicity without cost is rather a difficult thing to acquire, which makes it all the more painful to see its value ignored and its opportunities allowed to lie dormant.

Interesting Analysis of Trade Conditions

When Louis Sterling, president of the Board of Directors of the Columbia Phonograph Co., Inc., has something to say about conditions in the trade and the prospects for the future his statements are worth listening to, because Mr. Sterling is in a position to know whereof he speaks, having accomplished as much as, and probably more than, any single individual in the industry in bringing about the rehabilitation of the phonograph and records from the production as well as the merchandising standpoint.

In interviews granted upon his return from a European trip recently, Mr. Sterling admitted frankly that the recent depression in the phonograph business was not due so much to the inroads of radio to lack of musical interest on the part of the public as to the fact that the trade itself had stood still and did not offer the improved product calculated to hold public interest. This fact is generally admitted in the trade by the thinkers, but unfortunately has not been given the publicity necessary to impress it upon the minds of the individual members of the trade at large. However, this is of the past, the necessary improvements have been made, and the industry is again enjoying a full measure of prosperity.

There is in evidence in the trade, however, an attitude of smut contemplation, a feeling that the radical improvements that have been made in both phonographs and records represent the last word, yet, in the face of the conditions through which the industry has passed within a comparatively recent period, such an attitude if persisted in spells trouble for the future. Having accomplished so much, the inventive minds of the industry, and those outside interests associated with them, cannot rest quietly in the satisfaction of a task well done, but must give continued thought to further development in order to insure the steady progress of the phonograph trade in the future.

Mr. Sterling sounded the warning when he declared that unless this persistent search for new possibilities in phonograph production and reproduction was kept up steadily, the industry would face again within a period of five years another period of business inaction. Surely a lesson learned at such high cost should not be easily forgotten.

Value of Special Course in Technical Instruction

The inauguration some months ago by the Radio Institute of America of a special course of technical instruction for dealers, jobbers, salesmen and radio service men is a move of supreme importance to those engaged in the selling and naturally the servicing of radio receivers, and who look upon that department as the permanent factor in their businesses.

In the early days the dealer and his salesman might be excused for lack of knowledge regarding the technical side of radio, for the product was new and even those closely associated with its making were somewhat at sea regarding various technical details. With the industry stabilized, however, those who make and sell radio have to do with established factors, and in building for the future should see to it that they are familiar with those factors.

It would seem a matter of wisdom for a dealer to encourage his salesmen and service men in their search for a certain amount of technical knowledge regarding radio either through the Radio Institute of America in its regular classes or through its method of instruction by correspondence or through the courtesy of such manufacturers as are willing to give attention to the instructing of their own salesmen and their representatives in the sale of their products. It is this knowledge that will make for sound merchandising and for keeping the customers satisfied.
Columbia Announces
The first of a series of advertisements
2 pages facing in color in
THE SATURDAY EVENING POST
The Viva-tonal Columbia sums up in itself the entire art and science of reproduced music. From now on you will enjoy, as if played or sung in your presence, the living naturalness, the true balance, and the full range of each musical instrument, of all musical instruments—of each voice, and of all combinations of voices. You no longer hear a reproduction; you hear the original performance held for you in suspension until the instrument gives it life.

As if one always color-blind were about to be endowed with perfect vision—the dull grays and hard shadows of a lifetime's limitations suddenly to be forgotten in the flooding unimagined colors of the sunrise!

Every instrument in its entire range, and in its rarest tonal caprice, has been tested in the Columbia Laboratories for utter fidelity of reproduction. Every possible
The Successor to the Phonograph
"like life itself!"

grouping of instruments has been patiently tested out. Voices of every kind, in hundreds of different selections, have yielded a lifelike quality formerly unknown.

The magic of the music at first may obscure your appreciation of its material source. But the mechanisms that perform the miracle are cased within cabinets of mahogany and walnut that contribute to the decorative harmony of tasteful interiors, and that you should examine critically.

Columbia New Process Records—
Viva-tonal Recording, Electrical Process

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

The public is invited to hear and test such Columbia New Process electrical recordings as the Berlioz Symphonie Fantastique, Tchaikovsky's "1812" Overture, Schubert's Unfinished Symphony and Beethoven's Ninth Symphony, all splendid examples of the amazing brilliance, smooth surface, volume, and tone-quality now available through the electric recording process. Any Columbia dealer will gladly play these as well as the latest popular dance and vocal numbers. Look for the familiar Columbia trade-mark.

Everyone knows that the delicate beauty of passages of music in the upper register can be ruined by the slightest distortion. The new Viva-tonal Columbia can never do this because it always repeats the exact tone-vibrations of the original, adding none and subtracting none. Every high note, whether of voice or instrument, is now heard exactly as sung or played, in its entire fullness and brilliance of tone quality.

COLUMBIA

Music of All the World
All the beauty, brilliance and clarity of the original rendition and all the volume too!

The records without scratch!

COLUMBIA
New Process
RECORDS
are recorded
Electrically

NEW
Schubert: Symphony No. 8 in B Minor (Unfinished)
Beethoven: Symphony No. 9 (Choral, in C Minor)
Bach: Brandenburg Concertos Nos. 1, 3, 5
Berlioz: Symphonie Fantastique
Schubert: 'Unfinished' Symphony
Mozart: Symphony No. 40 (Choral, in G Minor)
Verdi: Requiem, Mass in C Minor
Brahms: Symphony No. 1 (Choral, in C Minor)

NEW
Columbia Dance Records

The Columbia Phonograph is the one great advance in the recording art in twenty years. Columbia New Process Records, Vocalion Recordings, are absolutely the same as the voices and instruments that make them. All the beauty, brilliance, and clarity of the original rendition and all the volume, too.

The famous voice in human reproduction, recorded. The instruments all are and the needle is varied. Each of the different instruments is naturally, each of the human voices. Even the difficult pianos in the process are not.

And besides, all this, is the incredibly smooth quality of the record which makes it for the Columbia Phonograph, no sound as the noise of scratching marks. It's a real wonder of the world.

The vocalizing electrical method of recording used in Columbia New Process Records is subject to the quality by the Western Electric Company through arrangements with the Western Electric Company.

Which kind of music more appeals to you? Select one record from this list and let that phonograph of yours astonish you! Look for the Columbia trade-mark displayed by all dealers who sell Columbia New Process Records.

Columbia Phonograph Co., 1610 Broadway, New York
Launching the Musical Instrument Revue

There was held in Columbus, O., recently, in connection with the convention of the Music Merchants' Association of Ohio, a new type of public demonstration of musical instruments termed "A Music Revue" that bids fair to become an important factor at trade gatherings throughout the country, for although the Columbus venture was entirely new and the arrangement could be improved upon with experience, it succeeded in bringing into the Neil Hotel an audience of 2,000 people, who came to hear musical instrument demonstrations, including the playing of three makes of new phonographs.

The demonstration was not in any sense designed as a comparative test, though naturally a certain amount of comparison could not be avoided, but the principal purpose was to give the general public an idea of the progress that has been made in the instruments to produce and reproduce music, including straight pianos, player and reproducing pianos, phonographs, etc.

It would be well for the trade generally to encourage these music revues on every occasion possible, for they provide a means for bringing together and interesting a great number of people who could not be reached by ordinary means. The trade at large admits the necessity of demonstrating the new products to give the public a proper conception of their worth, for superlatives have been used in advertising to a degree that makes the average newspaper and magazine reader discount claims printed to a certain extent and depend upon the actual senses of hearing and seeing for a proper idea of what is offered.

There will be those manufacturers and dealers who are inclined to resent the thought of a comparative recital, and yet a great many of them have put on the market instruments designed to secure the same general results, either by mechanical or electrical means. The manufacturer or merchant who has faith in his product should not hesitate to have the public pass judgment on its merits as compared to the merits of similar products. When conducted under the auspices of a local committee or a trade association there is offered the opportunity for a fair test, and the bigger opportunity of convincing the public that the latest developments in sound-reproducing mechanisms are really radical and epoch-making, and cannot be passed by as simple improvements.

The Question of Junking Trade-ins

The question of handling trade-ins is one that is assuming increasing importance in both the talking machine and radio trades. In the first place the new phonographs of various types must in many instances be sold to those who possess older instruments and who must receive an allowance on their old phonographs if they are to be persuaded to make a replacement. In the second case the many improvements that have taken place in the radio field, and particularly the increase in the number of broadcasting stations, make many receivers bought a few years ago, obsolete and unsatisfactory. To place new instruments in homes where these old receivers remain calls for some allowance adjustment to save for the customer at least a part of his original investment. These are facts that cannot be disregarded.

It is the handling of the trade-in after it is in the dealer's hands that presents the chief problem, assuming that the merchant has sufficient business ability to keep his allowances within proper bounds. In this connection the suggestion has been made, and it is worthy of more than passing consideration, that the dealer will realize more by dismantling and junking a large percentage of old phonographs and radio receivers taken in exchange than by endeavoring to realize a few dollars by reselling them.

The first and most important part of the argument is that many of the old instruments, whether phonographs or radios, if placed in the home, create an entirely erroneous and harmful impression as to the musical possibilities of such instruments in their modern forms. This is liable to discourage the buyer from further purchases, and is likely also to influence those of his friends who have hesitated about making investments in the music-radio field.

Another thing is that the cost of repairing, storing and finally selling the old trade-in is so high that it frequently adds to the dealer's loss on the whole transaction rather than reducing that loss. Still another argument is that when the old instrument is fairly satisfactory in operation it kills the sale of a new instrument, and when it is not satisfactory it kills the good-will of the customer towards the dealer, a factor that is worth many dollars.

It takes a certain amount of courage for a retailer to take old instruments, upon which he has allowed several hundred dollars in the aggregate, dismantle them for such parts as may be used in repair work and throw the balance out, yet when he analyzes the cost and dangers of putting out these old instruments under his name and backed by his reputation, he is likely to be convinced that the junking idea is after all the most economical.

Not all phonographs and radio receivers taken in trade need to be junked, for some of them are quite modern and still can offer years of useful service, but it is believed, and there is a real basis for the belief, that fully 50 per cent of exchanged instruments are of more value to the dealer in the junk heap than in his store or in the homes of his customers.

Blue-sky Claims vs. Straight Facts

A factor in the development of radio along stable lines, which has contributed much to the establishment of public confidence in the actual performance of radio receiving apparatus, has been the evident inclination on the part of established manufacturers and their sales representatives to get away from blue-sky promises and unnecessary boasting regarding what their product will accomplish and to substitute therefor a plain statement of facts regarding appearance, construction and general stability.

This new attitude in the presentation to the public of the new receivers is welcome, for it gives the prospective purchaser some idea of what he may actually expect of his set and relieves the dealer of the necessity of either proving the manufacturer's broadest statements or spending some hours talking the prospect out of expecting too much. From the trade standpoint it actually establishes the radio receiver as a musical instrument and not simply as a scientific novelty.

National Record Albums are Good Albums

Nationally known because they give real satisfaction.
They require less selling effort.
Made to contain all makes of disc records including Edison.

Write for our list of 1926 styles and prices
Petrocine Profits by Quick Turnover Plan

Small stock and quick turnover is the business maxim of Petrocine’s Music House, Peekskill, N. Y. Another maxim which has been equally instrumental in building this business into one of the best known and most successful in that part of the State is: Select the best possible location.

When Petrocine’s Music House first entered the talking machine business thirteen years ago it started with a small stock on the main street of the city in one of the finest local store locations. It is interesting to note that while there were eight dealers in the city at that time in competition with this concern, only one competitor is left. This is concrete proof of the soundness of the firm’s policy.

The concern handles radio, talking machines, records, musical merchandise, sheet music, etc., and in every department of the business profits are shown. There are many contributing factors besides those mentioned above. One is courtesy to customers and prospects. Another is the aggressive follow-up of prospects. A third is the consistent use of the literature provided by manufacturers.

Spend Money to Make Money

Petrocine’s Music House does not hesitate to spend a few dollars to reach prospects; it does not hesitate to spend money in creating good window displays, and it does not hesitate to have its men spend their time visiting the homes of people who are likely to become purchasers. In short, every opportunity for a sale is followed up aggressively. This live dealer caters to the older folks of the community and in the surrounding country, as well as to the younger people in the local schools. The result has been that while a good steady business is enjoyed among the old folks, a large trade, especially in records, sheet music and musical merchandise, has been developed among the younger people.

Keep Inventory Down

Keeping the inventory down is a fetish of Petrocine’s Music House that has made money for the concern when other dealers were moaning over their losses. For example, in the record department only about three hundred discs represent the normal stock. This is a small record department, but the real story lies in the number of times this stock is turned over. For example, P. Petrocine, manager of the business, is authority for the statement that the complete stock is turned over every two weeks during the year. In fact, this stock turns over twenty-six times a year. With this fact in mind, and also considering the smallness of the investment involved, it does not take much imagination or rare skill at accountancy to figure out that the department must be immensely profitable. There is a moral in this story, especially for the dealer who carries several thousand numbers, and whose shelves are loaded with unmovable merchandise, who has money tied up that could be used to better advantage and more profitably, and who is compelled to take losses that might be avoided.

Petrocine’s Music House believes turnover is the secret of success in the retail business. Retailing, after all, resolves itself down to a matter of shrewd buying and quick selling at a profit. Petrocine’s Music House is putting this principle to practical use. The entire stock of this dealer now represents an investment of about ten thousand dollars. The store is not a large sum when you realize what a variety of musical goods we have in this store,” declared Mr. Petrocine. “I believe in variety, and at least in this respect we are better stocked than most of the popular numbers which are the big sellers of the moment. We also carry a few Italian numbers that are in popular demand. We do not advertise or carry such merchandise, but they are seldom called for. We constantly analyze the trend of demand in our territory and buy accordingly. We buy sparingly but often.

Several Lines of Radio Sets

“As far as radio is concerned, we carry several of the most prominent and widely advertised lines. We have a product that appeals to the person of limited means, and we have another line that appeals to the middle class, and we have another product especially for those people who want the best that money can buy regardless of price, so you see we have variety in radio. Regardless of the price, we are in a position to sell it at a profit to the person who wants the best and can afford it.

If asked how we manage to do this, we are in a position to say that canvassing is a sales producer. “Another thing I believe is that canvassing is one of the best methods of sales promotion that the talking machine and radio dealer may utilize. While we have done considerable outside work in connection with our business, we have at various times had men working the territory. Unfortunately good outside men are difficult to secure and when we find a good salesman we insist that he be assigned to canvassing. We have canvassed the movie houses and at present are negotiating to put one of the most expensive combination talking machine and radio outfits in one of the local theatres. This is good business, if we can swing the deal. We have also sold some of the local restaurants. These are sources of business that most dealers overlook, and the occasional sale made to these prospects may be considered as so much ‘velvet’.”

Sound Merchandising

There is nothing new or startling in the story of Petrocine’s Music House, or in the methods that have made this store one of the leaders in its city, but there is a wealth of information along good, sound, substantial merchandising lines. A clever stunt or sales promotion idea may result in business while the plan is in force, but after all these clever stunts are merely flashes in the pan. They do not last and the dealer who depends solely upon them for business will not last. The retail talking machine and radio dealer must get right down to fundamental business practices. He must build on a substantial basis over a period of years. He must look to the future and plan his sales campaign so that he will get maximum business out of each season. That is what Petrocine’s Music House has been doing for thirteen years, and that is what has built this business from a humble store to a successful and profitable enterprise.
IS ONLY NATURAL that the WORLD'S LARGEST SERVICE INSTITUTION offers the MOST PRACTICAL CATALOG REPAIR PARTS

Honest Quaker
Main Springs Repair Materials

Everybody's TALKING MACHINE CO. INC.
PHILADELPHIA, PA.
Opening and Closing the Installment Sale

Need for Co-operation Between Sales Force and the Collection Department—How to Prevent Misrepresentation by the Salesmen

By J. K. Novins

The installment sale is a highly delicate process and it demands skill and the co-operation of the entire sales force as well as of the credit department. A bad move or apparently inconsequential remark by the salesman can often endanger the early collection of the account.

There is need for close co-operation of the salesman and the collection department. The following incident, related to the writer by a prominent business man, will illustrate a condition which often occurs in even the best-governed retail stores.

For several months the business man had been diligently solicited by the salesman of a retail store to purchase a radio outfit. The business man finally capitulated, but with the distinct understanding that he would have the time-payment privilege, and to this the salesman readily agreed. Before sixty days were over, however, the business man received a note from the credit man of the retail store informing him that his radio account was overdue. In a moment of anger he scribbled over the face of the letter: "Consult your salesman on terms," and sent it back to the store. Presently the thing was straightened out, but the customer was by no means entirely appeased.

Possibly it was the fault of the salesman, or perhaps the credit man had made an error, but as far as the customer was concerned it was the fault of the store.

Should Salesman Talk Terms?

That misunderstandings are by no means uncommon is shown by the fact that many retail stores adhere to a strict rule that the salesman should not talk terms to the customers, but that such matters properly rest with the credit department.

In one installment house there is a standing rule that a salesman responsible for talking terms to a customer should be dismissed from service. This rule is never violated.

A practice adopted by the Knight-Campbell Music Co., Denver, Colo., aims at two things: to eliminate the possibility of the customer not fully comprehending the sales terms, and to discourage salesmen from misrepresenting terms to the customer.

Shortly after a sale is consummated this concern sends the customer a "Confirmation of Sale" blank on which are recorded the terms of the sale as stated in the article purchased. The customer is informed how much she paid down and the balance due, with notations how this balance is to be paid. She is then informed that an interest charge of 6 per cent is payable after a certain maturity date, and that this interest charge will be discontinued in the event the full amount is paid by a certain date. At the bottom of the blank this is printed: "Kindly advise us at once if above does not agree with your understanding of the terms of the deal."

"Notice of amounts due will be mailed to you in advance. Please return notices sent to you with your remittance."

The customer has a chance to "come back" if she feels that the terms noted on this blank were not those explained to her by the salesman. The second paragraph is very important. Like other music stores the Knight-Campbell Music Co. has the problem of synchronizing charges and installment accounts. Very often the customer will maintain both kinds of accounts. She will make a payment without making plain whether that is to be credited to the charge or installment account. When the customer returns the remittance with the store's notice such possible confusion is avoided.

Reminding Salesman of Sales Terms

The "Confirmation of Sale" is made out in triplicate. One copy goes to the salesman and the third copy to the office file. The following is printed on the salesman's copy:

"To Salesman:

"This copy of our formal acknowledgment of this deal to our customer is our acknowledgment to you that this contract has been received by you. Please note terms and conditions of deal and notify us promptly if not correct."

If the salesman upon receiving this notice feels that the terms outlined thereon are not the terms he represented to the customer he reports the matter to the management, which has time to straighten it out with the customer before it gets to the point of causing difficulty between customer and management.

On the reverse side of the "Confirmation of Sale" blank is printed attractive reading matter of sales value.

Letter Confirming Sales Terms

The Schmidt Music Co., of Davenport, Ia., sends a letter of confirmation of terms to the customer shortly after he has made a purchase. A letter acknowledging a piano sale reads as follows:

"We wish to thank you for your kind patronage given us through our salesman, Mr. Carl Schmidt, who reports conditional sale to you as follows:"

"(Name of instrument) . . . . . . $375.00

"Carrying Charge . . . . . . 20 total price $403, on which has been paid $50 and the balance is payable at the rate of $4 on the Saturday of each week commencing November 29, 1924. The note matures November 1, 1926, and any unpaid balance bears interest at the rate of 7 per cent per annum from that date."

"Please read the terms of your contract carefully to make sure there is a correct understanding between us. It has always been the policy of the Schmidt Music Co. to have no verbal agreements differing in any way from that which is written or printed on the contract or signed guarantee."

"We have arranged to have the insurance policy issued as provided in your contract for the terms of the note. This policy will take effect at once and may be paid with your next monthly installment."

"The purpose of this letter is to express our thanks and to verify and make clear to you all terms of the transaction."

How to Get Bigger Down Payment

While the credit manager in the retail store has the final say as to how much the customer should pay down on the installment purchase, he places great dependence on the salesman. At one installment concern the salesmen are instructed to find out tactfully how much a customer is prepared to pay down on a purchase. Most times this information will come to the salesman without the latter making any effort to get down for the customer.

While talking to the salesman the customer might notice something she would like to purchase. She might say, "I would like to buy this if you will let me pay down $100, which is all I can afford to pay down."

It happens to be a $500 purchase.

"Suppose you arrange that with our credit manager," the salesman will say. "I'm sure he will know he will be reasonable. Just a moment, I'll get him to see you about it."

"Out of hearing of the customer the salesman tells the credit manager the customer is willing to pay $100 down on the sale. When the credit manager sees the customer the following conversation takes place:

"How much do you feel you can pay down?"

The credit manager asks, assuming ignorance of what she told the salesman.

"Well, what are your terms?"

The customer answers:

Ordinarily the credit manager would ask $50 or $75 down on the $500 installment sale which would make 10 per cent or 15 per cent down, but knowing of the customer's intentions he asks $100 down. He gets a higher down payment and the customer is mightly well pleased.

Let Customer Suggest Terms

This brings to mind the fact that you can often secure better terms by letting the customer suggest the terms. One credit manager makes frequent use of this idea. He has found that the average customer will not usually ask for harder terms if the salesman can in his anxiety to effect a sale would ordinarily offer. Furthermore, should the customer request too liberal terms it is a sign for the credit manager to be on his guard, for it is then possible that the customer is "hard-boiled" and it would be to his advantage to "play close." After the customer has paid up the account the management has its greatest opportunity to display subtle sales ability. One experienced credit man makes a practice of following up every paid-up customer with a neatly engraved.

(Continued on page 16)
Are You Selling the Whole Family?

The music merchant's problem of today is to find a way to continue to sell to the friends and customers he has already established. Almost every home has a piano or phonograph—and these instruments usually last for several years. Obviously it is impossible to increase the sale of pianos or phonographs to customers who are already well supplied—and the present day condition of keen competition leaves very few homes that are not canvassed thoroughly on these articles.

The solution is to have something else to sell to your present customers—something to offer the other members of these families whose goodwill and friendship you now hold—something to sell where you have already eliminated sales resistance.

This "something" is a line of band instruments.

Every member of a family over 6 years of age is a good prospect. The boys and girls of school age are anxious to join the school bands—and the young men at college pay their way thru school by playing in amateur dance orchestras; at home everyone enjoys a joyful gathering of young musicians.

Look over your customer list, figure how many young folks there are in these families, then you will get a comprehensive view of the biggest untouched market in the music industry.

More and more music merchants every day are realizing the possibilities of the small goods department in producing a substantial profit—many stores find that band instruments take care of the store overhead expense. Look into this field now while it is still uncrowded. Tie up with a high-grade line and you will be surprised at the increase in your sales in all departments.

We have prepared a comprehensive booklet covering the agency for King Band Instruments—write for it today.

The King Agency offers you a complete line of nationally advertised first quality band instruments and saxophones, a protected exclusive agency, a financing service for releasing capital tied up in payment sales. The booklet explains all this in detail—and we will send you a copy together with our catalog for your examination.
How Jacobs Beats Cut-Price Competition

“One Price to All” is the Slogan of Parnes & Jacobs and Growing Sales Volume Proves That Service and Square Dealing Pay

When a talking machine dealer not only exists for three-and-one-half years in face of the keenest kind of competition but in that period reports a record of consistent growth there must be sound reasons for his prosperity. Added to that, when the competition face by this dealer is of the “Gyp” and cut-price variety the situation is doubly remarkable.

Yet the firm of Parnes & Jacobs, located on Clinton street, New York, in one of the most thickly populated districts of the city, has done this very thing. Their business not only has grown rapidly, but they are widely known in their section of the city as a one-price house.

Creating Customer Confidence

The one-price policy of the firm is as largely responsible for its success as any other factor. While many dealers around them do not hesitate to shave prices Parnes & Jacobs adhere strictly to their policy. The result of this has been that the people in that territory know they will get a good product at a fair price at this store. They know that the firm stands in back of what it sells. They know that they will get service of the highest type. These may all seem like trifling details in the scheme of a successful business, but analysis proves that they are of the utmost importance.

Many dealers can trace lack of progress to poor service, and the handling of products that permit of price-cutting. When the dealer handling such a high-class product as the talking machine and radio reaches the point where every customer who enters the store is suspicious or tries to bargain he had better get into some other business. The point is that on talking machines and radio, to say nothing of accessories, the margin of profit is so small that the dealer cannot afford to shave off one cent; in other words, the merchant must get the full price for everything he sells, and in addition to that he must get turn-over; otherwise he will be forced to go out of business. Parnes & Jacobs realized this from the very start, and according to Mr. Jacobs, who is in active charge of the business, that is why they have adhered to their policy of quality products at one price to all.

Systematized Business

Parnes & Jacobs have systematized their business to the point where they know exactly where they stand at all times. The stock-keeping system was described in these columns about a year ago. This system is one of the best that have ever come to the attention of The World, and since the article appeared a number of dealers have adopted it. The purpose of a system of stock control is just what its name implies—a method of keeping absolute control of stock, thus regulating purchases. The stock control system removes the danger of haphazard buying and overloading. Mr. Jacobs is authority for the statement that the record business of the firm reaches a total of three thousand dollars per month. This represents a six-time turnover of stock. Where such a large volume of business is enjoyed a representative stock must be carried, especially as the prospective customers who order stock expect to see the representative stock that a merchant of such a concern is supposed to have. It is the policy of Parnes & Jacobs to give the people what they want, and to carry an adequate stock of the finer grades of goods.

Intelligent Merchandising

This large record business was not built up merely by drop-in patronage, but was developed by the application of merchandising principles. In other words, Parnes & Jacobs sold the people in the district on their record service. They did not cost a great deal of money either. The firm has twenty-five hundred names on its mailing list, and these people are circulated regularly with the lists of the latest record releases. One record of every three sold is purchased by a customer or prospect who receives supplements regularly. Here is sufficient proof that spending a few dollars on stamps when it means bringing lists of the latest record releases to hundreds of people is well worth while. It means business and greater profit. Such a program is as well understood by the dealer. The dealer who neglects his record department because he thinks there is not enough money in it had better get rid of the department. The experiences of successful retail merchants prove that the record department can be made one of the most profitable in the store. And it is equally true that other departments can be made real assets by the right kind of merchandising.

F. P. Altschul Opens Branch in Washington

Frederick P. Altschul, proprietor of the New York Phonograph & Piano Exhibition Rooms, 6 East Fourteenth street, New York City, and who operates music departments in several of the large metropolitan furniture stores, has just opened a department in W. B. Moses & Sons, Inc., one of the leading establishments in Washington, D. C. During the formal opening a broadcasting program by one of the leading Washington orchestras was a feature. Atwater Kent, RCA, Stromberg-Carlson, Freshman and Freed-Eisemann radio lines are being handled in this establishment, which is said to be one of the finest in the District of Columbia.

Opening and Closing the Instalment Sale

(Caution from page 14) card which bears the customer’s account number. This card reads:

“Not Transferable.

This is to certify that

(Title of customer)

.is entitled to full credit accommodations with this company, having taken care of past accounts in a highly satisfactory manner.

“All clerks of this store must give special attention to the holder of this card.”

The letter that goes with the card reads:

“Dear Friend:

We notice that your account with us has been fully paid up within the past few days and we want to thank you very much for your patronage, and sincerely trust that the merchandise which we have sold you has proved satisfactory and will give you the best of satisfaction. If otherwise, we expect you to return it to us.

The prompt payment of this account must be a source of much pride to you, and we can assure you that it is patrons of your sort that we are striving to get on our books. We consider you one of our preferred customers, and we are hereewith enclosing you a card to that effect, which we trust you will present often at our stores and that we may soon have you on our books again.

“Thanking you for your patronage and trusting we may renew our pleasant relations very soon again, we remain.”

The credit manager who has used this idea assured the writer that 33 per cent of his installment customers begin to purchase again after paying up previous accounts, a repeat business that is very worth while.

(All Rights Reserved)
Sell Radio's Most Popular Accessory

This is a B Current Supply year! And the season is already into its full stride. That's why you should act quickly to supply your customers with the most popular and most efficient B Current supply unit of all—the Majestic B! Take a Majestic to your customer's home. Plug it in the light socket. Leave it seven days and on account of its wonderful performance you will have no trouble receiving time payments.

Majestic B Current Supply Units deliver uniform power at the low cost of about one-tenth cent an hour. No acids. No hum. No fuss. No worry. They are guaranteed to give better radio reception because they deliver constant, unvarying power direct from the light socket!

No Filament to Burn Out
All the Majestic "B" Current Supply units are manufactured complete in our factory and are equipped with the famous Raytheon Tube (endorsed by numerous radio engineers and editors) which is a non-filament tube with full wave rectification, no acids or back surge. Tests of the Majestic "B" on the oscillograph demonstrate that all A-C hum is eliminated.

Majestic Standard-B
Especially adapted for sets having not more than seven 201-A tubes, or six 30-A, plus one 135-150 volt power tube. Popularly priced for the average set. Improves tone—better reception.

Price $12.50
West of Rocky Mountains $12.10

Majestic Super-B
Capacity 1 to 12 tubes, including the use of 135-150 volt power tubes. Complete with switch to control current from light socket.

Price $35.80
West of Rocky Mountains $35.90

Majestic Master-B
Rating 60 mills at 150 volts. Particularly adapted for Radiola 25, 28 and 36 and Super heterodynes. Will operate all power tubes, plus the new super-power tube UX-171 (180 volts). Unexcelled for sets having a very heavy current draw.

Price $42.50
West of Rocky Mountains $42.50

See your old set owners. They are your best Majestic prospects. Sell Majestics on easy time payments. You can guarantee that each unit will make good or we, the manufacturers, will. Write or wire for details.

CHICAGO SHOW, BOOTH 6, SECTION F.

GRIGSBY-GRUNOW-HINDS CO.
4558 Armitage Avenue

CHICAGO, ILL.
Business Booming

"The prospects for Buescher business have never been so bright as at the present time and we anticipate a wonderful Fall and Winter trade. At this time there is not an important orchestra in our territory but what is 90% or more Buescher and the wonderful improvements you are making in the line are creating more interest than ever before."

An excerpt from a letter just received. It is typical of reports coming in from Buescher dealers in all sections of the country.

Music is the highest call of human emotion. When people buy instruments with which to make it, they want the highest grade. The demand is for Bueschers. And Business is always booming for the dealer who has what customers are demanding.

It may be that your territory is still in reserve; open for you if you are the right man to take it on a permanent paying basis. It will pay you to write for the Buescher Dealer Proposition.

Address:

Buescher Band Instrument Co.
Elkhart, Indiana
The
Fourth Year
of the
Originator
and the
Pioneer
of the
One Dial
Control
Again we say—
Look at these prices!

Look at the prices on these pages! Study the console models that Mohawk dealers will sell at these prices in 1926-27! Do you know of values even remotely approaching these? Have you ever seen a line more obviously salable, more certain to bring quick, big profits? The Mohawk dealer of all dealers is surest of success in the coming season. Who else can sell a one-dial, 6-tube, shielded set for $65.00? Who else can sell table and console models of beauty comparable to the splendid One-Dial Mohawk line at the prices displayed here? There's only one answer — no one! There's only one move to make — write, or preferably wire, today, for full details of the Mohawk dealer proposition for 1926!

Mohawk Corporation of Illinois
Established 1920—Independently Organized in 1924
2220 Diversey, at Logan Boulevard, Chicago

Dealers: Write or wire to the Distributor in your territory for the Mohawk Authorized Dealer Franchise. It may be available to you.

CHIPPEWA—Shielded. Rich walnut, hand-rubbed, two-toned piano finish. Top full piano-hinged. Drop-front. Built-in loud speaker and self-contained battery compartment. 40\(\frac{1}{3}\) inches high, 13\(\frac{1}{2}\) inches deep, 27\(\frac{1}{2}\) inches wide. List price $110

WINONA—Shielded. Rich walnut, hand-rubbed piano finish. Full piano-hinged. 10\(\frac{1}{2}\) inches high, 13\(\frac{1}{4}\) inches deep, 24 inches long. List price $80

PONTIAC—Shielded. Rich walnut, hand-rubbed piano finish, with burl walnut drop front with invisible hinges. Built-in loud speaker. Self-contained battery compartment. 46 ins. high, 19\(\frac{1}{4}\) ins. deep, 27\(\frac{1}{2}\) ins. wide. List price $140

Mohawk Corporation of Illinois

POCAHONTAS—Shielded. Colonial design in burl walnut inlaid and rich two-toned, hand rubbed piano finish walnut. Built-in loud speaker with 5-foot horn. Self-contained battery compartment. 45½ inches high, 29 inches wide, 20½ inches deep. List price...$300.

CHEROKEE—Shielded. Rich walnut hand-rubbed piano finish. Full piano-hinged. 10¾ inches high, 13¼ inches deep, 15½ inches long. List price...$65.

SENECA—Drawer. Mohawk one-dial, six-tube shielded radio set in walnut drawer, interchangeable in all Mohawk console models. 8½ inches high, 12½ inches wide, 10 11/16 inches deep. List price...$57.50.


Names appearing on the following pages are in alphabetical order.
Radio Dealers in the Albany, N. Y., territory!

Griffin says—
He has found a way to put more dollars of profit into your pocket.

Griffin says—
Selling Radio Sets is one thing. But—making real money in selling Radio is another.
Griffin has the answer!

Griffin says—
Who'll help pay your rent this Fall?—Mohawk!
Who'll pay your coal bill this Winter?—Mohawk!
Who'll put money in the bank for you all the time?—Mohawk!

P. S. Dealers! Get busy with Griffin! He is the

American Phonograph Co.
Radio Division
Albany, New York

Exclusive Distributors
Mohawk One Dial Receivers
SENSATIONAL reception by a sensational receiver selling at a sensationally low price tells the story in a few words...

MOHAWK, the greatest and latest in radio, incorporates everything the "Fan" has dreamed about for years past...

The Geo. C. Beckwith Company has the fullest confidence in the capability of any of the seven MOHAWK models. The retailer and ultimate user have spared no trouble to show their unlimited enthusiasm. This makes the cycle complete, for the manufacturer must first of all be back of the product wholeheartedly.

Dealers in the territory served by "Beckwith" believe in MOHAWK unconditionally.

The Geo. C. Beckwith Company
16 South Fifth Street, Minneapolis, Minn.
Authorized Northwest Distributors for MOHAWK RADIO, FEDERAL ORTHOSONIC, VICTOR TALKING MACHINES, PATHEX MOTION PICTURE MACHINES, ETC.
FOR two years we pioneered Mohawk in the Southern part of California. This is our third year with Mohawk. We sincerely believe that with this year’s shielded, six tube, compact sturdy set and with the perfect merchandising program behind every dealer, this will be the most successful year Mohawk has ever experienced.

A most complete line backed by dominating distributors and dealers must and will compel success.

Distributors of Mohawk One-Dial Receivers in Southern California.

Dealers—write or wire. Your territory may still be available

COOK NICHOLS
411 South San Pedro St., Los Angeles, Cal.

Exclusive Distributors
Mohawk One Dial Receivers
WE always believed in One Dial—we pioneered One Dial in this territory! What more fitting tribute could we pay to One Dial in Radio than to become the Exclusive Distributor for the Originator and the Pioneer of the One Dial Industry—MOHAWK.

We are proud to be exclusive Mohawk and Mohawk Exclusive Distributors in the following territory:

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Dealers who want to make profit and build prestige will do well to wire or write at once for available franchise.

Cycle & Auto Supply Co.
339 Genesee Street
Buffalo, New York

Exclusive Distributors
Mohawk One Dial Receivers
WHEREIN are secured results most desirable; full, sweet, melodious tone, tremendous volume with excellent control to modify as desired; selectivity and distance. Obtained with the simplicity of one dial tuning and at prices within the reach of all.

We are proud to represent MOHAWK in a goodly part of Central Pennsylvania

Excelsior Auto & Battery Co.
Cameron and Mulberry Sts. Harrisburg, Penna.

Exclusive Distributors
Mohawk One Dial Receivers
WITH pardonable pride we announce ourselves as Mohawk Exclusive Distributors in New Jersey, excepting the southern strip.

For price, performance and consumer preference we question IF any dealer can do better than get on “The Mohawk Wagon.” Hitch YOUR “Wagon” to a Star—MOHAWK IS A Star!

DEALERS: If you want the “Star” line of Radio, wire, write or telephone at once.

Federal Radio & Electric Co.
41 Park Avenue
Paterson, New Jersey

Exclusive Distributors
Mohawk One Dial Receivers
HEREIN are secured results most desirable; full, sweet, melodious tone, tremendous volume with excellent control to modify as desired; selectivity and distance. Obtained with the simplicity of one dial tuning and at prices within the reach of all.

We are proud to represent MOHAWK in a goodly part of Central Pennsylvania

Excelsior Auto & Battery Co.
Cameron and Mulberry Sts. Harrisburg, Penna.

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Mohawk One Dial Receivers
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DEALERS: If you want the "Star" line of Radio, wire, write or telephone at once.

Federal Radio & Electric Co.
41 Park Avenue
Paterson, New Jersey

Exclusive Distributors
Mohawk One Dial Receivers
QUALITY and low price are not ordinarily companionable associates, however, all set rules and practices are usually broken by someone, some time. The MOHAWK is the first line of radio sets that incorporates ultra-quality with popular prices.

MOHAWK will be sold by us only through franchised dealers. No sets will be shipped to anyone excepting franchised dealers. There is no such thing as obtaining a MOHAWK set just because a customer asks for one. They are obtainable only through REGISTERED MOHAWK DEALERS. These are factory policies. Dealers need protection—this is it.

Wouldn't it be a good idea to act now—before some other dealer obtains your territory?

Some very desirable territory is still open for the right dealer—WRITE

FOBES SUPPLY CO.
SEATTLE, WASH.

Exclusive Distributors
Mohawk One Dial Receivers
IOWA, IOWA! That’s where the tall corn grows and in the following counties of which glorious State we have the exceeding honor to be the MOHAWK Exclusive Distributor:

Appanoose
Clarke
Davis
Decatur
Des Moines
Henry
Jefferson
Keokuk
Lee
Louisa
Lucas
Mahaska
Monroe
Muscateine
Ringgold
Union
Van Buren
Wapello
Washington
Wayne

You Live Dealers of Radio in these Counties! Do you want to sell the BEST One Dial Set this year? Write, wire or phone!

Friday Battery & Electric Corporation
Ottumwa, Iowa

Exclusive Distributors
Mohawk One Dial Receivers
MOHAWK RADIO is distributed in Kentucky and Southern Indiana by the LOUISVILLE AUTO SUPPLY CO.

We still have a few exclusive distributor contracts open for a limited amount of territory. We would suggest that you write, and allow us to explain to you what an attractive proposition we have to offer the dealer on these exceptional sets. The price range should appeal to all dealers, and the additional fact that Mohawk receivers are equipment on the L. & N.'s crack train, the Pan-American, should materially assist the dealer in marketing them.

As our territory is fast being allotted, we would advise an immediate letter.

Write for our new 1927 Radio Catalog

Louisville-Auto-Supply Co.
Incorporated
754-756 First Street
Louisville, Ky.

Exclusive Distributors
Mohawk One Dial Receivers
**Mohawk Radio**

*The One Dial Receiver*

A TRUE ONE DIAL Set (only one tuning dial and a volume control) six tubes, shielded, in beautiful cabinet work. Beauty of Performance combined with Astonishing Prices! Mohawk table models as low as $65; Consoles at $110.

PEIRCE-PHELPS, INC., has exclusive distribution of Mohawk sets in Eastern Pennsylvania and Southern Jersey. We are giving protected territories. Already many of the best accounts in the state have become enthusiastic Mohawk dealers.

*Write or wire us concerning your territory*

Also distributors of KELLOGG, SPLITDORF, CROSLEY SETS and HIGH GRADE RADIO ACCESSORIES

**PEIRCE-PHELPS, INC.**

222 N. 13th STREET

PHILADELPHIA, PA.

Exclusive Distributors

Mohawk One Dial Receivers
Michigan Has Accepted Mohawk "One-Dial" as the Long Dollar in Radio Value

In our appeal to the radio trade of Michigan for dealerships in Mohawk we have never hesitated to make a comparative test with any standard American receiver irrespective of price.

We have never failed in proving the superior power, sensitivity and selectivity of Mohawk One-Dial, as a rapidly increasing dealer clientele will attest.

Mohawk performance convinces dealers everywhere of the correct design and master craftsmanship employed in its construction.

Sole Distributors for
State of Michigan and Northwestern Ohio

Republic Radio Corporation
523 E. Jefferson Avenue
DEtroit

54 N. Division Street
GRAND RAPIDS

Exclusive Distributors
Mohawk One Dial Receivers
WE BELIEVE IN MOHAWK

THIS is the third year in which we attest our belief in Mohawk. We always knew that "One Dial" "is the thing" in radio. That is why we have been and are behind the originators and pioneers of the One Dial Radio—Mohawk.

Counties in which we distribute
Mohawk One Dial Receivers

NEBRASKA
Gage
Jefferson
Johnson
Nemaha
Nuckolls
Pawnee
Richardson
Thayer

MISSOURI
Andrew
Atchison
Caldwell
Carroll
Clay
Clinton
Davies
De Kalb
Gentry
Grundy
Harrison
Holt
Linn
Livingston
Mercer
Nodaway
Platte
Ray
Worth

KANSAS
Atchison
Brown
Clay

Cloud
Doniphan
Jackson
Jewell
Marshall
Mitchell
Nemaha
Pottawatomie
Republic
Riley
Smith
Washington
IOWA
Freemont
Page
Taylor

Dealers who will wire or write for territory will be given immediate consideration

Ross-Frazer Iron Company
ST. JOSEPH, MISSOURI
Established in 1868

Exclusive Distributors
Mohawk One Dial Receivers
STATE OF OHIO

We are exclusive distributors in the following counties in the State of Ohio:

Allen  Delaware  Jackson  Morgan  Scioto
Angilaize  Fairfield  Knox  Muskingum  Seneca
Ashland  Fayette  Lawrence  Noble  Shelby
Athens  Franklin  Licking  Paulding  Tuscarawas
Carroll  Gallia  Logan  Perry  Union
Champaign  Guernsey  Madison  Pickaway  Van Wert
Clark  Hardin  Marion  Pike  Vinton
Coshocton  Harrison  Marrow  Putnam  Washington
Crawford  Hocking  Mercer  Richland  Wyandot
Darke  Holmes  Meigs  Ross  Wayne
Defiance

The Smith Bros. Hardware Co.

Dealers write or wire—some territories still open—address Dept. R.

The Smith Bros. Hardware Co.
Columbus, Ohio

Exclusive Distributors
Mohawk One Dial Receivers
As the Original and Pioneer Distributor of Mohawk One-Dial Radio in our Territory ever since this famous radio receiver was first introduced, it has been our particular privilege to watch the growth and development of Single-Dial Control in Radio from Universal Opposition to Universal Acceptance.

Manufacturers, Dealers and others who a short two seasons ago would not even entertain the thought of One-Dial Control are now striving just as earnestly to convince everybody that One-Dial Radio is the ONLY Radio worth having.

And Mohawk Radio, having Pioneered and Won, now extends through its Exclusive Distributors an Exclusive and Protected Dealer Franchise which again pioneers the way.

We are the MOHAWK Exclusive Distributors in the following counties of Ohio, Indiana and Kentucky:

**Ohio**
- Adams
- Brown
- Butler
- Clermont
- Clinton
- Greene
- Hamilton
- Highland
- Montgomery
- Preble
- Warren

**Indiana**
- Bartholomew
- Brown
- Dearborn
- Decatur
- Fayette
- Franklin
- Hancock
- Henry
- Johnson
- Ohio
- Rush
- Shelby
- Switzerland
- Union
- Wayne

**Kentucky**
- Boone
- Campbell
- Grant
- Kenton
- Pendleton

A very few Mohawk Franchises are still available in this Territory to Reliable Dealers. Write or Wire concerning your Locality.

The Southern Ohio Supply Co.
Cincinnati, Ohio
Pioneers of Better Radio

Exclusive Distributors
Mohawk One-Dial Receivers
The Following Also Are
MOHAWK Exclusive Distributors:

AUTOMOTIVE ELECTRIC SERVICE CO.,
Sioux City, Ia.

BIRMINGHAM TALKING MACHINE CO.,
Birmingham, Ala.

CHAPPELL MACHINERY CO.,
Americus, Georgia.

CHAPPELL MACHINERY CO.,
Jacksonville, Fla.

CLINARD ELECTRIC COMPANY,
Winston-Salem, N. C

COGHLIN ELECTRIC CO.,

COLUMBIA STORES CO.,
Denver, Colorado.

COLUMBIA STORES CO.,
Salt Lake City, Utah.

COLUMBIA WHOLESALERS, Inc.,
Baltimore, Md.

HOWARD CRANFILL CO.,
South Bend, Indiana.

CROWN LIGHT CO.,
Hartford, Conn.

CURTIS CO.,
Houston, Texas.

DARLING AUTOMOBILE CO.,
Auburn, Maine.

EASTERN ELECTRIC SUPPLY CO.,
Portland, Maine.

GUNNELS CO.,
Little Rock, Ark.

INLAND RADIO CO.,
Spokane, Wash.

KEITH-SIMMONS CO., INC.,
Nashville, Tenn.

LEGARE RADIO REGISTERED,
Montreal, Quebec, Canada.

MILLER CO., INC.,
Waco, Texas.

THE NAVARRE OIL CO.,
Cleveland, Ohio.

NEW ENGLAND RADIO CORP.,
Hartford, Conn.

NIELSEN RADIO SUPPLY CO.,
Phoenix, Ariz.

NORTHEASTERN RADIO, INC.,
Boston, Mass.

ONONDAGA AUTO SUPPLY CO.,
Syracuse, N. Y.

PROVIDENCE ELECTRIC CO.,
Providence, R. I.

PYRAMID MOTOR EQUIPMENT CO.,
New York, N. Y.

RADIO DEALERS SUPPLY SERVICE, INC.,
San Francisco, Calif.

RADIO DISTRIBUTING CO.,
Wheeling, W. Va.

REID MOTOR SUPPLY CO.,
Quincy, Ill.

REX ELECTRIC, INC.,
New Orleans, La.

RUSSELL PRODUCTS CO.,
Oklahoma City, Okla.

M. STEINERT & SONS CO.,
Boston, Mass.

SUPERIOR AUTO ACCESSORIES CO.,
Pittsburgh, Pa.

TOWER-BINFORD ELECTRIC & MFG. CO.,
Richmond, Va.

VIMY SUPPLY CO., LTD.,
Toronto, Ont., Canada.

GEO. H. WAHN CO.,
Boston, Mass.

WAITE AUTO SUPPLY CO.,
Providence, R. I.
Since the Bechtold Music Co. Has Started the Average Daily Profits Have Increased

What dealer is not interested in additional profits of $150 a week if he can secure these profits at an additional cost of but forty cents a day added to the store's expenses? It might be that many dealers would not reach these figures, but they are based on the actual experience of a Western dealer, who some time ago put into effect a plan which was a combination of attractive window displays and store-door playing of a talking machine to attract people to view the merchandise on display.

Many times there have appeared in these columns customers who have increased their store-door playing as a method of attracting customers, and actual figures have been given showing how much this form of stimulating sales has increased record sales. The Bechtold Music Store, Denver, Col., which is now playing a talking machine at the store door, does not consider the practice merely as a record sales stimulator. The proprietor has so arranged his show windows that many people can crowd into the area way and view the various products on display and so the instrument at the door serves a double purpose. The Bechtold Music Co., since it has put into effect this form of demonstration, has had an actual increase in profit of $25 a day, or $150 a week, during the Summer. The plan should be even more profitable this Fall and Winter. Mr. Bechtold, head of the establishment, tells the story in his own way. He states: "I have at last figured out a method of demonstration which actually sells more goods for me, and after seven years of plugging along in a rut I have become convinced that aggressive business methods will actually sell more goods, and not merely amuse people while the demonstrations are on."

"For seven long years I sat back in the store and waited for business to come to me. Now I am bringing it right to the doors by means of a method which is relatively simple and quite inexpensive." "My plan is simply that of putting a whole lot of merchandise in my show windows and then having people to stay there long enough to become thoroughly familiar with what is in them."

"Naturally, it is considered difficult to sell musical merchandise and radio sets in the Summer months, but I have proved to my own satisfaction that it is not impossible. I have two specially constructed show windows, with a wide area between them at the store front, taping down toward a point at the door. At the point of the V, just outside the store door, I put an electric phonograph, one of the new machines whose tonal qualities almost surpass the human voice. It is fairly loud and may be heard distinctly across the street."

"Every afternoon I turn loose my electric phonograph and I don't ten minutes until the area way is full of people and frequently the sidewalk is blocked from side to side.

"From noon until closing time I keep the machine in operation and during that period, every business day of the week, at least a thousand people, maybe more, stop long enough to hear at least one record played and perhaps long enough to hear several. Also, they get a good look at the thousands of dollars worth of merchandise I pack into the show windows during the purposely long intermissions between records played."

"It isn't that the people rush in to buy stuff after listening to a record or two, but the memory of the store figures in their minds and when they do need something in my line many of them remember the store with the big crowd in front and the electric phonograph going full blast."

**Practice of Playing a Machine at the Door the by $25—Attractive Show Windows Help**

"At any rate, enough of them remember the store so that my profits have increased $25 a day since the inauguration of this demonstration plan, and I am confident of a much larger increase in the next few weeks. Certainly any plan which makes it possible to sell radio sets during the Summer is surely worth while—and this one costs only 40 cents a day."

**Awarded R C A Franchise**

Allentown, Pa., October 7—The Pennsylvania Band Instrument Co., 28 North Sixth street, was recently awarded the franchise to sell the radio products of the Radio Corp. of America.

This rounds out the line of this store, as it has sold the Atwater Kent and Grebe products for some time past. The Pennsylvania Band Instrument Co. anticipates a big radio business this season and is stressing its well-equipped service department to prospective buyers.

Riley Puckett, Columbia Artist, With New Partner

The Columbia Co. now has a new vocal team to boost the popularity of its Southern series. No other than Riley Puckett, the famous blind musician of the hills and exclusive Columbia artist, has taken unto himself a partner and formed an Old Time Tunes team, that is pointed toward mighty prompt prominence if their first presentation is any indication. Riley's new partner is Bob Nichols, who wields a wicked bow and sings mighty effectively with his new side-kick. Their first release is "My Carolina Home."

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**Priess advertising tells the story of the remarkable new STRAIGHT NINE. It is concentrated in LOCAL territories, where it will do most good.**

9-tube power smashes the barrier of distance—remote stations come in with remarkable clarity and volume even when local stations are on.

No other commercial set made has such power—or power so easily and simply controlled. All the RADIO experience of 14 years is back of this new Priess, the best set that radio engineers have ever made and by far the greatest value your money can buy. Do not buy any radio until you have heard the new Priess—IN YOUR HOME—a Priess dealer will demonstrate gladly. No obligation to buy. Write for name of nearest dealers. Illustrated leaflet on request.

---

**Priess straight NINE**

"Outstanding radio performance and value on the market today—without exception."

PRIESS RADIO CORPORATION, 695 Broadway, New York

Priess dealers are given the fullest protection against price cutting, change in price and change in model. WRITE OR WIRE for distributor DEMONSTRATION.
Cashing In on the New Talking Machines

Retailers Must Exploit Improved Instruments and New Records by Consistently Bringing Them to the Attention of Prospects

By W. Braid White

A few days ago I was walking through a street in one of the charming suburbs of Chicago, distinguished among others for possessing a university, a large population of cultivated men and women and a great deal of wealth. The street along which I was walking contained among other things a row of quaint little wooden houses, quite California in type, small and pretty, each with a patch of garden in front and behind, all alive with dwarf trees, shrubbery and flowers, while other trees, constructed very gigantic in height, poplars, elms and oaks, towered among the tiny buildings, forming a veritable celestial canopy beneath which dreamed away the happy dwellers. As I strolled along my ears caught the sounds of music apparently exuding from one of the little houses a few doors further down the street. A piano, one or more violins, some wind instruments and (so I thought) some drums, were performing. They were doing a very well too and I was astonished that so tiny a house as the one before me should contain so many, at least a half a dozen, good musicians. Was it, then, a chance little livingroom at the leader's house for morning practice? Then again, was it an extraordinary good bit of radio reception? So I drew near and listened, still more interested.

What Was It?

The front door of the house was partly open and through it a tiny living room could be seen, in part at least. There was no company of six musicians in that room, that was sure enough. In fact, it was a bit doubtful whether there was any piano there at all. A dun shape bulked in one corner but was surely too small even to be a very small upright piano. What was the explanation of this remarkably fine dance music I was hearing?

Then suddenly the strains ended, there was a pause of a few seconds and then the first glorious sounds rang out of the great chorus "And the Glory of the Lord" from the Messiah. It is many a long day since I had heard anything like this. Here was volume, strength and color, sweetness and that sense of largeness which only a great body of voices can give. This was no cramped, distorted "small room" version, it was the real thing. And then, of course, the solution flashed on my mind. It was a phonograph to which I was listening! A phonograph and it had fooled me to the very last strain of the dance music; for it sounded as phonographs in the past have not been supposed to sound.

Nothing would do now but that I should confirm the conviction, and so I went up to the front door, rang the bell, and to the pretty young girl who answered it spoke somewhat as follows: "Forgive the intrusion, please, but would you mind telling me this is a phonograph to which I have been listening during the last few minutes? For some time, I could have sworn that a party of excellent musicians were rehearsing complete living music that I see; but the chorus undeceived me. Somehow I knew that it was not radio reception, at least after the dance music was finished, for there are no choral societies doing the Messiah at this time. Was it a phonograph or the angels? Perhaps you would tell me which it was, and is?"

And the young lady said with a smile: "Pray come in and see, or hear, for yourself."

And I came in, and it was a phonograph. It was, in fact, a full-sized specimen of the wonderful new machines which came recently on the market and which have created, together with the new process of recording, a veritable acoustic revolution. Perhaps nothing that could have happened to me, save this unexpected demonstration, could have brought home with such extraordinary force and conviction the amazingly complete nature of this revolution.

And what is the point of this long story? Simply this, that if the phonograph merchant of to-day will look around him and use his brains he will discover that, whilst he has been profiting by booming sales, there has been going on all around him a revolution. The phonograph is no more to-day what it was two years ago than chalk is cheese. There has been a complete new deal, from the first card to the last. The whole map is changed. The whole field appears under new and unpredicted aspects. Not one of the arguments which a short time ago were being used to show that the day of the talking machine is over any longer applies. One merely has resolutely to put the old ideas and the old inhibitions out of one's mind to realize all this and to know that a new day of prosperity and expansion has dawned.

But prosperity will come only to those dealers who recognize this opportunity and have set out to cash in by exploiting the new instruments and records through the practice of sales promotion methods of the highest order. The dealer must bring both instruments and records to the public in a manner that will sell them on the merits of the line he handles. He must "sell" through advertising, through his window displays, through demonstrations and in every other manner he can devise.

Let me insist still further on my personal experience. I thought I knew the talking machine from top to bottom. I thought I knew and could detect its every sound. I found that I was fooled. In a word, the new talking machine is a revolution. It opens a new day for the music merchant, and who can see this as a better get on his thinking cap without delay and do some hard brain work. For he who can adjust his mental processes and his methods of merchandising to it is entering upon a new era of prosperity and of expansion.

Are You Through?

Any man who does not realize that a revolution in public musical taste is even now going on is not fit to be in the music business, for evidently such a man does not follow the musical events and affairs of the nation. Unhappily our trade is full of men who seem to think that the right way to sell musical instruments is to profess and demonstrate complete ignorance of the art and performance of music, to shun every concert of origin and to say publicly that matters of art are not for red-blooded he-Americans. But the day of such men in the music industries is already past. They are through.

The phonograph merchant, however, who can see the signs of the times will realize that he has now at his disposal a musical instrument of outstanding and revolutionary power, an instrument for which the American people has for a long time unconsciously been searching. He will realize that he has but to wipe the slate clean, tell the facts and persistently demonstrate them, to obtain from the American people a response more cordial than his wildest dreams of the old days could ever have enabled him to imagine.

Film Star Buys Panatropes

Brunswick Panatropes are proving to be decidedly popular among Hollywood film artists. Many of the leading celebrities of the silver screen are owners of these machines. The latest to join them is Panatropes is Agnes Ayres, who played the in "The Heart of the Shiek," a Rudolph Valentino picture.

Joe May Loses Father

Expressions of sympathy and condolences extended to Joe May, who recently suffered the loss of his father, Joseph May, Sr., who had been in poor health over a long period.
Turn the demand for radio power devices into the greatest possible profit by pushing Balkite

The demand for reliable radio power devices has never been so great. The increased sales in this field will prove to be one of the greatest trade developments of the season.

Balkite dominates this field. Never has its position been so outstanding. It is one of the fastest selling lines in all radio. Over 400,000 Balkite Radio Power Units were sold last season, and the increase this season is already enormous.

Balkite is a complete line, serving the power requirements of any radio set and covering the entire price range. In the ease of operation it brings to the radio set owner it is the most advanced line on the market. It is backed by one of the strongest advertising campaigns in the industry, to say nothing of the untold prestige brought to Balkite by Balkite Broadcasting with Walter Damrosch and the New York Symphony.

Balkite is the tried and reliable line. It is limited to the fewest possible models, in which there is not one slow-mover. It contains no experiments. No Balkite product has ever been offered to the public that has not proved to be an outstanding success. No Balkite product has ever been put on the market that has not sold in enormous volume and brought steady profit to the jobber and dealer. All Balkite Radio Power Units are noiseless, permanent, trouble-free. Once sold they stay sold. The profit you make on them is clean.

Balkite jobbers and dealers end the radio season every year with a tidy profit. Their profits this year will be greater than ever before. You too can turn the demand for radio power devices into the greatest possible profit by pushing Balkite—the accepted leader in the field.

FANSTEEL PRODUCTS CO., Inc., North Chicago, Ill.
How Down Reduces Radio Sales Resistance

Successful Radio Merchant Says “Handle Nationally Advertised Lines and Give the Public What It Wants”—Cutting Service Cost

Handle nationally advertised radio products and give the public what it wants. This is the belief of Chas. W. Down, proprietor of the Alamac Radio Shop, located on Broadway in the center of a busy commercial and residential district of the better class in New York City. Mr. Down, who is a pioneer in the radio field, having opened his first establishment about four years ago in the downtown section of the city, has successfully applied these rules to his business, with results that prove the efficacy, from a sales standpoint, of his reasoning.

Public Wants Advertised Products

“The public will buy advertised products in preference to practically unknown lines,” stated Mr. Down. “They read about certain radio sets in their magazines, in the newspapers, on billboards, theatre programs, etc., and they talk about them. For this reason the natural thing for a prospect to do is to ask for a set the name of which he is familiar with when he visits the radio dealer. The merchant who features all kinds of unknown sets is simply building up sales resistance and lessening his chances of securing volume. The person who comes into the store and asks for a radio set or accessory of well-known make is already half sold.

Experienced Service Men Necessary

“The most important thing in connection with radio service,” continued Mr. Down, “is to send out thoroughly experienced men—men who know how to find trouble and to repair or adjust the set so that customer satisfaction is created. I have a completely equipped laboratory here in the store and I have three men on service work who understand radio from the practical and technical standpoint. Let me venture to say that not 10 per cent of the retail stores handling radio have properly equipped service departments. Where this is the case here is what happens. A customer buys a set and soon something goes wrong. The first thought of the owner is to get in touch with the dealer from whom the set was purchased. A man is sent out and if the work is done by an inexperienced worker trouble is bound to develop again. This time the customer not only loses confidence in the radio set but the store as well and she is pretty sure to take her trade elsewhere. A large percentage of my service calls come from people who have purchased their sets elsewhere, proving the truth of this contention. When we finish a job the set is in perfect condition and for this reason our customers become

Mr. Down has a wide reputation in the radio field and his calls for radio service come from all parts of the country. In fact, he specializes in service. Recently the head of the tax department in a city about three hundred miles from New York found his set to Mr. Down to be repaired and then made a special trip to New York to get the set when Mr. Down had finished with it.

Aggressive Sales Promotion

Mr. Down is an aggressive merchantises and is operating a number of plans designed to create revenue. For example: He has twenty sets on hand that he uses for rental purposes. His store is located in the Alamac Hotel Building and he finds that many of the guests of the hotel are prospects either to rent or buy a radio set. He has succeeded in making arrangements with the manager of the hotel, who has instructed the bell boys and elevator men to send interested persons to his store. When a set is rented or sold Mr. Down submits the bill to the hotel and the amount is added to the guest’s bill. Publicity of all kinds is utilized to make the name of the establishment known. For instance, he let Eva Tanguay, the dancer, take a set for use in her Long Island home. He has done the same for other members of the theatrical profession. He has a wide acquaintance among stage electricians and through these friendships he has made many sales to the electricians as well as to actors and actresses. The Alamac Radio Shop has 2,000 names on the mailing list and these are regularly circulated.

Mr. Down is building up a reputation in his new locality as an expert and specialist in his field. Recently he published a little booklet entitled “Enter Your Radio World,” which gives hints on the selection of a set, how to install it, its care and operation, a list of radio stations, questions and answers, etc., which he is distributing free to customers and prospects.

Okeh Distributing Division Reports Good September

Harry Fox, manager of the New York distributing division of the General Phonograph Corp., reports that all the lines handled showed a satisfactory volume of sales during September, with Okeh records and the Berg Arton line of portable talking machines particularly in demand. Mr. Fox reports that the records of Butterbeans and Susie are selling very well, due in large measure to the fact that dealers are tying up with the appearance of these popular artists in Jimmie Cooper’s Black and White Revue, which has been playing throughout the metropolitan section. The Symphonic reproducer has continued to be high in public favor and dealers report increased demand.

New Music Shop Opened

Aztec, N. J., October 4—A new talking machine and radio store, operating under the name of the Aztec Music & Electrical Co., opened in the Jackson Building here recently. The proprietors are Mrs. Harold Herbert and Mrs. Guy Herbert. A full line of Columbia Vixa-tonal phonographs and New Process Columbia records are carried, as well as several leading lines of radio receivers.

The Nassau Radio Co., Brooklyn, N. Y., recently purchased its capital stock from 300 shares of preferred stock at $100 per share and 200 shares of common stock of no par value to 650 shares of preferred at $100 per share and 3,000 shares of common of no par value.
"One of the three best franchises in Radio"

That's what a national authority on radio sales has said of Magnavox. Look how true it is:

Experience—Fifteen years of making radio products. First to produce a loud speaker. First to perfect single dial control.

Stability—Paid 100% in dividends since 1920—more than any other radio company whose stock is listed.

Quality—Only thirty-seven sets returned to factory as defective last year. 400,000 loud speakers made and sold.

Advertising—Radio's first large advertiser. One of three largest in magazines 1922 to 1925. Using more space this fall in the Saturday Evening Post than any other present radio advertiser has ever used during the same period.

Policies—Chief executives have been retailers, wholesalers and manufacturers of radio and musical instruments. Policies based on intimate appreciation of retailers’ problems.

Merchandise—Complete line of sets from $75 to $260 list (model 10, $110 list, shown). Three cone speaker models $22.50 to $50. (Cornell model, $22.50 list, shown).

Write at once for full details

THE MAGNAVOX COMPANY

General Office and Factory: Oakland, Calif.

R. S. Williams & Sons Co., Ltd., Toronto - Distributors for Canada
[not including British Columbia].

2406@2005
Cut Records to Move Old Type Phonographs—Stock—Radio Tie-ups With Current Events Build Profits—Other Interesting Stunts

The recent movement in the trade to clear up stocks of mechanically cut records by offering them to the public at greatly reduced prices serves to afford an excellent idea of the merchandising ingenuity of various dealers. Some there who were simply announced that the records could be obtained at the rate of three or four for the dollar and let it go at that, expecting the public to rush in and buy. Others advertised more liberally, presented window displays of the special offerings, and set out piles of records on tables so that they might work on the self-service idea, giving the prospect a chance to make his own selections without interference. Still others, and they may be called merchandisers, saw a chance for using the records as a lever for moving old model and used machines, the plan being to increase the price of the machine from $12 to $15 and then offer with it records to the list price value of $25 to $30. One dealer who had difficulty moving a rather worthwhile machine at $75 cleaned out his entire floor stock and a number of machines that were rushed to him on special order by raising the price to $87 and throwing in the $25 worth of records. The point is that the dealer not only moved the machines at a regular profit, but got fifty cents apiece for his records, as compared to twenty or thirty cents per record obtained by competitors. Opportunity does hang out in the queerest places.

Plan to Move Old Stock
To the average music dealer the term “bargain” as it applies to musical instruments has a mean sound because it reminds him too much of the “was-now” type of selling, and appears to cheapen the character of the business. The general public, however, or at least a very substantial proportion of it, is strong for the lure of the bargain, and the chance of getting unusual value for its money, or, better still, something more than is paid for. This trait can be turned to good account by the legitimate music dealer for clearing out old stocks of talking machines, pianos or what not, particularly of instruments taken in exchange. The Heaton Music Store, in Columbus, O., operates what is termed a bargain basement, where may be found used and discontinued styles of talking machines, pianos and radios. The bargain basement serves the double purpose of keeping used and antiquated stock off the main room floors, where they detract from the appearance of new instruments, and also makes a strong appeal to those who cannot afford, or naturally hesitate to buy, new instruments at list prices. The bargain basement of Heaton’s pays a profit on its operation, which should offer a hint to dealers who are wondering what to do with old and used models of talking machines and radio receivers.

Profiling by Tie-ups
With the football season under way and other major sporting events scheduled for the next few months, radio dealers will do well to take advantage of the opportunity of giving crowd demonstrations on the occasions of these sporting events, which run high in public interest. Hundreds of dealers throughout the country tied up with the broadcasting of the world’s heavyweight boxing championship bout and with the World’s Series baseball games, but there still remain plenty of opportunities to render service to the community by inviting people to the store to hear the broadcasting of these events and also profit by bringing the radio merchandising to the attention of many prospects. One instance of a dealer profiting from such exploitation occurred last month when the Terminal Radio & Music Shop, New York, advertised in the New York World that it would remain open to give passers-by the latest fight returns as received over the air. An attractive banner in front of the store invited all to the establishment, and on the night of the fight Joseph Polan, proprietor of the store, estimated the crowd that entered and waited in the courtyard outside as being in the neighborhood of 5,000. A good power set with a Western Electric loud speaker blazoned forth a description of the fight as broadcast and during the proceeding in sales of radio parts and accessories totaled over $1,000. In addition to this immediate profit, the demonstration bore fruit in that it brought the store’s products before the public’s eye and many have since returned to purchase parts and other necessities.

Studying Public Taste
Studying the types and classes of people who pass in front of a music store during the different hours of the day and selecting the type of music for playing at those hours which will most appeal to the greatest number of passers-by will result in increased sales of records. The Thirty-fourth street store of the Radio and Instrument Co., in New York, opposite an entrance to the Long Island railroad division of the Pennsylvania station, New York. The variety of nationalities who pass by is great, and the manager of the store, having studied the passing population so that now, at different hours, different selections are played. For instance, during the hours before lunch the Long Island commuters are in the majority, late popular releases are played, at other hours when workers are passing en route home, selections from the foreign language catalog are played, and so on during the day a carefully planned schedule is followed out. It might be interesting to note that almost 1,000 records of “Povetor’s Famous Dene” were sold in a week or ten days, mainly through store door playing in conjunction with an attractive window card. Though the record sold for $1.25, there was no hesitation on the part.

Unusual Places Invited
A talking machine dealer in the Middle West who entered the field a little more than a year ago has outstripped in sales volume many of his competitors who have been in business for years. This dealer, who opened his store, determined to make his establishment the music center of the section of the city in which he was located. He encouraged the young people to make his establishment their headquarters. When artists visited the city he made it a point to be on the committee of welcome and when ever possible he had visiting artists play in his store, naturally sending out invitations to customers and prospects. He built prestige and business increased tremendously. There is a thought in this for every dealer.

Philanthropy That Pays
A dealer in Fortchester, N. Y., is attracting considerable attention to his line of talking machines and the new records through loaning instruments and selected groups of recordings to lodges, church clubs and other societies, whenever affairs are planned that it would seem natural to use for music accompaniment. This farsighted retailer in this manner is creating an interest in his line and is securing publicity that will have a marked effect on sales in the long run. The dealer who is apt to become discouraged when he fails to notice any immediate effect in sales from his publicity must bear in mind that the effect of consistent advertising is cumulative.

Profits Through Service
Frederick P. Altschul, a music dealer who operates five stores in New York City and Washington, D. C., does a very large radio business. The policy of the firm is one of liberal service, with the object in view of promoting customer satisfaction. In line with this policy the company’s service department is open until the evenings on every day of the week. “While giving service on this basis is expensive,” said Mr. Altschul, “we believe that it pays us through the increased business we obtain from patrons who are satisfied with our methods of doing business.”

The Harding Jewelry Co., of Bessemer, Colo., who recently moved to a new store has added a complete music department featuring the Brunswick and Victor line of instruments and a complete stock of records. The Gulbransen piano line is also carried.
Big - -

Easily the
Biggest Value
in the trade at

$15 LIST

CASES IN
ALL COLORS

THERE'S nothing undersized about the Nifty PORTABLE except the price. Case is full size of standard $25.00 portables—and built stronger than many of them.

A genuine Heineman motor. Excellent reproducer and tone arm. Handsomely plated hardware. Tilting expanding record pocket.

Size — Tone — Appearance

Consolidated Talking Machine Company
227-229 W. Washington St. Chicago
WRITE US—OR WRITE YOUR JOBBER—AT ONCE
Gillespie Profits by Unusual Advertising

Southern Dealer Does the Unexpected in Advertising to Catch Public Attention—Some of His Most Successful Publicity Stunts

By Russell Raymond Vorhees

Mr. Gillespie started in business two and a half years ago in a small store that didn't boast of anything that isn't aboveboard. He had an assortment of these hundred records and a dozen talking machines, together with one horn machine that played at the store door. From this very modest beginning he has built his business to such an extent that is worth while. To-day Mr. Gillespie wouldn't sell his business for $25,000. As proof of the fact that Mr. Gillespie has built his business upon sound ideas the very fact that from the initial investment the business has financed itself and grown out of its own profits.

Publicity Cornerstone of Success

"From the start I tried to do something all the time that would advertise my business," says Mr. Gillespie in discussing the idea that he has made the corner-stone of his business. "I have always been firm in the belief that if a business is advertised all the time it is bound to grow and prosper. I feel from the way that my business has grown from its very small start that my original premise was correct."

A Nickel-a-Day Ad

"To be sure, there is all sorts of advertising, some of which may be questionable. I never go in for anything that isn't aboveboard and legitimate, but if the idea is alright I use it. For instance, take my awning. The phonograph company whose machines I handle paid half the cost of the awning and I paid the other half. My share of the cost of this awning runs me five cents a day for two years, which is supposed to be about the life of the awning. But that I believe that it is excellent advertising and is more than worth the cost. The reason I feel that way is because customers speak of the awning.

Gillespie's Best Advertising

"The best piece of advertising that I have ever done is the pinwheel that I have on the front of my auto and that I have since duplicated on the rear on either side. I made this pinwheel myself in my shop at a cost of $2.50, but it is the best piece of advertising I ever had regardless of price. The pinwheel is cut from a piece of block tin and mounted on the front wheel hub of a bicycle. When I drive my machine along the street the pinwheel on the front of the car attracts no end of attention and by having two on the rear end and I am able to hold this attention after I have passed.

Repairs Through Window Publicity

"I have two windows to my store and I try to get the most advertising value out of these. One window I keep for a display of the various parts of a phonograph that I have mounted on a board for display purposes. Then as I finish repair jobs I put the finished job in the window and that, I find, is more advertising for my shop. It is surprising to notice how many people will stop and look in the window at the parts and repaired jobs.

Motion in the Window

"The other window I use for a display of phonographs and machines and such things. In this window I always make it a rule to have some motion. I have found that a little motion goes a long, long way in attracting attention. I rig these motion displays up myself. I generally have some sort of a forge tin drum that carries advertising signs and which revolves. This attracts no end of attention to my window and store and is a great help in selling phonographs, accessories, records and supplies.

"In the Summer time I use fans, which I have found to be very good. Sometimes I hand these out to customers over the counter and at other times I send a lot of them to the different churches and hospitals. In both of these latter places they are excellent advertisements. I have had great success with fans. I find that anything like that on a hot day pleases the person who receives it. They are almost certain to read the advertisement on it. Around the holidays I use calendars and find that they are good. Almost anything that is actually handed to the customer is a good thing to advertise with I find.

Advertising on Records

"I have small stickers printed in black ink on a gold background that I paste on every record at the time it is sold. I stick these as near the name of the records as possible so that people are pretty certain to see them. The stickers bear the name and address of the shop. They are plain and neat and calculated to attract attention. This they never fail to do. I find that this is a very good way of advertising.

"Advertising is the life of business. If a talking machine dealer will stick to advertising he will find that it will make his business just as it has made mine.

Attractive Store Display

As a Stimulator of Sales

The C. A. Reid Piano Co., of Plainfield, N. J., as may be seen by a glance at the accompanying illustration, is featuring the

One of the Re'd Co. Display Rooms

Stromberg-Carlson radio line in a most attractive manner. The C. A. Reid Piano Co., have fine display rooms and the newest Stromberg-Carlson art console receiver has been given a fitting setting. Proper display in both the window and store are of the greatest importance in bringing out the attractive features of the handsome cabinets of talking machines and radio sets.

Specht Resumes Broadcasting

Paul Specht and His Orchestra resumed broadcasting on Friday, October 1, and will be heard every Friday during the hour of 11 to 12 from station WIZ. This orchestra is an exclusively Columbia recording aggregation and is well known throughout this country and Europe. In addition to the broadcasting each week, Paul Specht and His Orchestra is playing at the Colony Theatre and is also featured at the Twin Oaks Cafe, New York.

Morris Sanford Visits N. Y.

Morris Sanford, one of the officials of the Ideal Phonoptics Co., of Pittsburgh, Pa., and Cleveland, O., was a recent visitor in New York. He spent a great part of his stay at the offices of the General Phonograph Corp., conferring with Allan W. Frittsche, sales manager, on promotion plans for Okeh and Odeon records. En route home he stopped at the offices of the J. A. Fischer Co., maker of "Valley Forge" springs.
DOUBLE POLISHED

The non-jump process was originated by this organization — likewise Lubrill and Mocolene—the insurance against rust.

And Now

We double polish every Valley Forge main spring. Note how easily it glides into the spring cup and that unbeatable velvety finish—

On the alert always to better our products is the Valley Forge policy!
Truck Demonstration of Radio Receivers
Solved Dealer's Problem and Aids Sales

Stromberg-Carlson Dealer Fits Out Demonstration Car and Drives to Home of Likely Prospect
Who Shows Signs of Hesitation—Truck Keeps Store's Stock Before Public's Eye

There are undoubtedly many people who have not purchased radio sets who are at times possessed of the desire for a set and are well able to afford an instrument in their homes, but for some reason or other they put off buying simply through indifference or because they have never heard a radio receiver demonstrated under the proper conditions. It may be

J. H. McMillen's Demonstration Truck

that having dropped into a dealer's store the conditions were none too good and the growing desire for a set was nipped in the bud because of unfavorable reception. Such people hesitate before asking a dealer to demonstrate the receiver at their own homes because they do not wish to place themselves under obligation to the dealer for the time and trouble which it would make for him. Dealers who have suffered from difficulties in getting their products into the homes of likely prospects where a demonstration would in many cases mean a sale might be interested in the experience of a dealer who has to a great degree overcome this problem.

J. H. McMillen, Mabel, Minn., authorized Stromberg-Carlson dealer, encountered similar difficulties and many times felt that the prospect who grew lukewarm and held back from signing on the dotted line would buy if the Stromberg-Carlson receiver were demonstrated properly. As it was to get prospects to come to the store, it was more difficult to get consent to install a receiver in the home, and even after securing permission, while sales would be made, this method of selling greatly increased the selling cost.

As a solution to his problems Mr. McMillen fitted out a demonstration car, as shown in the accompanying photograph. This car is equipped with antenna and all necessary adjuncts, including a 601 Stromberg-Carlson receiver. Within the car, also, is a complete line of accessories and supplies.

Now when Mr. McMillen has a prospect he does not have to sell him on the idea of installing the set in his home. He simply asks him when he will be home and on that evening runs into the driveway, turns on the set, and gives a demonstration. Usually the prospect is so pleased with the simplicity of operation and efficiency of performance that the task of completing the sale is negligible.

By means of the car this dealer is also able to furnish reports of sporting events and other matters of current interest to crowds outside his store and at the principal points about town, thus keeping his store and its products constantly before the public's eye.

Mr. McMillen recently commented on his new means of exploitation and demonstration, saying: "Before I equipped this car, many of my prospects would say to me, 'We are not as peculiar about a radio, inasmuch as we have never heard any instrument that we consider worth listening to. All radios seem to be alike.' I had extreme difficulty in making demonstrations in the home. I had to install four for every one I sold. Now, however, I go to a place with my car and my prospect first gets interested in the novelty of my equipment. Soon I have some distant station tuned in with music that happens to appeal to them and they are listening while I explain the many advantages of Stromberg-Carlson. As a result, the time and labor required in making a demonstration are greatly reduced."

Brunswick National Ad
Campaign Is Under Way

Leading National Magazines, Newspapers From Coast to Coast and Trade Papers to Carry the Message of Brunswick Products

The Brunswick-Balke-Collender Co. has already launched a large advertising campaign, national in scope. In the magazine field the Saturday Evening Post, Literary Digest, Liberty, National Geographic, Good Housekeeping, Vogue and Harper's Bazaar will be used. Copy featuring the Panatrope is used in the majority of these magazines, although mention is being made of Brunswick's New Musical Instrument and the $3,000 contest by which it is obtaining a name for the New Musical Instrument.

In addition to the national magazines, a network of newspapers which cover the country from Coast to Coast is being used to feature all the Brunswick products, i.e., Panatropes, phonographs and records. This national advertising is, as has always been the Brunswick's policy, supplemented by a carefully planned schedule in the trade papers.

“Leads the World in Radio Values”

“Baby Grand Console” Model

DIAMOND RADIO

Six Tube

TRF

Power operated from light socket list . . . . . . . . $99.50
Battery operated list . . . . . . . . . . . . . . . . . . $89.50

Volume, selectivity and tone quality for present day conditions.

Note: Two loud speakers built in, both work at same time, one on the higher and one on the lower tone range and all notes whether high or low pitch are perfectly reproduced.

Here are united, in extreme degree, luxury of appearance and luxury in performance.

Our previous offer of sample, at factory cost, expires Oct. 15th

DIAMOND T RADIO MFRS.
SOUTH BEND, IND.
Phonographs Play Part at Convention of Music Merchants’ Association of Ohio


COLUMBUS, O., September 30.—The modern talking machine, particularly in its electrically operated form, played a prominent part in the unusually effective demonstration of modern musical instruments held at the Neil House here during the recent convention of the Music Merchants’ Association of Ohio and under the auspices of a group of some thirty Columbus music dealers.

The idea of the demonstration, termed “The Music Revue of 1926,” was to enable the public of Columbus to listen to actual demonstrations of the various types of musical instruments, including the straight upright and grand pianos, reproducing and player pianos and talking machines of various types, so they might have a proper conception of the new things the trade had to offer. That the public was really interested was evidenced by the fact that, although some 2,000 people crowded the ballroom of the Neil House, fully half as many more were turned away at the door by order of the Fire Department.

The program was opened with the presentation of the Brunswick Panatone in a most effective manner. Lee Sims, pianist, whose records are recorded by Brunswick, played the piano, and in comparison his recording of the same number played on the Panatone. The demonstration was allowed to rest with this comparison and the audience was greatly impressed.

Following the demonstration of the grand and upright pianos there was presented the new Viva-Tonal Columbia phonograph, presenting a march number and several other instrumental selections. The Columbia instrument was featured without electrical amplification, depending for tonal volume entirely upon the mechanical reproduction. Later on in the program the Orthophonic Victrola was also demonstrated, with orchestral, vocal and organ records, the amplifiers installed in the ballroom for banquet purposes being used to amplify the tones.

Despite the fact that the hall was poorly arranged for such a demonstration, being some 250 feet long and 60 feet wide, a large proportion of the audience stayed until the end. It was felt that the demonstration proved itself by permitting the public to realize the great advance that had been made in the talking machine and record field, a development not generally appreciated by those who have not had the opportunity to listen directly to the demonstration.

It was interesting to learn that the new Gulbransen Studio Model small upright, manufactured by the Gulbransen Co., of Chicago, was utilized for demonstrating the musical possibilities of that type of instrument.

Some of the Exhibitors

During the convention there were a number of official exhibits at the Neil House, talking machines and radio receivers being well represented. Atwater Kent radio receivers were shown and demonstrated by the Columbus Ignition Co., local distributor, with W. W. Baggett, sales manager, in attendance; the United States Music Co. had a complete display of its U. S. Pep and Auto-Art rolls, with George L. Ames, vice-president, in charge; the Columbia Phonograph Co. branch in Cleveland displayed the new Viva-Tonal phonograph in several styles and attracted much attention therewith. R. J. Mueller, district manager, was in charge. The Gulbransen Co., Chicago, had a replica of the elaborate display made at the National Music Industries Convention in New York in June; the new Gulbransen models were shown, as were the new Gulbransen music rolls.

H. A. Stewart, sales manager of the company, was in charge.

The Pennsylvania Phonograph Distributing Co. had an interesting display of the latest Sonora phonographs under the direction of J. E. DuBreuil, vice-president, and the Sterling Music & Record Co. had a display in the same quarters. The Brunswick-Balke-Collier Co. had an interesting display of various mechanical models, as well as the Panatone, in charge of J. E. Henschel, Cincinnati district manager. Lee Sims, prominent pianist and Brunswick artist, gave demonstrations during the week; the Berg Auto Truck in charge of A. J. Engel in charge; the Ideal Phonoparts Co. displayed Okeh and Oedeon records, phonographs, Valley Forge mainsprings and parts, Mel-O-Art music rolls, Symphonie reproducers, Carryola portables, Dictograph loud speakers and several other items, with Fred Schuyler, vice-president, and E. B. Lyons, Cleveland manager, in attendance.

The various talking machines were demonstrated almost constantly and attracted much attention from the visiting dealers. It was particularly significant that exhibitors of those lines booked really substantial orders, while some piano men were connected.

The Convention Itself

The convention itself attracted a large number of delegates and the business of the two afternoon sessions was handled in detail. The secretary, Rex Hyre, presented a lengthy report of the week’s activities of the Association and after discussion a resolution was passed urging that all publications be nationally priced. The Legislative Committee called attention to a new State bill prohibiting the use of false names and addresses in installment contracts by purchasers. It was reported that the Mutual Insurance Bureau of the Association was making progress and saving members 25 per cent a year on policies. The success of the piano-playing contest in Detroit recently was explained in detail by Roy A. Maypole, of that city, who had charge of the work. It was announced that the membership of the Association had exceeded the 200 mark, the actual total being 496.

Officers Elected

Officers of the association elected for the coming year were: President, O. H. Boyd, of Marion; vice-president, C. M. Alford, of Canton; treasurer, Wm. C. Crowe, of Columbus, and secretary, Rexford C. Hyre, of Cleveland. The next annual convention of the Association will be held in Cleveland.

Selling Radio Sets Under Difficulties in Canal Zone

Leighton & Leighton, Atwater Kent Dealers of Cristobal, Canal Zone, Tell of Hard Selling Conditions That Must Be Overcome.

Leighton & Leighton, Atwater Kent dealers of Cristobal, Canal Zone, handle the Atwater Kent line and report that there are more Atwater Kent receivers and speakers in their territory than in all other factory-made types combined. Mr. Leighton, in a recent letter to the Atwater Kent Mfg. Co., lists a few of the difficulties encountered in the Canal Zone, which are quoted herewith: “No daytime reception at any time of the year. Excessive spark leakage from naval radio stations and shipping lying in Cristobal Harbor, more than a mile distant. Unusual proportion of regenerate receivers, operated by decidedly unskilled radio fans—usually beginners. Numerous radio stations broadcasting ancient. Rain and humidity cause corrosion of all receiver and speaker parts containing ferrous or cuprous metals. Repair and installation of new parts regular program. Lack of advance information requires ‘fishing’ for programs, which has been somewhat simplified by the arrival of the 30.’”

These handicaps visualize, according to Mr. Leighton, “how much easier it should be to sell Atwater Kent sets in the States, if we can peddle a few of them here now and then under existing circumstances.”

Mr. Leighton reported that the model 30 receiving set and is specializing on this number. The first model 30 he received on April 1, and after waiting until 9 p.m. to get away from the radio station on the ship, the four stations were logged on the loud speaker until about 11:30 p.m., in spite of the adverse conditions.

Mr. Edison Man:—

Never Say “KAN’T,” say “KENT”

The KENT No. 1

With “S” Sound Box for playing lateral cut records on the Edison Disc Phonograph has outsold all competition.

Write for catalog of complete line.
“The one and only radio battery to handle”

“When we were selling every make of radio battery on the market except Eveready, we always lost money, mostly due to batteries not standing up and not being able to get replacements easily,” writes Mr. C. H. Gettman, of Gettman’s Shop, Norfolk, Neb. “The worm turned, however, and we have been making money on batteries ever since we stocked Evereadys. We have never lost a dime on the Eveready line, and more than that we have more than doubled the volume of our supplies and battery business. Eveready radio dealers and jobbers ought to realize that the one and only radio battery to handle is the Eveready.”

The Eveready line is a logical one for every music establishment. Order from your jobber.

Manufactured and guaranteed by National Carbon Co., Inc.
New York San Francisco
Atlanta Chicago
Kansas City

EVEREADY Radio Batteries
—they last longer
Predicts End of Uneven Radio Sales Trend

E. E. Bucher, General Sales Manager of R. C. A., Makes an Interesting Analysis of Present Radio Situation and the Outlook

One of the outstanding developments in the radio business during the Summer months just passed is the significant fact that consumer demand did not take the characteristically slump which many predicted, according to E. E. Bucher, general sales manager of the R C A. "In fact," Mr. Bucher says, "observation of the conditions prevailing in the trade, supplemented by a more intensive analysis of market conditions for the first eight months of 1926, lead me to believe that the present year may mark the end of the seasonal character of radio sales. Those who have studied buying trends in radio report a more pronounced uniformity of month-to-month radio purchases—all of which has occasioned a strong current of optimism in trade circles, particularly in the metropolitan centers.

New Era in Radio Merchandising

"The approach of this new era in radio merchandising was predicted a number of months ago; for it was logical to expect that the superative effort of the radio industry during the past two years to make radio a reliable source of public enjoyment during the entire year, Summer and Winter alike, ultimately should have its effect upon buying trends. The accomplishments which I believe are largely responsible for the flattening out of the yearly sales curve are:

1. A substantial improvement in broadcast programs, both with regard to the quality of entertainment and methods of presentation.
2. Highpower broadcasting with consequent wider program distribution.
3. Extension of the wire network of radio program distribution.
4. Improved receiving set performance in the form of:
   b. Greater simplicity of operation.
   c. Perfected operation from the lightning circuit.
   d. Introduction of reliable portable receivers.
   e. The introduction of special purpose vacuum tubes which have improved the efficiency of the broadcast receiver and improved its quality of reproduction.
5. Improved service to the public on the part of the trade.

"There can be no conflict of opinion on the improvement in the broadcast programs. Broadcasters are rendering a far more efficient service to the listening public to-day than at any time in broadcasting history. Many local stations are tapping the great reservoirs of program matter syndicated from the metropolitan cities and combining these truly excellent features with local presentations to form more completely balanced and acceptable periods of entertainment.

Effect of Broadcasting on Trade

"Widespread and growing interest in broadcasting by commercial interests and industrials is resulting in superior broadcast offerings. Even the casual listener will have observed the improvements in programs effected by broadcast stations.

E. E. Bucher at His Desk impresarios during the past year. Inasmuch as broadcasting is the very keystone of the radio business these substantial advances are having a salutary effect upon the trade.

"The growing tendency toward the use of higher power and, in fact, the actual application of highpower broadcasting has justified this practice during the Summer months of 1926. Adequate evidence is available to substantiate this claim. Greater broadcasting powers brought to countless thousands in remote sections of the land the same reliability of broadcast service heretofore restricted to listeners in metropolitan areas.

"Although continual progress is and should be the keynote of the radio art, nevertheless technical development has now reached the stage where the broadcast receiver will give satisfaction to its owner for years to come. Like the modern automobile with its high factor of maneuverability which enables its operator to comfortably travel the most congested city streets, so the factor of selectivity in the modern radio receiver enables the operator to travel the highways of space where broadcast traffic has practically reached the point of saturation. In this one respect alone the listener now enjoys the benefit of painstaking research and development born out of the necessities of a practical situation which once seemed headed for chaos. Single control receivers have reduced the simplicity of operation of the receiving set to the point where they can be manipulated by anyone. Operation of receivers from a lighting circuit became an accomplishment in the latter part of 1925. Likewise the portable receiver, which captured the public fancy during the Summer months, played a leading role in the entertainment of vacationists and travelers who took advantage of the marvelous Summer-time programs broadcast for their benefit. Advanced receivers, combining all of the elements which make for the most perfect enjoyment of the splendid programs offered by radio broadcasters, have now received their road test. The principles they embody have now been tried, tested and approved by the public. We need no longer ask ourselves whether they are favored with public acceptance. The public is sold to the new-day receiver.

Dealer Service a Stabilizing Factor

"The performance of the home receiver has been greatly enhanced by the conscientious effort of radio dealers to render a complete and thorough installation and inspection service with every sale. This factor of service, completing the five outstanding achievements during the past two years, has proved far-reaching in its effects upon the general growth of the radio business. While the manufacturer may provide receiving devices of the highest technical excellence, if the sale of this receiver is not supplemented by adequate inspection and service, full satisfaction may not be derived from it by the purchaser. It is gratifying to note the splendid dealer co-operation manufacturers are enjoying in this important work.

"Radio in all of its phases and ramifications has reached the point where the public can buy with safety. This year's offerings carry the first inducements to replace the old with new. Those who purchased their sets four years ago will find it to their advantage to investigate the merits of present-day products."

Orthodyne Corp. Chartered

The Orthodyne Acoustic Corp., New York City, was recently incorporated at Albany to make musical instruments with a capital stock of 100 shares at $100 per share and 1,000 shares of common stock of no par value. The incorporators are W. R. Roth, H. Schwartzberg and S. H. Rikind.

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

Pausin Engineering Company
727 Frelinghuysen Ave., Newark, N. J.
77 Inspections

for every FLYER Motor

Every Flyer Motor must successfully pass 77 inspection operations before it can leave our plant. The completed motor is tested for sound, on delicate sounding cabinets, by two different experts.

The precision and sturdy construction of Flyer Motors are famous in the industry. These light and noiseless but husky motors are made to stand years of hard, steady use, knocks, thumps, exposure — and still keep going.

— that’s why 3 out of 4 of all portables sold are equipped with Flyer Motors

The General Industries Co.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century
Some Practical Pointers on Salesmanship
A Dealer of Many Years' Experience Passes Along Some of Things He Has Learned About Selling Talking Machines and Records

A talking machine dealer in the Middle West, who is a veteran of the trade and understands all angles of the retail business through years of experience, recently laid down a number of rules which he himself follows. Each man who enters his employ is given this list of rules and is expected to follow the suggestions—otherwise he does not last very long with that firm.

The first suggestion on the list deals with the handling of customers and prospects. "A real salesman has the ability of analyzing each customer and handles the various types of individuals in a manner that does not arouse antagonism," stated this dealer. "The salesman must never conduct himself so that the customer argues; he must avoid arguments of all kinds. He must be in harmony with the prospective buyer, and he must submerge his own tendencies to bring about this condition."

Building Good-will Through Selling "There is more to selling than to getting the name on the dotted line. A sale that may mean the loss of good-will of a customer is poor business. After the customer has selected the talking machine, radio set, or other musical instrument, she should leave the store feeling that it was a pleasure to deal with us. Thus the customer becomes an asset to the firm, because he or she will not only come back to make further purchases in the future, but will recommend the store to friends. This is advertising of the most effective and profitable kind. One satisfied customer indirectly may be responsible for a number of sales."

"The salesman is the individual with whom the public comes in contact. If the salesman is unable to gain the good will of the customer, the store also is unable to do so, because the salesman is the firm in the eyes of the customer."

"When meeting a customer, do so with a smile. A genuine never grins very far in business, particularly in the selling end. Put the prospect at ease through a courteous approach. Never ask the prospect his desires in a negative manner. Don't say: You are not interested in a talking machine, are you? Besides being extremely poor grammar the customer makes the logical reply, 'No.' Once you have found in which product the customer is interested explain the merits of the instrument in the simplest manner."

Right Selling Reduces Credit Risk "Credit is an important element in the talking machine business. Most prospects expect to purchase an instrument on the deferred payment plan. For this reason it is important that the salesman make absolutely clear to the customer the terms on which the instrument is to be sold. Do not make promises that you are not certain will be acceptable to the credit department. Unless the firm is able to collect all the instruments when due the business is endangered. Also misunderstandings regarding terms result in customer dissatisfaction."

"In closing a sale inquire if the customer prefers to pay cash. If it is the patron's desire to take advantage of the time-payment plan, suggest high payments and a large initial payment. Work down to the point where the terms suit the customer. Of course, common sense regarding time payments must prevail. The policy of the store largely governs this. The great mistake made by salesmen eager to close sales lies in urging prospects to buy on the terms of terms. The salesman is not selling terms. He is selling merchandise and should sell the talking machine, radio set or whatever instrument the customer plans to buy, on its merits."

"Always have a pad and pencil at hand and when taking the deposit from the customer repeat the name and address and amount as you jot it down. Do not make random promises regarding delivery simply because the customer suggests a certain time. Be positive that the instrument can be delivered on the date specified before promising the customer. If a promise is made it should be kept. This also helps to build goodwill."

Common Sense Merchandising There is a great deal of sound, common sense in the points brought out by this dealer. Every suggestion is a practical one, having only two objectives in view: namely, to create sales and satisfied customers. The ratio of sales to inquiries in most stores measures the effectiveness of the sales policy. While it is true that many people enter a store merely to satisfy curiosity, it is a fact that an individual is curious enough to go into an establishment to ask about a product indicates an interest that the salesman can work on. But the salesman can work it. If, in spite of every effort, the prospect does not buy, very often the name and address can be secured. A vigorous follow-up many times will net sales that were impossible to make in the store.

Milton Watson Makes First Solo for the Columbia Co.

For some time Milton Watson, known as Chicago's favorite moving picture three singer, has been gracing Columbia dance records with enhancing vocal choruses that soon attracted considerable comment on the fine quality of his voice and expression. Columbia was quick to realize the value of this interest and has just released the first record by Milton Watson as a soloist, coupling "Journey's End" and "I Can't Get Over a Girl Like You."

Radio Service Aids Sales

BETHLEHEM, Pa., October 6—Charles C. Turk, talking machine and radio dealer, attributes the great success which he has achieved with his radio department for the past year to a complete service department which makes all calls promptly and does everything possible to aid the customer in enjoying his radio set to the utmost. Mr. Turk observes the Atwater Kent line of radio sets and the Brunswick line of phonographs and records.
Why try to sell them "something else" when they're already "sold" on Farrand?

There are many cone speakers on the market this season, but the Farrand "arrived" two seasons ago. Half a million radio fans are daily listening to its matchless performance—spreading the message of its superiority to every home that owns a radio, voicing a vast countrywide preference that comes only through time-tested, proven merit. Will you try to sell your customers "something else" or will you feature the speaker they're prepared to buy? There's a Farrand distributor near you. Order NOW.

Farrand Speaker

Another Farrand "hit"!

Another Farrand triumph—a heavy-duty "B" Eliminator that sets a new mark in high voltage capacity, $48.50, without tube. Combined with Power Amplifier—$62.50, without tubes.

FARRAND MFG. CO., Inc., LONG ISLAND CITY, N.Y.
Sure Shipping Protection for Radios

Long shipments, rough handling, or accidental drops and bumps bring no harm to radios when they are packed in Atlas Plywood Packing Cases.

With plywood sides that protect fine finishes and spruce cleats that make for a rigid whole, Atlas Cases are shipping insurance enough for radios. They've been just that for phonographs for years.

Columbia Co. Issues New Complete Race Catalog

New Listing of Recordings by Columbia Phonograph Co.'s Famous Race Artists Is Replete With Illustrations of Artists

A new complete race catalog was recently issued to its dealers by the Columbia Phonograph Co., New York. Five of Columbia's most prominent Cover of Columbia Race Catalog

- Ment exclusive Race stars are featured on the cover, namely: Bessie Smith, Ethel Waters, Chra Smith, Maggie Jones and the famous Race team of Williams and Brown.

On the inside pages, too, illustrations of the majority of the stars in Columbia's Race con-stellation are displayed, along with entertaining sales-making copy and lists of their respective records. A double index of artists and selections makes easy the finding of any particular record or all of the records by any desired re-cording artist.

Printed on a light blue stock in black ink, and attractively made up, the catalog is particularly inviting, especially to the Race. It is a sales aid that should prove invaluable to Columbia dealers who make use of it.

Howard W. Lester Dead

HARTFORD, CONN., October 4.—Howard W. Les-tor, treasurer of the Post & Lester Co., Freed-Eisenmann radio distributor, died here recently after an illness of several months. The im-me-diate cause of Mr. Lester's demise was pneumonia. At the time of death Mr. Lester was fifty-three years of age. He is survived by a widow and two children.

Latest Summary of Exports and Imports of “Talkers”

Figures on Exports and Imports of Talking Machines and Records for the Month of July Show Gains Over a Year Ago

WASHINGTON, D. C., October 7.—In the sum-mary of exports and imports of the commerce of the United States for the month of July, 1926 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

- The total imports of talking machines and parts during July, 1926, amounted in value to $2,896,000, as compared with $2,235,000 worth which were imported during the same period of 1925. The seven months' total ending July, 1926, showed importations valued at $299,345 in the same period of 1925, $268,793.

- Talking machines to the number of 11,356, valued at $362,951, were exported in July, 1926, as compared with 1,950 talking machines, valued at $154,923, sent abroad in the same period of 1925. The seven months' total showed that we exported 8,848 talking machines, valued at $1,801,949, as against 6,748 talking machines, valued at $1,212,814, in 1925.

- The total exports of records and supplies for July, 1926, were valued at $188,484, as compared with $137,968 in July 1925. The seven months' ending July, 1926, show records and accessories exported valued at $1,293,048, as compared with $957,832 in 1925.

- The countries to which these instruments were sent during July and their values were as follows: United Kingdom, $1,780; other Europe, $8,487; Canada, $45,653; Central America, $19,727; Mexico, $71,028; Cuba, $6,590; Argentina, $7,618; Chile, $21,299; Colombia, $49,383; Peru, $11,627; other South America, $30,517; China, $2,547; Japan, $2,373; Philippine Islands, $20,946; Australia, $21,136; New Zealand, $3,193; other countries, $24,681.

Brunswick Artist on Tour

Nick Lucas, the "Crooning Troubadour," Brunswick record artist, is now on a tour of the Western Coast on the Orpheum Circuit and is playing to large and enthusiastic audiENCES. Brunswick dealers are tying up effect-ively with the appearances of this artist, and in the cities in which he has appeared record sales have shown a marked increase.

Unusual Window Display Gets Panatrope Prospects

Enormous Crowds Gathered Before Window of the Melody Music Shop, in Memphis, Tenn., and Many Prospects Were Secured

The Melody Music Shop, Brunswick dealer, of Memphis, Tenn., recently staged an unusual window display. When the movie, “The Lost World,” appeared in that town this dealer arranged a window in which he exhibited an animal over which a sign read, “What is it? Guess. Animal from Lost World. Correct name, age and its country and win a Ukulele.”

The novelty and attracting powers of this window are readily apparent and the Melody Music Shop tied up its Brunswick merchandise with an enormous sign across the bottom of the window reading, “Demonstrating Brunswick Panatrope, the Marvel of the Music World”; while in the back of the window a Panatrope was played continuously.

Hundreds of people stopped in to inquire about the animal and the contest and each was induced to listen to the Panatrope. Even though at this time of the year the thermometer in Memphis reached around 100 and upward, this dealer kept an accurate check and found that in less than ten minutes one hundred and twenty-five people stopped at the store. Mr. Blake, manager of the shop, was very en-thusiastic over the results of the novel window and was especially pleased with the number of Panatrope prospects and sales actually traceable to the stunt.

The Glen Brothers-Roberts Music Co., Salt Lake City, Utah, reports a very good business for September. Additional phonograph record booths have been installed recently.
NOW PERFECTED...

THIS remarkable new Micro-phonie Phonograph Reproducer faithfully brings out all the deep and full tones of records. Designed by the engineering staff of the Plaza Music Company, headed by Frank D. Lewis, one of the best acoustical engineers in the trade.

Equally as attractive in appearance as in tone quality each reproducer put up in a handsome, lined jewel case.

JOBBERS: Write or wire at once for details of the splendid proposition which we are offering jobbers on our new MICRO-PHONIC Phonograph Reproducer.

PLAZA MUSIC COMPANY - New York, N. Y.
The PLAZA MUSIC CO. presents a remarkable new product--the FINE-ARTS CONE SPEAKER

Beautiful in appearance—amazing in its tonal qualities!

Frank D. Lewis, pioneer among cone speaker scientists and internationally famous expert in radio and phonograph acoustics, designed this remarkable cone. And the Plaza Music Company, with twenty years of experience in the merchandising of music products, is manufacturing it.

It is a cone of flawless reproduction. You will hear the finest strains of the violin—the deepest bass of the drum—the highest treble of the piano!

In beauty of design and finish as well as in quality of construction and materials the Fine-Arts Speaker is as extraordinarily fine as are its tonal qualities.

It measures fifteen and a half inches in diameter and seventeen inches in height.

Its frame is of a heavy casting, finished in a beautiful antique bronze. The diaphragm is made of a specially treated fabric that is absolutely immune to all atmospheric changes.

DISTRIBUTORS

There is an exclusive proposition behind this for you that is without parallel in profit and in satisfaction. Get particulars at once.

Plaza Music Co. RADIO DIVISION 10 West 20th St. New York
The Greatest Line of Portables Ever Offered to the Trade

Kompact $12.50
(For West and South add 10%)
(Canada $17.50)

Regal $15.00
(For West and South add 10%)
(Canada $22.50)

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

Plaza portables are all-year-round sellers!

Real profits are now being made by those dealers who are featuring the Pal, Regal and Kompact Portables. With this complete line they are able to fill the requirements of all their customers -- from those who want the best in portable phonographs, to those who prefer the popular priced machines.

Plaza Music Co. 10 West 20th Street New York
NOW—made by a new principle of recording

Record dealers are amazed at the wonderful improvement in tone and volume

The new Domino Records made by an improved principle of recording are the talk of the trade! Their remarkable depth and fullness of tone mark a new era for popular-priced records. Thousands of people who have never purchased 3 for $1.00 records will now readily buy the new Domino records.

The foremost artists and orchestras in the industry record for the new Domino Records.

A complete advertising service, comprising attractive multicolor window hangers, displays, and window strips, is furnished monthly free to dealers.

SPECIAL OFFER To assist you in starting a profitable 3 for $1.00 Record Department in your store, we have compiled a special $50 assortment of popular hits and standard records together with a liberal supply of advertising matter which we will be glad to send you promptly. Act at once and get the full benefit of the big Fall and Holiday business.

PLAZA MUSIC COMPANY
10 West 20th Street, New York
The future of radio as a practical utility is engaging the attention of everybody connected with this great industry. Therefore, the expression of A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., and a leader in the field, on this subject and upon the prospects for the coming season should be of General Interest.

Mr. Kent declared that: "The development of radio to date has been chiefly a development of its physical side—a development of the simple bathtub type with the broadcasts made available to listeners-in. This has now progressed to a point where the physical facilities for radio reception may be regarded as efficient, dependable, precise mechanical utilities. "While there will, of course, be a constant advance in radio engineering and the design and construction of receiving sets, progress in that line will not render antiquated or obsolete the carefully designed, well built, standardized receiving sets of to-day. There will be refinements and improvements, of course, but for all practical purposes present-day sets will retain their value indefinitely.

"It is in the application of radio that the greatest changes for the immediate future seem likely. From an instrumentality used chiefly for amusement and recreation, I believe radio is certain to become a practical utility of the utmost value, both economically and culturally. The use of radio in an increasing degree by the United States Government, as an agency to save dollars and cents to the farmers in the more intelligent care and marketing of their crops, is only an index to what may be done with radio as a utility, returning dividends in actual cash.

"The value of radio as an agency in education is now being used by educators, and tests that are now being made in this field, I believe, will inevitably result in the adoption, generally, of radio in the schools.

"The city of Atlanta, this Fall, is equipping all its schools with receiving sets and will put on daily programs fitted to the needs of the different grades. Additional programs of an educational and inspirational nature will be broadcast for the mothers and fathers. In Connecticut all rural schools are being equipped with radio and programs in music appreciation, as a first subject, are to be broadcast this Winter from Station WTC.

"These are but straws indicating the way the wind is shifting. These tests, and others that are to follow, will, in my judgment, open the door to the general adoption of radio as an educational and commercial utility."

Lepers at Manila Colony: Enthusiastic Over Panatrope

The American Electric Co., of Manila, Philippine Islands, Brunswick dealer, writes very interestingly of a most unusual demonstration which it recently arranged.

"Carl Fenton and his Celebrated Orchestra should have been present this afternoon at the Panatrope demonstration given for the lepers of San Lazaro Hospital, Manila, P. I. Two hundred victims of this terrible disease, Filipino, Chinese, Japanese and one American, stood over two hours in a drizzling rain listening to the remarkable music of the new Brunswick invention. Fenton's 'Collegiate' was the hit of the day, and to hear this pathetic little hand of unfortunate cheer and upland and shout for 'One more,' would surely have touched his heart had he witnessed the scene. At the close of the program they pleaded again for 'Collegiate,' and although late for another demonstration I had to listen to their request. "During overlap was not shown in popular favor with the lepers. Chapian's 'Polonaise Militaire,' by Josef Hoffmann, was greatly enjoyed, as was also the 'Raymond Overture' by Thomas.

"Among the lepers who heard the Panatrope were little height-eyed youngsters of seven or eight years, older per

Columbia Changes the Form of Alphabetical List

The Columbia Phonograph Co., commencing with its October record supplement, changed the alphabetical review list of records to a new and more convenient form for reference.

Previously this list, which indexes all the Columbia New Process records released since last December, had an alphabetical arrangement whereby each classification of records, such as the Celebrity Series, Dance, Hawaiian, Old Time Tunes, etc., were treated separately; each had the records coming under their respective heading arranged in a separate alphabetical list. From now on, however, this record reference will take the form of a straight alphabetical list; no divisions or sub-divisions; simply an unarranged alphabetical arrangement whereby if a title is known it can be found immediately and if there are one or more recordings of the same title they can be identified.
One year ahead
in all that's new

NO BATTERIES
REALISM—through power
NO ANTENNA*
SINGLE CONTROL
SEALED CONSTRUCTION*

Where others are taking their first trial steps, RCA has had more than a year of experience. In every new advance-
ment of radio, RCA Radiolas have proved themselves in use.
The laboratories have followed them closely through a year
of "road-test" in many thousands of homes—perfecting them
steadily. And in this proved and perfected radio you will
find sound business with sure profit.

The kind of new product you want to sell and the public
wants to buy is the new product that has been tried, tested
and perfected.

Radiola 28
Radiola 20
Radiola 30

RCA Radiola
MADE BY THE MAKERS OF THE RADIotron
RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO
Sell POWER Radiotrons. They show up well on the profit sheets—and they help you to sell all along the line. The public wants big-volume reception today.

Are you using this fellow? For the brightest, best-selling radio window in town, ask your RCA distributor about the complete Radiotron window display.

On your shelves they take small space—stay a short time.
On your books they show steady year-round profits
Radiotrons are the backbone of your radio business

RCA® Radiotron

RADIO CORPORATION OF AMERICA—NEW YORK, CHICAGO, SAN FRANCISCO

MADE BY THE MAKERS OF THE RADIOLA
How the Pattison Music Co., Denver, Col., Makes 'Phone a Business Builder

Firm Maintains a List of Customers Who Have Telephone and Keeps Them Posted on Latest Record Releases—Substantial Increase in Sales at Low Cost Result of Promotion Plan

The telephone is an invaluable medium to increase sales of talking machine records, according to K. R. Williamson, of the Pattison Music Co., Denver, Col. This firm maintains a telephone list of customers and keeps them posted on the latest releases of phonograph records. And while the telephone sales campaign is not a thoroughly organized one wherein certain persons are designated to call the entire list of record customers at specified intervals—say once a week—much additional business has been obtained by using the phone when the clerks have a little spare time to call a few of the customers and apprise them of some of the new numbers just stocked. Perhaps one day a clerk may call twenty persons and another day she may call twice that many, depending upon how busy they are in the store with drop-in trade.

Most of the customers appreciate this service, for people like to keep up-to-date with their libraries of records as they like to be up-to-date in other ways. Then there are some people who are exceptionally fond of talking machine music and who buy constantly and regularly. By watching the character of records they purchase, the dealer may know which of the new releases are likely to please these patrons and notify them of their arrival.

A radio salesman has declared that, to sell radio sets, the demonstrator-salesman must ascertain first, what sort of music the family prefers—jazz, popular or classical—and, by watching the programs of the broadcasting stations, he will know which stations are broadcasting the kind of music desired and at what hours. Then he can tune in for the station broadcasting the kind of music that the prospect prefers and so eliminate sales resistance.

Selling of phonograph records is somewhat similar. If you watch the tastes of your record customers, you will be able to sell more records if you remind them of and demonstrate numbers they like to their tastes. It saves a lot of valuable time, too, and keeps the customer interested in his record library and makes of him a repeat buyer.

Leaders in the industry have been established, and this year receivers are being produced that will meet every demand for clarity of reproduction and general all-around efficiency. The test days of radio are past.

Gulbransen Line Exhibited

At the Illinois Music Merchants' Association Convention, held at Decatur Monday and Tuesday, September 27 and 28, the Gulbransen line was on display at the Emerson Piano House, 143-45 Main Street. Ted W. Perkins, Gulbransen salesman in Illinois, is demonstrating the Gulbransen at those rooms.

Panatrope in Broadway Show

The Brunswick Panatrope plays a part in "Grapes," the production which opened on Broadway last October. Alice Brady was the star of "Grapes," and which was proclaimed a success by all critics. In a scene at a country club the Panatrope plays off-stage.

We are distributors of the famous Farrant Speaker

North American Radio Corporation

1845 Broadway New York, N. Y.
One-Dial Control!

—in this amazing 5-tube set at $50

Already the new 5-tube Crosley set, at $50, has met such a tremendous demand as to confirm the prediction that it will replace thousands upon thousands of sets now in use.

Confronted by high prices, many people who desired to replace their old sets have hitherto hesitated to do so. Now, in the new Crosley "50"... they find the features and qualities they desire, formerly exclusive to very high-priced sets ... available at small investment.

The incomparable joys of Single-Dial Control! Uncanny selectivity, resulting from its metal-shielded chassis and the surpassing efficiency of the Crosley circuit's advanced design! Exquisite volume, thanks to the matchless Crescendon! Crosley Acumulators, power tube adaptability ... all the attributes of radio at its best ... for $50!

In all the Crosley line no instrument represents a greater triumph than this wonderful 5-tube set. Examine the line in full, as illustrated in the marginal column at the left ... each item a victory for mass production in reducing radio prices. Then see the Crosley line at Crosley dealers ... including the new "50" ... now on display!

See it ... hear it. View the refreshing beauty of its solid mahogany cabinet. Operate it yourself. Watch the stations, written in on the graphic dial, parade before you and usher in their programs with unerring accuracy. Sharpen the selection with the Crosley Acumulators. Release inspiring volume by means of the Crescendon.

Know what heights ... in tone, volume, selectivity and sensitivity ... radio of moderate price has reached!

THE CROSLEY RADIO CORPORATION, CINCINNATI—POWEL CROSLEY, Jr., President

Crosley manufactures radio receiving sets, which are licensed under Armstrong U.S. Patent No. 1,113,449 or under patent applications of Radio Frequency Laboratories, Inc., and other patentees named and available. Goods and operating station WCLW, are remote control inter-electrical stations in America. All prices without accessories.

CROSLEY FEATURES

THE "CRESCENDON" 

When, as on other noisy roads, ears are aching, the Crescendon on your Crosley reduces sound. The Crescendon on Crosley reduces sound to levels heard in many ears.

THE "ACUMINATORS" 

These exclusive Crosley features, eliminate interference, prevent radio malfunctions, reduce radio static, and improve volume. The Acuminators on your Crosley prevent radio static, and improve volume.

THE "ACUMINATORS" 

An exclusive Crosley feature, these units are built into the chassis of your Crosley set to provide constant control when used with other Crosley sets.

THE "ACUMINATORS" 

An exclusive Crosley feature, these units are built into the chassis of your Crosley set to provide constant control when used with other Crosley sets.

One-Dial control. You find your station, then write its letter on the graphic dial, to enjoy it once more for all, to tune to whenever you fancy dial-tune!

The new Crosley all-metal, shielded chassis not only adds in producing outstanding selectivity, but standardises manufacture and helps make possible the price of $50.

Slightly higher west of the Rockies. Never before, at any price, has a radio set possessed all these features in any single-dial control with graphic stations selector.

2. Metal-shielded chassis, contributing to amazing selectivity and reduced cost. A Crescendon control, producing exclusive volume from distant stations.

4. Crosley Acumulators, which sharpen tuning and increase selectivity.

5. Power tube adaptability.

6. Beautiful, solid mahogany cabinet of distinguished design, and exquisite two-tone finish.

THE CROSLEY RADIO CORPORATION, CINCINNATI—POWEL CROSLEY, Jr., President

For Catalogue write Dept. 25

THE CRESCENDON

Includes the microphone in a beautiful cabinet of heavy mahogany finish. All tubes and dials are easily accessible. 6½ inches long inside.

THE CRESCENDON

Includes the microphone in a beautiful cabinet of heavy mahogany finish. All tubes and dials are easily accessible. 6½ inches long inside.
Justine Lawrie, Evangelist, Recording for Columbia

Former Operatic and Concert Artist Now Well Known in Evangelistic Field Makes Record Debut on Columbia New Process Disc

Grand Opera has welcomed many singers from the church choir, but going from grand opera and concert stage to the church is reversing the usual order. This is the experience, however, of Justine Lawrie, the well-known American tenor, who is now engaged in country-wide evangelistic work and who recently made his record debut on a Columbia record, singing "Sometime We'll Understand" and "My Lord and I." Mr. Lawrie was born in Maine and early in his youth began his musical education. He finished in Europe and has sung in many foreign countries. He sings French, Italian and English with equal ease.

Following a somewhat unusual religious experience, Mr. Lawrie recently determined to enter the evangelistic field as a singer and church leader. Dr. Goodell, the famous evangelist, immediately arranged to have the tenor accompany him on his evangelistic tours. His success in this new field was instantaneous. Highly temperamental, he throw's his whole soul into the chorus leading and with boundless enthusiasm makes the great audiences into one big choir. His direction of these choirs is praised as highly as his wonderful solo work.

Rapidly his reputation has grown. Churches and revival committees throughout the country are bidding for his service. Thousands upon thousands of people have thrilled at his renderings of sacred selections. All of which points to a wide sale of Mr. Lawrie's first recordings for Columbia.

Record Demonstrations Aid Sale of Other Merchandise

Sport Shop, Stromberg-Carlson Dealer, Finds Store Door Playing Attracts Crowds—Novel Method of Displaying Records and Radios

A plan which was originally devised to increase the sales of records eventually turned out to draw the attention of the public to not only records, but talking machines, radio receivers and loud speakers. The Sport Shop, of Jersey City, N.J., to stimulate record sales, tried the practice of playing records inside the store, reproducing the music outside through the medium of a Stromberg-Carlson loud speaker. Many people who stopped were under the impression that the music they listened to was a radio broadcast program and stepped into the store to inquire what station was broadcasting. Who the artists were and other questions. This interest led to experimentation to see if it were possible to announce the records as they were being played.

The Sport Shop succeeded in accomplishing this, in the following fashion: The talking machine which speaker attachment was used as before. Another speaker, however, was attached to the talking machine and was used as a microphone with a power amplifier located outside the store, controlled by a cut-in switch for announcement.

In the event that the dealer wanted to reproduce a good radio program, rather than recorded music, the talking machine phone plug was disconnected and the plug was connected with the Stromberg-Carlson receiver. All of the equipment was located in the shop's window. This method of presenting the store's merchandise to the passing public has proved most effective in stimulating interest in the several lines, record sales have increased and sales of other products have gained.

Super-Products for Super-Sales!

Put a punch in your Fall campaign by featuring two super-accessories—the famous Super-Ball Antenna—the perfected Super-Ground Clamp.

With its great New Condenser, the Super-Ball Antenna gets 40% to 60% more volume. Approved under National Electric Code and by National Board of Fire Underwriters.

Don't miss your share of swift sales and quick turnover on these super-accessories. Write today for territory, terms and full information.

YAHRL-LANGE, Inc.
National and International Distributors
Milwaukee, Wisconsin

The Super-Ground Clamp—"holds the grip of a grizzly"—reduces high resistance in the ground wire, saves batteries.

Panatrope Featured in Displays of Newspapers

Sioux City Tribune Displays Seville Model in Its Window—Effective Contribution to Brunswick Advertising Campaign

A remarkable co-operative spirit has been displayed toward the Brunswick Co. by different newspapers throughout the country in joining with it to make its gigantic nationwide advertising campaign a success. Everywhere the papers have extended their best efforts to have Brunswick dealers tie up their usual advertising with the national copy and the Brunswick Chicago office reports that daily it is receiving tear sheets of full-page tie-ups in number far exceeding any previous records of dealer advertising.

Another very interesting and effective man-
STEWART-WARNER

Matched-Unit Radio

Are you hooked up with a winner?

The day of the fly-by-night radio manufacturer and dealer has passed. The day of the solid, substantial, responsible manufacturer and dealer is here!

Convincing proof of this is found in the astonishing growth in the sales of Stewart-Warner Radio—and in the number of applications for Stewart-Warner Protective Franchises which are pouring in every day.

Far-seeing dealers everywhere are realizing the vital importance of "hooking up with a winner" to insure immediate profits and permanent prosperity.

Never before has the Stewart-Warner Protective Franchise been so valuable an asset as today! The Stewart-Warner line has been rounded out by the addition of many new, fast-selling, up-to-the-minute models, including several new six-tube single dial sets and an amazing new reproducer.

Now you can supply all the demands of all your customers from the Stewart-Warner Matched-Unit Line. There's a Stewart-Warner Radio for every taste, every home, every purse.

Right now, with the cream of the selling season just before you, is the time to clinch your Fall and Winter Profits by lining up with Stewart-Warner. Delay will mean lost sales, lost opportunities for making real money. Write today for complete catalog and details regarding a Franchise in your locality.

The new Stewart-Warner Reproducer, shown above, is already creating a sensation from coast to coast. It is a musical marvel! By employing an altogether new principle of electrical sound reproduction, Stewart-Warner has achieved the triumph of eliminating the annoying distortion caused by tones at the “natural period of vibration” of the diaphragm. Radio manufacturers have attempted for years to accomplish this feat, but it remained for Stewart-Warner to do it. Stewart-Warner is in exclusive control of the patents on the device which eliminates this distortion. No other make of reproducer can use it.

The result is clear and faithful rendition of every musical sound, from the lowest to the highest, just as they are broadcast from studio or stage. You will find this new Stewart-Warner Reproducer to be a phenomenally fast seller—and a big profit-maker for yourself.

STEWART-WARNER SPEEDOMETER CORPORATION
1624 DIVERSEY PARKWAY, CHICAGO, U. S. A.

TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS
Harger & Blish, Des Moines, Stage a Sales Meeting of Atwater Kent Dealers

Affair sponsored by well-known distributing organization under the direction of H. B. Sixsmith, sales manager, brings 180 dealers—present new lines and make plans.

Des Moines, Ia., October 7—Harger & Blish, Atwater Kent distributors of this city, recently held a general convention and sales meeting for the dealers in the State of Iowa in the Harger & Blish building, this city. The meeting was under the direction of H. B. Sixsmith, sales manager of the company, and about 180 dealers were present. H. H. Blish, Sr., opened the morning session with a few well-chosen words of welcome. Lyle A. Pratt, of the Atwater Kent Mfg. Co., of Philadelphia, and representative of that company in this territory, explained the recent survey made by Barton, Durstine & Osborn, advertising agents and counselors, and told how through the results of this campaign the Atwater Kent Mfg. Co. was able to lay out one of the most extensive and effective campaigns in the radio industry this year. He also brought before the dealers the importance of show window, newspaper and billboard advertising and introduced Floyd L. Ray, who will assist him in the territory.

How poster advertising could cover the territory at a net cost to the dealer of approximately twenty-eight cents per day was explained by Robert Henderson, Jr., of the Stoner-McGray Advertising Co.

Pooley cabinets were presented by E. F. Marbourg, of the Pooley Mfg. Co., Philadelphia. The subject on window display was presented by Jack Cameron, of the Harris Emery Co., of Des Moines, and president of the National Window Trimming Association. Paul G. Niehoff, of the King Electric Co., Buffalo, presented the new electron line of chargers and eliminators, and W. C. Herlihy, of the Farrand Mfg. Co., spoke on the subject of cone speakers. The Brystophan, a new product of the Bristol Co., Waterbury, Conn., was also demonstrated. After luncheon served by Harger & Blish in their own specially prepared dining-room, the afternoon session was opened by W. E. White, of the Philadelphia Storage Battery Co., who demonstrated the new Philco line of socket powers. A. C. Hirschman presented the Majestic B eliminators, C. F. Lorenzen, of the Burgess Battery Co., spoke on Burgess batteries, and the new Baktie line was demonstrated by Mr. Schlotmeier, Voed & Anderson Co. M. L. Coye, of the Bankers-Commercial Security Co., spoke on finances. The meeting disbanded with an avowed determination by all those present that meetings should be held at regular intervals.

Two Power Model Sets Are Added to the Sparton Line

Sparks-Wilkinson Co. announces two models of Sparton 110-AC receivers—no batteries needed—in table and console model.

Sparton 110-AC Receiver

Sparton 110-AC model and is available as a table model and as a console with built-in speaker. Both styles come equipped with tubes.

The new Sparton model has been in the process of development for some time in the Sparks-Wilkinson laboratories and before its acceptance for production it passed successfully a full variety of competitive and exacting tests.

In addition to its novel circuit, the Sparton 110-AC operates by a two-dial control, with the center window calibrated in wave lengths, which greatly facilitates ease and simplicity of tuning. The cabinets housing the sets are of two-tone walnut with highly decorative features. The addition of this model rounds out the Sparton line, which now includes six models, all following closely the fundamental Sparton ideas, and with a price range to accommodate all classes of buyers.

Phonographs Are Leaders in Tone, Appearance, and Workmanship

Phonographs are equipped with specially constructed tone chambers and reproducers. They play both vocal and instrumental records with wonderful volume and clarity. Designed and priced to sell in the highly competitive market of today. Send for catalog and prices.

Not an experiment, but the result of 25 years' experience building high grade musical instruments.

FUEHR & STEMMER PIANO CO.

Chicago, Ill.

1934 Wentworth Ave.

October 15, 1926

radio and talking machines. All sorts of sport events that are being broadcast, visiting record artists and theatrical attractions that can be tied up with the talking machine, present the dealer with an unrivaled opportunity to cash in. The merchant who fails to tie up with these events is losing business.

Famous Stars Featured in New A-K Broadcasting Hour

The new series of concerts broadcast during the Atwater Kent radio hour from station WEAF and associated stations was inaugurated on Sunday, October 3, with a joint concert by Anna Case, soprano, and Albert Spalding, violinist. On October 10 Louise Homer, soprano, and Clarence Whitell, baritone, presented an interesting program, and on October 17 Margaret Matzenauer, contralto, and Frank LaForge, composer-pianist, will render a joint concert.

These artists will be followed on succeeding Sunday evenings by such internationally known stars as Frances Alda, Lauretta Portoghesi, Schumann-Heink, Frieda Hempel, Josef Holmann, Edward Johnson, Maria Kurensko, Louise Homer, Reinhard Werrenrath, Mary Lewis, Rosa Ponselle, Charles Hackett and others.
Empire Universal Tone Arms and Reproducers

"The STANDARD of the INDUSTRY"

No. 100

Our new all-brass, CONTINUOUS Taper Tone Arm, with full ball-bearing base, equipped with our PREMIER reproducer.

Specifications:

Height from motor board to top of tone arm is 3½ inches. Inside diameter at base is 1 13/32 inches. Outside diameter of base flange is 2½ inches. Length from turntable center to center of horn hole on motor board is 9½ inches.

LIST PRICES

Tone Arm Only
Nickel ........ $ 7.50
Oxidized .......  8.00
Gold ............  8.50

Complete as Shown
Nickel ........ $12.50
Oxidized ....... 13.00
Gold ............ 13.50

Order sample, test it out. It will win you on its merits.

Empire Tone Arms Are Used by Carryola

THE EMPIRE PHONO PARTS CO.

10316 Madison Avenue, Cleveland, Ohio

Established in 1914

W. J. McNAMARA, President

ADD-A-TONE

REGISTERED U. S. PATENT OFFICE

As the old saying goes, "no imitation is as good as the original—ask the man with the wooden leg."

The ADD-A-TONE Reproducer has been "copied"—but only ADD-A-TONE has patent-protected features of workmanship, design, and tone quality. ADD-A-TONE is now part of all Carryola Portables—a splendid tribute by the world's largest manufacturer of portables exclusively.

We are now working on several important developments which will be of considerable interest to the trade and which will be announced shortly.

UNIQUE REPRODUCTION CO.

32 Union Square

Patented 1925

New York
The most popular portable on the American market today is the "Carryola Master." Dealers and public prefer it because:—IT IS BUILT RIGHT—PRICED RIGHT—HAS MANY EXCLUSIVE FEATURES—AND IS GENEROUSLY ADVERTISED IN THE LEADING NATIONAL PUBLICATIONS.

The big portable selling season, for dealers, is now here. And those merchants, who display Carryolas prominenty, are about set to do the biggest cash business in their history.

Everyone is a prospect for "The Master," and many people pay cash for it.

Another good thing about Carryola selling—the dealer sells more records with the portable than he does with large instruments. The low price is the answer, and it's cash business too!

In time for this big selling season, "The Master" appears in new attire, with more eye value than it ever had before. Dressed with attractive new embossing, fittingly airbrushed in striking color contrast.

If you haven't seen "The Master" with its added attractiveness, do so today. Just telephone your jobber for a sample, or write us.

The Carryola Company of America
647 Clinton Street
Milwaukee, Wisconsin
Phonographs in the World!

The Carryola Cub

While you can sell most everyone "The Master," there does exist a noticeable market for a lesser priced instrument.

To meet this demand, "The Carryola Cub" was developed. And this somewhat smaller portable is a real performer in its own right.

"The Cub" is to "The Master" what the "Chevrolet" is to the "Buick." A real product, too, at a price. Its performance is smooth, very satisfactory; and with its splendid new motor possesses lasting ability which is astounding for an instrument at such a low price.

See and hear "The Cub" today! Finished attractively in black; red, and blue Genuine DuPont Fabrikoid, you'll readily appreciate just where it will fit into your plans for this big selling season!!

The complete Carryola line offers you real and substantial profits. "The Master" is the finest of all portables. "The Cub" is a quick easy seller. "The Flapper" with its "hat-box" style offers an additional appeal as a gift for the ladies. And each one of these musical instruments carries our full guarantee.

The big portable selling season is now here. Enjoy your full share of profit by selling Carryolas.

Make your plans today with our jobber, who is near you: or just write us.

Portable Selling is Cash Business

The Carryola Company of America
647 Clinton Street
Milwaukee, Wisconsin
PERMANENCE

The Wise Man Builds on Rock—

Build for Profit on a Kellogg Franchise

THE KELLOGG franchise gives you the right to sell a line of unusually good radio receivers this year—from which you will reap the profitable low-cost sales, in the seasons to come, that mean growth and profit.

These sets, which are the result of 29 years engineering experience, include advances in design that are fully a year ahead, assure consumer satisfaction, and make “sold” prospects of all who hear them.

Kellogg is a strong, permanent, six million dollar institution, now making both telephones and radio receivers. It will keep right on supplying you with consistently good radio sets for this ever increasing circle of friends.

If you have not yet written in for full descriptive matter on Models 507 and 508, do so NOW, as in both reproduction and appearance, these receivers are exceptionally well suited to the phonograph trade.

Kellogg Switchboard & Supply Co.
Dept. 21-J 1066 West Adams Street, Chicago, Ill.

Kellogg receivers are licensed under application for letters patent of Radio Frequency Laboratories, Inc. (R.F.L.)

KELLOGG Radio
FLAWLESS REPRODUCTION

Model 507, 6 tube receiver, Kellogg’s development of the sensational new B.F. circuit. The result of Selectivity and Musical Reproduction.

Model 508, the 6 tube Kellogg RFL in a beautiful walnut console, equipped with the Kellogg new, long air column speaker.
Eckharmonic Announced
by Walter L. Eckhardt

PHILADELPHIA, Pa., October 6—Immediately upon his return from Europe Walter L. Eckhardt, prominent radio and talking machine executive, presented his newest contribution to the radio field, the Eckharmonic, a radio receiving set.

Mr. Eckhardt's connection in the past with both the Columbia and Pathe organizations gained for him a wide acquaintance through-out the talking machine and radio industry, and when, as president of the Music Master Corp., he attained even greater prominence as one of the dominant figures in the radio industry. The Eckharmonic, which was officially announced, has been for many months secretly in the process of development. Associated with Mr. Eckhardt in the development of this new product were W. F. MacFadden and Arnold Ziffel, whose inventive genius has contributed to the advancement of radio in the past.

The Eckharmonic, which derives its name from Eckhardt and harmonic, is being produced in one model only, known as type X. It is a one-dial six-tube set and is completely shielded and employs both regular tubes and power tubes. A simplified panel contains but one control operating all condensers and one volume control. Mr. Eckhardt points to this control as one of the features of the set, making it "a set that you can play." An electrically lighted window dial provides for the dial settings.

A distinctive feature of the Eckharmonic is the built-in Eckophonic horn. This horn differs in construction from any other on the market and provides a wide range of tone, both high and low. Type 10 is a very attractive floor cabinet providing space for batteries or battery eliminators.

The Eckharmonic is made by the Eckhardt Corp., a newly formed corporation, consisting of Walter L. Eckhardt and his two sons, Milne E. and Walter Eckhardt, Jr. The headquarters of the corporation are at 211 South Broad street, this city. A factory has been secured and production has been started.

Big Bethel Negro Choir
Heard on Columbia Records

The Big Bethel Choir, the race choir from Atlanta's finest race church, recently recorded two of its famed renderings of well-known Negro spirituals for Columbia New Process records. "Little David, Play on Your Harp," and "Shout All Over God's Heaven" were the coupled selections. The pulse-quickening harmonies effected by this organization of sixty voices adds a note that is decidedly distinctive.

The Charles Parker Music Co., Houston, Tex., has been chartered with a capital stock of $100,000, the incorporators being Charles Parker, Sr., Charles Parker, Jr. and C. L. Alfe.

St. Louis Cardinals Make
Visit to Liberty Music Shop

PENNANT-WINNING BASEBALL TEAM HEARS RETURN OF HEAVYWEIGHT CHAMPIONSHIP FIGHT AT NEW YORK MUSIC STORE—THREE PLAYERS BUY SETS

On the night of the battle of the Sesqui, which for those of short memory was Thursday, September 23, when Gene Tunney de-throned Jack Dempsey, the members of the National pennant-winning St. Louis baseball team, or rather the greater part of them to the number of fifteen, listened to the fight returns in the handsome demonstration rooms of the Liberty Music Shop, as the guests of Arthur Hill and Benjamin Kosowitz, proprietors. The party of ball players was headed by Assistant Manager Williams and included Messey, Sherdel, Blades, Halines, Theronow, of the Cardinals, and Jim Tierney, of the New York Giants. The fight returns were very clearly heard over the new Garod electric set and the guests expressed their enthusiasm in no uncertain terms over the working of the receiver. It so impressed the party that three orders were received for identical models, so that's where part of the World Series money went. In return for the hospitality of the personnel of the Liberty Music Shop, Messers. Hill and Kosowitz and their entire staff seconded the second of the World Series ball games as the guests of the St. Louis team.

In addition to the official guests of the evening, some 1,500 people listened to the re-

Dry Storage Battery Co.
Occupies a New Factory

Heavy Orders for Tab "B" Battery Made Imparative Larger Production—Old Plant Inadequate—To Enlarge Line

PHILADELPHIA, Pa., October 7.—The Dry Storage Battery Co., of this city, maker of the Tab "B" battery, has taken possession of its new factory at 3860 Coral street, Frankford. The Tab "B" battery is a 45-volt dry cell battery which may be recharged six or seven times. The initial announcement of this battery several months ago resulted in an influx of orders, making necessary larger manufacturing facilities. The new factory provides 2,200 square feet of space with 20,000 additional square feet of storage space situated across the street. Raymond B. Rosen, president and general manager of the company, reports that when demand has been caught up with other sizes of rechargeable batteries will be produced.
Item number seven of Bosch Radio Policy states “The Bosch Franchise is a man sized, two fisted opportunity for one merchant in a locality . . .” The new Bosch ARMORED LINE of Balanced Radio substantiates that claim—receiving sets which show a remarkable advancement in radio engineering. Bosch Radio has engineering features which make it the outstanding sales opportunity of the year. Perfected radio and quality furniture are united in the new Amborada—a completely armored and shielded seven tube receiver of unique simplicity. Two controls only—station selector and volume regulator. It has ample space for batteries, charger or power units. The Cruiser—a five tube Armored and Shielded set with its “Unified Control” shows great progress in simplified operation. Single station selector for most tuning and two dials for “cruising the air.” See for yourself the new operating simplicity, the steel chassis construction, the trouble proof design, the clean cut mechanical appearance and learn the electrical perfection of Bosch Radio. Are you the man to sell Bosch Radio? Tell us in confidence about yourself—your business, financial strength and experience. We will tell you the direct benefits of the new BOSCH RADIO PLAN.

The Bosch Nobattery is a power unit to supply “B” current. Thousands of enthusiastic owners are creating a big market through their voiced satisfaction. The Bosch Radio Line is a complete dealer’s line—popular priced 5, 6 and 7 tube receivers—power units—two reproducers—a full line of accessories and radio furniture designed to build dealer’s volume. The Bosch Ambotone sets a new standard of radio reproduction. Its patented wood cone and art bronze finish make it sell on appearance as well as on its performance.

All prices slightly higher, Colorado and west and in Canada.
The Bosch Ambotone gives true tonal reproduction. All the bass and every high note is reproduced by the Ambotone with utmost fidelity. The pure tones whether on reduced volume or full power for dancing are accurate. The wood cone gives that mellowness of a wood instrument.

Radio owners who have tried all types of speakers decide upon the Bosch Ambotone as the true reproducer. Its popularity is built upon owner satisfaction. Bosch Ambotone $27.50. The Art Pedestal illustrated on this page $11.50.

The Bosch Nobattry provides constant "B" power from the light socket. No acids to spill or renew—no filaments to burn out. The Nobattry is designed to insure personal safety as well as to perform safely. Entirely automatic with no adjustments, it performs without hum on all sets up to ten tubes. It is an investment for years. It sells on its unusual performance and makes satisfied customers.
National Advertising Campaign of Radio Corp. of America to Utilize All Mediums

Radio Corp. of America to Bring Every Method of Publicity to Bear on the Task of Making It Easier for Retailers to Sell Radio Products Manufactured by the Corporation

An advertising campaign of far-reaching scope, designed to assist RCA authorized dealers and distributors in their efforts to place RCA products in the home, has been announced by the Radio Corp. of America. The announcement was made by Pierre Boucharon, advertising manager, at a meeting of the trade press, followed by a luncheon.

Practically no detail has been overlooked by the advertising department of RCA to place in full effect the tremendous force of advertising behind the RCA line. The campaign is split into three chief divisions.

The general advertising includes magazines and newspapers, with the use of sixty leading magazines and 143 big city newspapers. It is estimated that over 300,000 advertising messages will circulate the story of RCA products throughout the nation the last four months of 1926. Display advertising includes window and store posters, streamers, cards, etc., as well as outdoor billboards. Direct advertising includes the matter mailed or handed direct by the dealer to the person whom he wishes to interest. RCA folders, catalogs and direct mail campaigns are typical of this form of advertising.

The entire campaign is based upon the “Tried, Tested and Perfected” slogan of RCA. It is pointed out by the Radio Corp. that as the dealer is the actual salesman and advertising is nothing more or less than “salesmanship in print” which may be used as the dealer’s assistant. The campaign stresses the fact that RCA authorized dealers are carefully selected merchants, fully equipped to render service to their customers, and a reproduction of the RCA authorized dealer sign with the message “Buy With Confidence”

The radio department of C. O. Neil Co., of Akron, O., has been enlarged.

Some of the Fine RCA Advertising

Where You See This Sign” is prominent in all copy. A rounded sales promotion program is ready for RCA authorized dealers this fall. It was announced, including the new Radiotron display and the “fifty-fifty” direct mail campaign, proper use of the wide variety of dealer helps prepared by RCA will enable the dealer to tie in closely with the effectiveness of RCA general advertising as applied to his own store.

The radio department of the M. O. Neil Co., of Akron, O., has been enlarged.

Powel Crosley, Jr., Sees a Bright Radio Outlook

President of Crosley Radio Corp. States Radio Industry Is in Best Position Ever Attained—Future Outlook for Business Is Bright

CINCINNATI, O., October 5—Powel Crosley, Jr., president of the Crosley Radio Corp., in an interesting and there is no doubt that upward. The industry at the present time is in the best position it has ever attained in its history. In discussing the present position and the outlook for the future Mr. Crosley says:

“The history of the radio business during the past year has done much to improve the industry from the manufacturing end. The radio manufacturers of today have successfully passed through the hectic and costly troubles incident to sudden expansion and overproduction that all new and rapidly growing businesses unfortunately fall heir to. As a result of these experiences the industry is sounder than ever.

“Much of the same experience has been had by the selling outlets. Dealers, wholesale or retail, who were not properly fitted to the exacting demands of selling and servicing radios have taken up other work. And those dealers who remain have profited by past experience, with the result that they are better trained and fitted to properly care for the wants of the radio public.

“General prosperity is universal in our country. Both employment and wages continue at least. And there is no doubt that upward. At this time of any change. Insofar as radio is concerned, every one of the 25,000,000 homes here are in financial position to buy radio.

“Another factor that should have a material influence on increasing sales is the fact that the public realizes that the experimental days of radio are over. The more conservative of our population have delayed installing a radio in their homes until they were assured that there would be no revolutionary changes. That time has now been reached—not that the radio is perfect, but all its fundamentals have been standardized, and from now on it is likely that the only changes will be refinements.

“So far this year there has been a notable increase in the number of radio-equipped homes. Estimates place the number at well above 5,000,000—or an increase of more than 1,000,000 over 1925. According to the U. S. Department of Agriculture there are 1,000,000 radios on farms, as compared to 533,000 in 1925.

“When it is considered, however, that there are approximately 20,000,000 automobiles in operation in this country, it can be readily seen that the field for additional radio sales is almost unlimited. With this large field, the stabilization of our industry and the attitude of the public so favorable to radio entertainment, surely 1927 should be the greatest year in radio’s history.”

The BOSCH combination—

The Armored-Radio, the Ambotone and the Nobattery together make, not only radio perfection, but in addition keep your customers happy and your bank deposits healthy.

ARMORED RADIO — AMBOTONE — NOBATTERY

WEBER RANCE CORP.

In Brooklyn
1271 Bedford Ave.

Sole Metropolitan Distributors
Circle 7610

In New York
225 West 57th St.
Sports Feature Annual Outing of the
Talking Machine and Radio Men, Inc.

Members of New York, New Jersey and Connecticut Trade Staged Annual Outing at Briarcliff
Lodge, Briarcliff Manor, N. Y.—Trade Athletes Do Their Stuff—Entertainment

With weather conditions perfect and the attendance the largest ever gathered for a similar event, the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, held its annual outing on Tuesday, September 21, at Briarcliff Lodge, Briarcliff Manor, N. Y., one of the most beautiful resorts in the East. From early morning, when the members, their wives and friends gathered at Ninety-first street and Broadway, New York City, until late in the evening when the last of the party disembarked at the same point, the day was one succession of pleasurable incidents. Appropriately 200 formed the party and the caravan of motor buses and private cars which formed in the city and drove to Briarcliff under the escort of motorcycle police made an impressive sight. City policemen escorted the party to the city limits, stopping all cross traffic so that the holidayers could have a clear roadway and at the boundaries of the Westchester county lines State police took up the burden to see that the long procession of automobiles had the right of way.

The first hour or more at Briarcliff Lodge was spent in wandering about the grounds and in admiring the view from the heights upon which this hostelry is perched. Luncheon was then served and this repast was made more enjoyable by the dance music played by a Ben Selvin orchestra from "Yellow," the Broadway show hit. Jones and Hare, the Happiness Boys of record and radio fame, were prominent members of the party and they sang several of their best numbers during the luncheon period. Following luncheon the party divided in pursuit of whatever pastimes most appealed to them and there was a wide variety from which to choose.

One large group chose to enter the golf tournament, others engaged in the baseball game between the dealers and jobbers, some elected to stay at the Lodge and play with portebase and the "galloping rocks of ruination," while the remainder anxiously awaited the track events, which included races for dealers, their wives, clerks, jobbers, officers, in fact for all classes. Following the baseball game, which was won by the dealers to the tune of eight to two, and the track events, the summaries of which are given below, the crowd adjourned to the large outdoor pool where swimming races and diving contests were held. The full schedule of events made the afternoon pass all too quickly and when the call for dinner came the weary but happy holidayers thonged back to the dining hall. Novel souvenirs were placed at each plate.


Jewell Electrical Instrument Co.
1650 Walnut St. - Chicago

Service

How are you equipped to service your customers' sets this fall?

The Jewell Radio Service Set is the only portable set on the market having complete facilities incorporated for quickly checking circuits and testing for trouble. It contains a complete tube tester, a very high resistance B-emitter type voltmeter, and an extremely sensitive ammeter. A compartment for A-B and test batteries and a drawer for tubes are also provided.

Your service men should be supplied with Jewell Radio Service Sets when answering calls.

Jewell radio instruments are satisfactory to handle. They are rapid in turnover and net good profits.

Send for our new Radio Instrument Catalog No. 15-C

Jewell 20 Years Making Good Instruments

Columbia Chicago Branch Manager Visits New York

A. J. Heath, manager of the Chicago branch of the Columbia Phonograph Co., was a visitor to the executive offices of the company in New York recently, following a trip to the factory at Bridgeport. Mr. Heath's trip East was a combination business and pleasure trip, this being the first opportunity he has had to slip away from Chicago in any other but a business capacity, for increased business around Windy City has occupied his time completely. On his way back Mr. Heath stopped off at Philadelphia to view the Sesqui-Centennial Exposition.
Heart-to-Heart Talks

The new Electrical Records are twice as effective when played with the best needles. Let Brilliantone Needles help you sell more Records!
The Era of Fin Recordings

The big opportunity in the phonograph business today is in the record department. The wise merchant is the merchant who sees this and acts accordingly. Some records sell themselves, but records that sell themselves are like all other goods of the same kind. The demand for them is ephemeral, and those who buy them are just as likely to go running off tomorrow after something else, possibly the last thing that could have been imagined as rivalling the former favorite. On the other hand, the record which sells all the year round and every year is the record of standard music performed by the best artists in the best way.

The educational efforts of the National Federation of Music Clubs in State and local regions throughout the country are hardly if at all appreciated by talking machine dealers. These local music clubs are centers of musical culture, and crude though their efforts may often be, these are nevertheless sincere and well-meant. Whatever is being done to-day in the United States towards bringing up the people out of a contempt for and indifference to the meaning of music and its place in civilized life is being done mainly by these and other like agencies.

New Type of Demand Needed

Now to-day the talking machine dealer has before him the problem of building up a new type of demand for his machines and his records. Let the dead bury their dead, and let us therefore forget absolutely the stupidities of old days when we had no rival to bring music out of the air and when we thought that to cultivate the musically intelligent or even the seekers after musical refreshment was waste of time, not worth the effort of practical business men. Let us rather look forward, for then we shall see clearly that hitherto-talking machines and records will be bought only by those who really have been convinced of the superiority of the product, and others for the musical refreshment of the family and of the individual. In a word, we have hitherto demonstrated the musical value of the talking machine, and it is thus comparatively easy to sell it.

Which is precisely why the live dealer to-day, forgetting the past, will look keenly around him to find those who are likely to listen with an interest and with indifference to the bearings of musical good-tidings. The modern talking machine, and even more the present-day records, are such apostles. Yet it is perfectly safe to say that not one in ten of the hundreds of local music clubs which constitute the National Federation has yet had from a local dealer the offer of a private hearing with a program worthy of the occasion and staged with the care and knowledge which in this case are everything.

And why not? Apparently because our talking machine dealers still insist that the musical people will not spend money on machines and records. Which is about the biggest nonsense one has heard of in many a day. On the other hand, the practical man, here and there, has hit on it, and it is numerically true; it is that the great mass of the music lovers of the United States, outside the larger cities at any rate, knows nothing of the marvelous revolution that has taken place in the powers and capacities of the talking machine, while still less do these people realize that to-day they can obtain the recorded performances of the world's greatest orchestras and soloists, not in snippy dubs and drabs of Italian opera and innocuous arrangements of wishy-washy instrumental pieces, but in the complete works of the greatest composers, to complete operas even, complete symphonies, overtures, string quartets, everything of the best, done by the most inspired and world-famous composers of the present and of past days.

And Here's the Field

It is only necessary to do a little thinking to see quite clearly that here is a vast field of prospective demand almost entirely unutilized.

For the thousands of women in every State of the Union, who make the Music Clubs Federation and the almost innumerable private and public schools, the dealer has only to constantly the standard repertoire of large musical works, and when they cannot get to hear these works performed by great orchestras or great soloists, to give them a chance with learning and playing, at their club meetings, to appreciate the music. In other words, to these thousands of women the talking machine industry has a field of work not only today and after to-morrow, but an immensely superior means for music study. To-day, without exaggeration, it may be said that the performances of a great symphony orchestra can be reproduced with a fidelity of detail, an intensity of power and a sense of reality such as a few years ago would have been considered out of the question. Yet these things are here, they are at the disposal of the public. They await only proper demonstration to be publicly recognized and publicly acclaimed.

Now it seems to me that a talking machine dealer who is alive to his opportunities will make it his business to see that every group of women who is interested in the opportunity of hearing the new records and machines in conditions as nearly perfect as may be possible. By that, I mean in conditions suited to each group and carefully chosen for the requirements of each. For instance, the local Music Club naturally will be interested in hearing a program equivalent to what could be heard at a symphony or string quartet concert. In preparing a program for such a group the aid should be sought of some prominent local musician who could be engaged to give to the group a musical commentary on the music and acquaint them with what they were to hear and with the best way of listening to it. Such a person, too, would give the best possible aid in choosing the numbers to be performed and so on. Those records (like, for instance, the magnificent series of imported recordings known as the Columbia Masterworks) have been produced at an enormous cost and to be sold, not to be looked at.

All Sorts of Prospects

There are many and varied groups of musical inclination in every community of any size. For instance, there are the classes, the elementary and advanced, all of the better music teachers. Then there are the members of the High School band or orchestra, who have "had the opportunity to hear good music well performed on a large scale and whose instructor will in most cases be too happy to have his young musicians hear something of the very best.

Along with such work the merchant can stock and sell miniature scores, which are low in price, ranging from about sixty cents up to two dollars apiece, and which add immensely to the value which attaches to the possession of a fine set of records. The sale of such scores should be part of the work of every dealer who is promoting the sale of the fine new orchestral and instrumental ensemble records now available.

A further point: When work of this kind has been done with good results, a climax to a season could be had by giving a whole opera complete. It can be done. Ask your manufacturer.

Of course, this sort of thing must be done well, or not done at all. He who takes the trouble to do this sort of thing well is acquiring a rich capital. For the sale of the talking machine and of records henceforth is the selling of music and of nothing else.
Now WE say FRAUD!

and we do not generalize

Truth in advertising is as important to you, Mr. Dealer, as truth in merchandise.

READ THE TRUTH!

Symphonic Sales Corporation
Lambert Friedl, President
370 Seventh Ave., New York, N.Y.

Symphonic
PHONOGRAPH REPRODUCER

Here is SYMPHONIC'S Aluminum Alloy Diaphragm!
Glaring Misstatements!

In recent trade paper advertising one of our competitors states —

"Only the ... diaphragm is composed of this scientifically proportioned alloy"

He also states —

"Only the ... Reproducer is made of the scientifically proportioned aluminum alloy—the thickness of a human hair"

These are glaring misstatements, to the positive knowledge of the advertiser himself. Ask him to tell you the whole truth as he and we know it!

Prove it to yourself; look under Symphonic's diaphragm guard.

NOW THE TRUTH—

You are entitled to know that SYMPHONIC was the first independent Reproducer on the market with an Aluminum Alloy diaphragm, rolled down to the proper thinness determined by scientific acoustic experiments.

THE RESULT—

General popularity, enthusiastic acceptance, and world-wide distribution.

SYMPHONIC SALES CORPORATION
Lambert Friedl, President
370 Seventh Avenue New York, N. Y.
NOW comes the 'Answer to your Trade-in Problem!

Starting at once, Phonograph business is going to be tremendous. You will take many old phonographs in trade. What will you do with them? Here's the answer—equip them with the SYMPHONIC TONE ARM.

Will increase the re-sale price of all your trade-ins—more profit, quicker turnover. It will add real dollars and cents to the price you get for stocks of old phonographs

Used with the already famous SYMPHONIC REPRODUCER, the SYMPHONIC TONE ARM not only completely modernizes the tone of the old phonograph—in addition, and of equal importance, from the standpoint of turnover and profits, it completely modernizes the old phonograph's appearance.

Can be made to fit all phonographs—easily attached.

Seize this wonderful merchandising oppor-

Symphonic PHONOGRAPH TONE ARM

Symphonic Sales Corporation
Lambert Friedl, President
370 Seventh Ave., New York, N. Y.

Gentlemen: Please send us complete details regarding the new SYMPHONIC TONE ARM and REPRODUCER; prices, discounts, your advertising plans and literature.

Firm Name: ____________________________
Street: _____________________________
City: ____________________________ State: ____________________________

TODAY for prices, discounts, name of your distributor, etc.
The SYMPHONIC REPRODUCER has proved itself to be this season's big seller—and is carrying increased record business right along with it. Live dealers throughout New York City are featuring SYMPHONIC and cashing in on their good judgment.

Adequate stocks—prompt, same-day service. Order a sample TODAY.

Knickerbocker Talking Machine Co.
831 Broadway
New York City

Columbia Wholesalers, Inc.
205 W. Camden St.
Baltimore, Md.

Serving Maryland, District of Columbia,
Virginia, North Carolina,
Eastern Portion of West Virginia

Best by every test, naturally Columbia Wholesalers would handle this superior Reproducer. Prompt attention to all orders, immediate shipment, unexcelled service.

In Our Territory
the Trade Demands the Best—in QUALITY and SERVICE
REQUEST FOR SAMPLE PROMPTLY FILLED
G. DUNBAR SHEWELL
WHOLESALE DISTRIBUTOR
Jefferson Building
1015 Chestnut St.
Philadelphia
In Chicago—
and Surrounding Territory

You'll find us supplying the trade with the outstanding SUCCESSFUL Reproducer—SYMPHONIC! Consolidated ties up with the BEST in every line.

Your Symphonic requirements will be handled promptly when you order from us. Send for a sample TODAY!

Consolidated Talking Machine Co.
227 W. Washington St.
Chicago, Illinois

Remember—

Every Phonograph Owner is a SYMPHONIC Prospect!

Standke Music Co.
1303 Main Street
Kansas City, Mo.

Write for sample today—orders filled same day received

FITS ALL PHONOGRAPHS

We are supplying the Symphonic Reproducer in the TWIN CITIES and the great North West Surrounding Territory—Minnesota, Wisconsin, North and South Dakota and Montana.

Majestic Distributing Co.
4 So. Seventh St.
Minneapolis, Minn.
The talking Machine World, New York, October 15, 1926

**Symphonic**

**PHONOGRAPH REPRODUCER**

Each new sun shines on ever-increasing Symphonic business in Cincinnati and surrounding territory—net result of a superior product plus widening public demand!

Send for your sample today! Test it in comparison

**Arthur Brand & Co.**

1618 Vine St., Cincinnati, O.

The new-day attachment for the new-day phonographic reproduction—"A Symphonic to every phonograph owner."

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**Symphonic**

**Distributors for Metropolitan New York and Vicinity**

Sound merchandise and sound merchandising policies are the two primary factors in lasting success. Let Symphonic make money for YOU as it has for US.

**General Phonograph Corp.**

New York Distributing Division

15 W. 18th St., New York City

Nothing succeeds like success—SYMPHONIC is easily the predominant Reproducer in this market—that's why we recommend it to our customers.

Write today for sample, prices, literature

**Louisville Music & Radio Co.**

570 S. 4th St., Louisville, Ky.

Dealers who insist on selling HIGHEST QUALITY Merchandise should investigate the Symphonic Reproducer. For here is genuine QUALITY that makes and keeps satisfied customers. Send for a sample and hear Symphonic win in comparison.

**Wiswell Radio Company**

33 W. Kinzie St., Chicago, Ill.
**NO BATTERIES - - ELECTRIC**

Both A and B Power Supply direct from the line through easily removable units which completely rectify and filter the current—the dream of radio engineers—a practicable, durable, dependable method of battery elimination founded upon time-tried and tested principles, old in the electrical art, but arranged in an original and unique method which is Zenith's own. No trickle chargers, no small storage batteries, no acids, nor other camouflaged methods. Three stages of audio amplification instead of two as used by others. Costs less than a cent an hour to operate. Three models: two-hundred-and-eighty dollars — three-hundred dollars — three-hundred-and-ninety-five dollars.

NEW

**ZENITH**

RADIO

3620 Iron Street, Chicago

**NO AERIAL - - NO LOOP**

Zenith De Luxe Ten Tube Models

Contain Zenith patented ten-tube circuit having five radio frequency tubes, one detector tube and four audio amplification tubes. Dual loud speakers faithfully reproduce all of the tones in the musical scale. All have single control, electrically lighted dial, and receive on wave lengths of 105 to 550 meters — the greatest range achieved by a nationally known, regularly manufactured broadcast receiver. DeLuxe models are highly selective and give maximum distance and power. DeLuxe art cabinets were created by a famous designer and are masterpieces of craftsmanship.

A Zenith Franchise may still be available in your territory—wire or write for details.
New Models of Panatrope-Radiolas Are Announced

Brunswick Co. Announces the Incorporation of Popular Model of Panatrope and Eight Tube Radiola Super-Het in One Cabinet

CHICAGO, I11., October 5.—The Brunswick Co. has announced to the trade the combination in one cabinet of two instruments, which here-

of the band instrument and musical merchandise

The travels of a Caswell Gypsy portable phonograph, a product of the Caswell Mfg Co., Milwaukee, were graphically described in a letter recently received by Everybody's Talking Machine Co., Philadelphia, Caswell distributor. The machine was purchased by Ben Lanard, Lon Brande and Harvey Zion previous to start-

The new combinations are known as the Panatrope-Radiola 128C and the Panatrope-

Panatrope-Radiola 148C

before were available only as separate units. The instruments are the P-C (104) type Pana-

trope equipment and the Radiola Super-Hetero-
dyne, with eight tubes, which have been incor-

Panatrope-Radiola 128C

Radiola 148C and are both finished in Adam brown and walnut. Both instruments are of attractive and artistic cabinet design and have gold-plated hardware. The Panatrope-Radiola 148C has cabinet work of varnished finish.

The announcement of these new models has proved exceedingly welcome to the trade, be-

cause of the insistent dealer demand for this

Syracuse Columbia Branch Reports Increasing Demand

SYRACUSE, N. Y., October 5.—E. N. Smith, man-
gager of the local branch of the Columbia Phono-

graph Co., reports an increased demand for the entire line of Columbia products with a lamen-
table lack of Viva-tonal phonographs to meet the
dealers' orders. Records are also continuing to sell briskly. Charles Stimson, of the New York City Columbia headquarters, was a recent visitor, and Art Gilham, the Whispering Pian-
ist, also dropped in during the Summer.

Can you supply Fibre Needle Cutters

Fibre Needles are now supplied with all Orthophonic machines. Can you supply the cutters? Take our tip—

Stock up in time

Display prominently the RECORD FIBRE NEEDLE CUTTER. Handsome discounts assure a generous profit.

We are sole manufacturers and patent owners of this scissors-type cutter. Has replaceable blades. Long life. Beautifully nickel-plated.

Be prepared—order today—from your jobber or

BADGER TALKING MACHINE CO.
MILWAUKEE, WIS.
Investigate these
(Ask Your Jobber)

List Prices
No. 65, nickel finish $65
No. 75, gold $75

Adam Period Reproductions of Hand-tooled Leather Design. Ideal Size for Apartments and Small Living-rooms. New Berg Tone Chamber with Modern Goose-Neck Type Throw-back Ball-Bearing Tone Arm and Improved Reproducer. Heineumann Double Spring Motor, 12" Turntable and Ample Record Space.

Shipping Weight
95 lbs.
Each packed in a 3-ply Veneer Case

Sensible Prices!
No product in the history of the phonograph business has ever been received with more enthusiasm than these new Artone Creations.

The reception accorded them can only be described as a virtual triumph—for their remarkable tone, artistic appearance, unusual eye value and unmatched SENSIBLE PRICES!

Also, Artone Portables—

BERG A T & S CO., Inc.,
new Artone Products
— with the New Tone!

Console Model

List Prices
No. 85, nickel finish $85
No. 95, gold $95

Shipping Weight 110 lbs.
Each packed in a 3-ply Veneer Case

A Set of 3 Record Albums for Artone Consoles!
LIST PRICE $5.00

Artone Console Models No. 85 and No. 95 are made with an open space for records. We have designed a set of three albums—two for 10 in. and one for 12 in. records, which we are offering to those dealers and jobbers who desire them.

the Most Complete Line

No. 4 Artone $25
No. 6 Artone $16.50
No. 7 Artone $15

Long Island City, N. Y.
E. T. Cunningham Honored at Brilliant Banquet by Friends in San Francisco

Radio, Business and Civic Interests Combine to Honor Radio Executive Prior to Departure for the East—Entertainment and Addresses by Business Leaders Feature Event

The farewell banquet tendered by the business, civic and radio interests of the Pacific Coast to E. T. Cunningham, just before his departure for New York last month at the Clift Hotel, San Francisco, was one of the most brilliant affairs of its kind that have been given.

The affair presented a complete cross section of the radio industry and business interests of the Coast, as is evidenced by the remarkable list of guests. Among those present were: Leo J. Meyberg, president of Leo M. Meyberg Co., for the radio jobbers; Frank M. Steers, president of the Magnavox Co., for the manufacturers; William Cross, manager of Jackson's, for the Alameda Radio Trade Association; G. Harold Porter, Pacific Coast manager Radio Corp. of America, for the Eastern manufacturers; J. C. Hobrecht, president of J. C. Hobrecht Co., for the Sacramento Radio Trade Association; Robert Eastman, president Pacific Wholesale Radio Corp. and Southern California Radio Trade Association, for the Southern Association; A. S. Lindstrom, for the manufacturers' agents; Robert Eastman, president T. White Eastman Co., for the retailers; Tom Catton, president and manager KFWI, for the broadcasters; Phil Clay, president of Sherman, Clay & Co., and president Western Music Trades Association, for the music interests; Charles Mus-lad, manager Alexander-Lavenson Co. and vice-president of the Pacific Radio Trade Association, for the Association.

These speakers were followed by a goodby from Rudolph Spreckles, president of the United Bank and Trust Co. and one of the West's outstanding figures, speaking for the city of San Francisco. The speaker of the evening, who delightedly depicted how Cali-ifornia would look to Mr. Cunningham after a stay of six weeks, was Mr. Clay Miller, president of the San Francisco Cham-ber of Commerce.

A beautiful closing for the banquet was given by Arthur Halloran, editor of Radio and president of the Pacific Radio Trade Associa-tion, who presented Mr. Cunningham as a gift from his friends with a marvelously hand-tooled, decorated and inscribed leather book containing the autographs of every guest seated at the banquet. During the evening Harrison Coles, one of the best-known tenors on the Coast, sang two solos. The program was set forth on hand-decorated, imported Chinese parchment. Ernest Ingold was chairman of the evening and the entire program was carried out with a speed and brilliancy that left no time without something of interest.

Realizing the great value of outdoor advertising, especially in conjunction with a local dealer tie-up, the Radio Corp. of America has just announced to the trade a new dealer poster service which is said to be more comprehensive than any plan of its kind yet attempted.

"We plan three issues of colored poster sheets, one each for October, November and De-cember," said Pierre Boucheron, advertising manager of RCA. "Reproductions of the posters in small size for window display service are available to all dealers, thus providing a link with the outdoor display. The service includes the dealer's imprint on each poster without cost. Our past efforts in co-operative display advertising proved so profitable to our dealers that we have undertaken this new service for RCA authorized dealers who will contract for local poster space. Last year over 10,000 outdoor displays were placed in hundreds of communities throughout the country. This year we expect to increase distribution over fifty per cent."

Edison and Harbord Indorse Buying on Instalment Plan

That instalment selling has not yet gone beyond the bounds of safety is the opinion expressed by Thomas A. Edison and Gen. J. G. Harbord, president of the Contrivance of America, in the Credit Monthly, organ of the National Association of Credit Men. Other prominent men also indorsed the principle of instalment buying. They included B. E. Fox, president of B. E. Fox Corporation; A. E. Johnson, vice-president and treasurer of the Chrysler Corporation; G. A. O'Reilly, vice-president of the Irving Bank-Columbia Trust Company; Fayette R. Plumb, president of Fayette R. Plumb, Inc., and William H. Pouch, president of the Concrete Steel Company and of the National Association of Credit Men.

The replies were in response to a questionnaire, the purpose of which was to learn whether instalment buying had gone too far.

Radio Trade and Industry at Heavyweight Fight

The heavyweight championship fight which took place in Philadelphia last month attracted a large number of prominent figures of the talking machine and radio industry. Among those gathered to see Mr. Tunney relieve Mr. Dempsey of the heavy-weight crown were: A. Atwater Kent, of the Atwater Kent Mfg. Co.; Fenimore Johnson, E. F. Shumaker and Walter Staats, of the Victor Talking Machine Co.; L. F. B. Raycroft, of the Electric Storage Battery Co.; Walter L. Eck-hard, Frank K. Dubber, Harry Gansman, Eugene Widmann, Robert B. Rose, A. Brennan, Hugh C. Ernst, Arthur D. Greissler, H. H. Frost, Phil Grabuski, Sam and Frank Fingold and Allan W. Fritzche.

How You Can Make It!

We Are Selling to the Best of Them

Okeh Records

Dealers, most of them (the Okeh Dealers), are pocketing greater profits... because Okeh Records sell to everybody.

Learn About Our Licensed Okeh Dealer Plan

The Facts Are Interesting

Write To-day!

General Phonograph Corporation

New York Distributing Division

15-17 West 18th Street - - - New York City

October 15, 1926
Not an experiment but an accomplishment of three years' standing

Not an ensemble of A, B and C battery eliminators, trickle chargers, etc., but a real electric receiver without attachments of any kind.

Not an apology to the demand of 13,000,000 A.C. wired homes for a truly foolproof, real electric receiver, but an advance in radio engineering that "Marks an era in Radio as distinct as the discovery of electricity itself."

Not an advance in radio engineering alone but an advance in the Science of Acoustics as well; for the reception attained by the Argus Electric Radio Receiver is so crystal clear and chromatically perfect in tone that it is—well, why attempt to exhaust the adjectives of the dictionary?—it is like being present in the broadcasting studio while the artists are before the microphone.

In justice to yourself ask your jobber for an Argus demonstration.

ARGUS RADIO CORP.
257 WEST 17th STREET, N. Y. C.
Make the Perfected One Dial

Shamrock Power Tubes
The Shamrock set operates splendidly with six 201A tubes. To achieve maximum results Shamrock Engineers have perfected three new tubes which improve the mellowness and volume of tone remarkably. Feature Shamrock power tube for additional profits
Shamrock Resistance-coupled Amplifier Tube (type U. X. 45) $4.00
Shamrock Utility Tube (type U. X. 12) 2.50
Shamrock Power Tube (type U. X. 60) 5.00

Have you considered a plan of merchandising your store this Fall that will surely make profits?
You must carry a one-dial set. The increased demand for this type of radio has grown tremendously.
But—here's the crux of the whole situation—you must make certain that your one-dial set has perfect selectivity and tonal qualities. Most any set will give good volume.

Model A
De Luxe Table Type
Perfected Single Dial Control
Price $95
A handsome cabinet of duo-tone Satin finish French Walnut exquisitely designed with space for double duty Batteries. Can be operated from house current with most any standard equipment.
Slightly higher West of the Rockies

Model B
The Consollette
Perfected Single Dial Control
Price $130
Beautifully finished in duo-tone French Walnut—the most popular of wood effects—with built-in loud speaker and ample space for A & B Batteries. Can be operated from house current with most any standard equipment.
Slightly higher West of the Rockies

SHAMROCK
RADION SETS
Makers of Famous SHAMROCK STANDARD PARTS
SHAMROCK MANUFACTURING CO., 196 Waverly Ave., Newark, N. J.
Shamrock Your Leader

Of course we’re partial. Naturally!

Having built the one-dial Shamrock we know every wire in it. We’ve tested every condenser with our especially built equipment before placing it in a Shamrock set. We know that every part will perform perfectly because it is a standard Shamrock part!

But test the Shamrock yourself! Examine it. Play with it a bit. Learn for yourself that Shamrock is the one-dial set perfected. Its popularity spread from coast to coast in a single year.

Here’s a worthwhile suggestion. Use the Shamrock one-dial set as a leader—for eye value it can’t be beat! Priced exceedingly moderate. Feature it—Shamrock helps you by advertising nationally! Ask your jobber or write direct to Dept. 24.

Model C
Console Grand
Perfected Single Dial Control
Price $275


Slightly higher West of the Rockies

When you sell a Shamrock it’s a recommendation for another sale.
Education of Retail Dealers on Proper Methods of Servicing Radio Is Needed

Radio Receiving Set Manufacturers Can Do Much to Aid Dealers in This Respect, According to an Interesting Editorial That Recently Appeared in Printers' Ink

The radio set manufacturer for his own ultimate good, as well as a duty to the buying public and to the radio dealer, should educate his dealer organization to a knowledge of the servicing of the product and put the dealer in a position to pass on this knowledge to the public. This is the gist of a recent editorial which appeared in that authoritative publication, Printers' Ink. This editorial contains some interesting thoughts, got here the open season for radio merchandising is with us again. Radio expositions are popping up left and right as part of an endeavor to stimulate public interest in receiving sets. Manufacturers’ advertising is appearing almost everywhere. The race is for the consumer’s favor. This is said so far as it goes, but the radio set manufacturer whose merchandising stops at that point is not building a genuine foundation for his business.

"The radio retailer belongs in the picture. He is selling a product, not new and on which he needs a certain amount of education. The manufacturer, if only for the sake of his own profit, owes that education to the retailer. Radio manufacturers, it seems, have failed to grasp the fact that they are selling a service proposition. A set is not bought because of its appearance, but for what it does. Service to the purchaser has not been neglected by set manufacturers. The reason is clear to one who sits in a position which enables him to see the whole situation. The majority of radio set manufacturers get their man with the service department. That is to say, they do not sell the tubes and batteries that keep their product running. There is no money for them in the sale of such articles. Hence, our service department is developed a ‘Why should we worry?’ attitude toward the troubles of the user after he has bought a set."

The operation of a radio set, in the mind of the maker of it, is a simple proposition. He knows all about it. This is not so, however, with the ordinary user of it. It is a complicated piece of machinery to him. Blame for its failure to operate successfully falls, in the majority of cases, on the manufacturer. That’s the reason why the set manufacturer should take the responsibility for service on his set. There is no greater sales deterrent for a product which the public considers ‘technical’ than the knowledge that a number of people have bought it and do not use it because something has gone wrong which they are unable to correct.

"The retailer of radio sets cannot see this whole picture. He cannot begin to grasp the importance of ‘service’ to the future of the radio business. The manufacturer can. His is a broader and more inclusive outlook. It is his job to show the retailer its great importance and to find some way to make it profitable for the retailer to deliver good service."

"The purchaser of a radio receiving set must somehow be assured that any retailer carrying a trade-marked set will own is will be willing and anxious to show him how to keep that set working efficiently."

"The manufacturers who overcome this problem of getting dealers to give such service to the public are, without doubt, those who will profit most in the radio field."

"Any manufacturer of any kind will tell you that it is good business for him to reward employees who grab responsibility. A manufacturer, in the last analysis, is nothing more than an employee of the buying public. It has been proved time and again that the public, as the employer, rewards with its patronage those manufacturers who go the full length of service."

Just a Minute Please!

Best Buy Ever in Phonograph Line

Main Springs
- 3 1/2 in. used for old and new type Victor $1.00
- 3 1/2 in. Columbia main springs .75
- 1 1/2 in. Heine man main springs .75
- 1 1/2 in. used for old and new type Victor .75
- 1 1/2 in. oblong hole used for Miesse l Bach, Brunswick, Sonora, Krase, etc. 1.00
- 3 1/2 in. main spring holes .50
- 4 1/4 in. main springs .50
- 6 1/2 in. main springs .75
- 1 1/4 in. used for Eddies 1.00

Necessary (Useful) Parts
- Columbia and Victor governor shafts, new and old types .35
- Columbia and Victor gears, new and old types .55
- Columbia and Victor handles .25
- Columbia drive shafts .40
- Columbia spring barrel head, new and old types .55
- Columbia and Victor, and all types governor balls and springs .08
- Columbia and Victor pawls .10
- Victor driving gear, brass .50
- Columbia governor springs C .50
- Governor spring .50
- Assorted governor springs C .60
- Columbia governor screws .40
- Governor screws C .50
- Columbia barrel screws .75
- Assorted barrel screws .25
- Columbia gaskets for S.B. .01
- Assorted thumbscrews .10
- Victor No. 1 and No. 2 styling Comp. .35
- Standard makes styling Comp. .15
- Victor No. 1 and No. 2 rubber backs .18
- Assorted finger gears .15
- All types check springs .05
- Miesse l Bac h & Heineman turntable shafts complete .60

Turntable Covers
- Green turntable plush .50
- 12 in. turntable felt green .15
- Colored 10 in. felts .05

Micas
- 8 assorted sizes, Micas .10

Tone-arms and Soundboxes
- Tone-arms and soundboxes .10
- Throwback T. A. & S. B. .25
- Columbia tone-arm .50
- Columbia soundbox .50
- Examination reproducer "V" hub .75
- Soundbox ¾ and ¾ in. hub .50
- Saxophone reproducer .20
- Edison attachment and S. B. .15

Motors
- Double spring motor, complete with all accessories and 10 or 12 in. turntable .275

Steel Needles
- 100 packages high grade steel needles .25
- Speed indicator .45
- Also have a full line of Madison and Carnival parts, tone-arms and reproducers, at reduced prices. These are strictly genuine and very difficult to obtain.

Pleasing Sound Phonograph Company
204 E. 113th St. New York, N. Y.
Telephone—Lehigh 5212

New Diamond Special
Wins Favor of Dealers

Two new model radio receivers were introduced by Diamond T Radio Manufacturers, South Bend, Ind., late in September and were scheduled for delivery to the trade on October 1. The table set, known as the new Diamond Special, listing at $38, incorporates the Diamond Special Radio Receiving Set De Luxe control, allowing it to be operated as a single control with one finger or thumb. It has a split dial, which allows for more careful tuning on the single condenser controlling the aerial coil. The Diamond Special is a six-tube set with the latest improvements and attachments.

The other new product, the Baby Grand console, is the same type, equipped with the twin speakers, as was the former Baby Grand console, but having the new Diamond De Luxe control. The aerial coil is also incorporated and is used in two different styles, one being battery operated and the other power operated with electric light socket attachment. The Baby Grand console incorporates the same six-tube receiver as the Diamond Special.
KOLSTER PLAN WELCOMED BY DEALERS EVERYWHERE

OUR offer to let Kolster Radio and Brandes Speakers prove their own superiority has met with great success.

We showed our supreme faith in our products. We made no sensational claims. We simply said "Satisfy yourself by hearing these instruments."

Progressive dealers everywhere have accepted our offer of a personal demonstration as outlined on the next pages. These wise dealers are giving their customers the results of their comparisons. The opinion is unanimous—Kolster Radio and Brandes Speakers prove their outstanding superiority.

Read the next three pages
Dealers everywhere
Asking to hear Kolster Radio

OUR OFFER

We don’t ask you to read a lot of specifications. We don’t make a lot of boisterous claims. For neither you nor we are selling specifications or claims. But we do say, “Have a demonstration on us.” Our jobbers are cooperating with us.

All we ask is for you to be open-minded and willing to let a Kolster Radio and Brandes Speaker prove their supremacy. It doesn’t cost you a cent. It doesn’t obligate you. Your Kolster-Brandes jobber will lend you our instruments for a demonstration in your own store or home. Listen. Operate. Put yourself in the frame of mind of a customer of yours. Compare.

Then you’ll see why our confidence is so great. But in case you shouldn’t, there’s no harm done—you’ve not committed yourself in the slightest. Our “show me” plan is for careful dealers. We know you’ve listened to every possible claim. Our job is to show you and we welcome the opportunity.
Almost everyone who hears a Kolster Radio and a Brandes Speaker is instantly enthusiastic.

Tone!—well, hear for yourself. Simplicity!—well, operate a Kolster. Beauty!—have a look. Workmanship!—lift the lid. Sensitivity and selectivity!—we leave them to you.

Price!—lowest, you'll agree, for such superfine instruments—which will attract trade, make quick profit for you and enthusiastic customers.

Here's a picture of the set (6-D) and Cone you may have for demonstration. They're bound to be nation-wide favorites.
HOW TO SATISFY YOURSELF FIRST

YOUR Kolster-Brandes jobber will be glad to lend you a Kolster Set and a Brandes Reproducer. Give yourself a comparative demonstration, in your own store or home.

Make our products prove their superiority. Let them prove that they are easy selling – that they present outstanding values for your customers.

All you have to do is to mail us the coupon below. We'll notify your Kolster-Brandes jobber that you'd like to hear a Kolster Set and a Brandes Reproducer. In the meantime we'll send you descriptions and pictures of our entire line. To mail the coupon does not obligate you in the least.

Kolster-Brandes

Woolworth Building
New York, N. Y.

Federal-Brandes, Inc.
Woolworth Building, New York, N. Y.

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

NAME

STREET

CITY STATE
Landay Bros. Stores Add Complete Brunswick Line

Panatropes, Phonographs and Combination Units Explained to Landay Sales Staff, at Dinner, by C. T. McKelvy, Promotion Mgr.

One of the most important trade announcements during the past month was that the entire chain of Landay stores, unable to locate new store buildings in the neighborhood of a dozen, had taken on the complete line of Brunswick products, including Brunswick phonographs, Brunswick Panatropes and Panatrop-Radiales combinations. The fact that Landay Bros. stores are located in practically every important shopping center in New York and nearby cities and towns in the Brunswick product area of additional high-class metropolitan representation. The Brunswick line was introduced, demonstrated and the selling points explained at a dinner given to the executives and sales staffs of the Landay Bros. organization at the Hotel McAlpin, on Sunday, September 26. C. T. McKelvy, sales promotion manager of the Brunswick Co., made an interesting address and explained the full line in detail. E. A. Strauss and Edward Wallenstein, of the New York headquarters of the Brunswick Co., were also present. Max Landay, president of Landay Bros., and Julian Shields, general sales manager of the same organization, also spoke.

Vitaphone Corp. Secures Services of Victor Artists

Operatic and Concert Stars to Be Seen and Heard Simultaneously

Assurance that some of the world's greatest operatic and concert stars will be seen and heard by audiences in many cities and towns simultaneously is contained in the announcement of an agreement between the Vitaphone Corp. and the Victor Talking Machine Co., under which the Vitaphone Corp. obtains the right to use the services of artists under contract to the Victor Co. At the same time the Vitaphone Corp. obtains the benefit of the technical knowledge of the Victor Co.

This announcement, which has been made by the Vitaphone Corp. and Walter W. Clark, representing the Victor Co., is considered as forecasting immediate future development of musical motion pictures in which leading singers and musicians will appear. It is further taken as indication that the first Vitaphone production, "Don Juan," has met with the generous public favor which its New York premiere promised.

Harbour-Longmire Co. Opens

OKLAHOMA CITY, OKLA., October 4—The Harbour-Longmire Co., of this city, held its formal opening the latter part of last month with a furniture fashion show, the outstanding feature of which was the first exhibition of the "Span-island," with tastefully furnished rooms harmoniously perfect and historically correct. A complete music department with leading makes of talking machines and pianos is a feature of the store. Special musical programs were given during the opening week.

Floor Type Speaker Appeals

The floor type speaker has made an immediate appeal to the radio public, according to officials of F. A. D. Andrea, Inc., New York, manufacturer of Fada radio. This statement is based on both investigations and orders actually in hand for this type of speaker. It was pointed out that the floor type meets radio conditions in two main respects, being generally decorative and as flexible. It is comparable to the floor lamp, the decorative effect of which even when unlighted is well recognized by interior artists.

Andrea, Inc., Estimates Radio Trade-in Values


The attention now being given by leading radio manufacturers to the "trade-in" element in radio sales is revealed in a study of the subject recently made by F. A. D. Andrea, Inc., New York. The manufacturers of Fada radio place the average "trade-in" value of an old set at 20 to 25 per cent of the current list price of the particular set, but they indicate that this refers to "standard trade-marked merchandise," and also point out that complete data are not available in a manner to render possible any specific scheduling of suggested allowances to be made for old receivers. Fada radio dealers are cautioned to figure the transaction so that normal profit will be made both on the new set sold and on the trade-in.

Construction Improvement Features New Radio Sets

D. S. Spector, of Federal-Brandes, Inc., Points Out That Durability Is Being Sought—Kolster Sets Are Put to Severe Tests

Durability in the construction of a radio receiving set, as well as improved tone quality, is being sought by the radio buying public this season, according to D. S. Spector, general manager of Federal-Brandes, Inc., of San Francisco and New York. As a result, Mr. Spector points out that manufacturers, this year, are trying to build their sets like a steel-framed building, and noticeable improvement in construction has taken place in the industry.

For instance, it is stated that engineers test the strength of the Kolster chassis, with the condensers in place, by standing on it. It is claimed that the weight of two men cannot injure it. The tubes and sub-panel in Kolster sets are cushioned in rubber to prevent jarring and all mounting except tubing sockets are being made by riveting so there will be no screws to shake loose.

"These advances in radio construction," said Mr. Spector, "are the result of more cautious buying by the public. They are buying for the future as well as for the present and a set must now be more than just good looking."

L. J. Chatten Returns From Middle Western Trip

Fada Sales Manager States That Dealers Are Restricting Efforts to a Single Line and Are Taking Franchise Contracts Seriously

In the Middle West dealers are restricting their efforts to a single line and consider seriously the contracts through which they have become franchised, according to Louis J. Chatten, sales manager of F. A. D. Andrea, Inc., who returned to New York recently from a Western trip.

"Even in the larger cities," said Mr. Chatten, "dealers are sold on the idea of handling two or three lines of radio instead of five or six. This, in my judgment, is a very healthy sign. The leaders in the radio industry to-day are offering complete lines and there is no necessity for any dealer to scatter his efforts."

Reports 5,500,000 Radios in Use in the United States

More than 5,500,000 radio receiving sets are in use in the United States, or approximately one set to every twenty persons, the Electrical Equipment Division of the Department of Commerce estimated in a recent announcement.

An Immediate Success

W. ITH its superior tone quality and remarkable realism the Pacent Cone has met with immediate success—a sure, quick-selling product, licensed under the basic cone patents, and rightly priced.

The Pacent Cone

Type A, table type (as illustrated) 17 inches in diameter, with handsome bronze base, suitable length cord and Pacent detachable plug.

List Price $28.50

Also made in 36-inch size for either floor or wall mounting. Full information and prices on request.

Write us for information and special dealer proposition on this newest Pacent product, and for "advertising helps."

PACENT Radio Corporation
156 West 16th St., New York City
E. N. Hurley, Jr., President of Walbert Manufacturing Co.

Well-known Executive Has Had Wide Experience in Sales and Production—Discusses Radio Prospects for Coming Season

CHICAGO, Ill., October 6—E. N. Hurley, Jr., well known in the electrical trades through his previous long connection with the Thor Washing Machine Co. and as an organizer and executive of young industries, was elected to the presidency of the Walbert Mfg. Co. of this city, maker of Isofarad radio sets, the Ventrola and other radio products. About six months ago Mr. Hurley became interested in this company and has since been engaged in extending channels of distribution, securing a new plant and in reorganization of the various departments of the organization.

Mr. Hurley, still in his thirties, may be counted on as an important personal factor in the radio field because of his wide experience in both sales and production for nationally known manufacturers. He has already made arrangements for the Walbert Co. of Canada and Walbert of Australia. The company was represented by a complete display of Isofarad sets at the Radio World’s Fair, New York, and exhibiting at the Chicago show in the Coliseum this week.

Discussing the Fall situation in a recent interview, Mr. Hurley said that probably more people who have radio sets have been disappointed in them. A good deal of the glamour has worn off. In the future sets will be sold on their known performance. With the present controls of uncontrolled broadcasting, the most important factor in a set is selectivity. In our opinion the Isofarad circuit gives the very utmost in selectivity.

“Our small cabinets are designed to look like radio sets, nothing else, as simple and unobtrusive as we can make them. We have gone to the other extreme in the de luxe models, designing a drawing-room cabinet or chest that will be a permanent addition to a man’s home. To meet varying requirements we will have two, three and four-set control models. The two-control will probably be our most popular model. We are continuing with our four-control unit particularly for the Far West, where maximum distance is required.”

Argus Corp. Perfects Its Distribution Organization

Distributors Appointed in Strategic Points Throughout the Country, Who Are Already Servicing the Retail Trade

The Argus Radio Corp., New York City, manufacturer of the Argus electric radio receiving set, has perfected its distributing organization in time for the Fall season. Distributors have been appointed in strategic points throughout the country and are already engaged in supplying dealers in their various localities.


Ira Greene, president of the company, reports that the display at the New York Radio Show resulted in considerable business and the appointment of a number of new dealers. Orders in hand for this electric radio set are keeping the new factory of the company working at full capacity.

Orchestra Concert Given at Kern’s Music Shop

In order that the public would be attracted to the store and see for themselves the new types of instruments which are being presented this year, Kern’s Music Shop, 292 Flatbush avenue, Brooklyn, N. Y., entertained the neighborhood residents and passersby by arranging for the Westminster Rambler band, a popular broadcasting orchestra, to give a concert at the store on Wednesday, September 22. There was a large attendance during the concert and much good will was engendered in addition to the securing of likely prospects. Kern’s establishment carries the full line of Brunswick phonographs, Panartopes, and the Panaradio cornet instrumentations. The concern has built up a prosperous business through its aggressive merchandising policy.

Sonatron Tube Co. Prepares Effective Dealer Sales Aids

In Addition to the Use of National Magazines and Metropolitan Newspapers, the Sonatron Co. Offers Other Valuable Aids

CHICAGO, Ill., October 8.—Radio merchandising experts have expressed themselves with much enthusiasm regarding the campaign which the Sonatron Tube Co. has co-operated with its dealers in the present campaign. This firm, one of the most prominent in the field, has added to its regular line manufactures also the Sonatron Amplifier with three red, white and blue matched power tubes, an amplifying unit which is astounding dealers by its rapid sales. This unit is being sold from each of the New York, Detroit, Newark, and Windsor, Ont., Canada, the Sonatron organization is accorded its dealers a full measure of hearty co-operation in boosting Sonatron sales.

Naturally, consumer advertising assumes first place in such a program, and the Sonatron Tube Co. has taken care of this important phase of merchandising by using space in the most influential consumer magazines. Supplementing this activity, Sonatron has been using large advertisements frequently inserted in the metropolitan dailies of the country, thus reaching a huge market in a local as well as a national way. Dealers have reported excellent results from Sonatron consumer advertising.

In the matter of literature Sonatron people have produced an ingenious, interesting folder in colors showing the entire tube line, with complete specifications and interesting data. Another folder has been prepared on the Amplifier, containing technical data and relevant information on this unit. Both of these folders are in colors and are offered free to dealers, with their orders.

At the point of purchase, in the dealer’s store, Sonatron has produced a remarkable sales tie-up in the form of attractive display cards. The display card has already been distributed to the dealers, a large display sign in red, blue, orange and white, with a cut-out shelf on which an actual amplifier is placed.

This type of advertising has long since proved to be a remarkable sales clincher, and Sonatron has given its dealers full benefit of this type of sales help.

Harry Chirelstein, president of the Sonatron organization, reports a gratifying response from dealers, a response which had its beginnings in the consumer demand which Sonatron advertising has produced. It is a fact that the Sonatron organization, although only four years old, has achieved remarkable success and is already known as a producer of a widely accepted tube line. Plans for the future are going ahead at full speed, spurred on by the gratifying reception which has been accorded to Sonatron products.

Premier Mussolini Thanks Edison for His Photograph

Italian Duce Sends Cablegram to Great Inventor Expressing Appreciation of His Gift

A signed photograph of Thomas A. Edison was presented to Premier Mussolini in Rome recently by John W. Lieb, vice-president of the New York Edison Co., according to a cablegram received by this newspaper. The cablegram was signed by G. G. Ponti, a member of the Italian Parliament, who arranged the interview with the Dictator for Mr. Lieb.

It was learned later that the Italian Dictator had personally sent a cablegram of thanks to Mr. Edison at his home in East Orange.

The cablegram read: "Mr. Lieb gave me your picture. I thank you very much. I am very touched by your kindness. Mussolini."
The Ultimate in Radio Recreation!

The trappings of the laboratory are gone. In its rich, quiet beauty, the Velvet "Jewel Case" Speaker is at peace in company with your richest furnishings—a rarely precious possession for any home.

For it is not merely beautiful. It is living Radio Recreation itself when it brings in the full round tones of the whole orchestration. Tonal beauty that matches its outward delightful dignity. You must hear it—see it—to fully appreciate the long step ahead which Velvet brings to Radio.

Dealer-Jobber Franchise sales plan unusual—write or wire for details. It will bring you new satisfaction in selling Radio.

Sales Department
THE ZINKE CO.
1323 S. Michigan Ave.
Chicago, Ill.

Manufactured by
THE BORKMAN RADIO CORP.
Salt Lake City, Utah
Kalamazoo, Mich.

With Rare Beauty, Volume, Power!
Los Angeles Radio Show Proves Distinct Success

Manufacturers and Wholesalers Make Representative Display of the Latest in Radio Receivers and Various Accessories

Los Angeles, Calif., October 4.—The fourth annual national radio exposition, held at the Ambassador Auditorium under the auspices of the Radio Trades Association of Southern California, has been a success from all points of view. On Saturday, September 29, the last day of the exposition, the crowd of radio fans had increased to a greater degree than ever and

Auditorium; it was considered that this operation, although extremely interesting and novel, had been made too commonplace by constant use at other times.

The arrangement of the booths as a whole was very artistic and pleasing and brought forth constant expressions of admiration, while many of the booths were specially noteworthy in their decorations. The Atwater Kent booth, represented by Ray Thomas, Inc., was thronged all day with visitors admiring the miniature cave with its treasure chest and the three pretty pirate girls in attendance charmed all corners.

Fred-Eisemann, represented by the Pacific Wholesale Radio, Inc., occupied a number of booths and featured a dummy loud speaker man. The Electric Corp. had decorated its Fada booths in the well-known black and orange colors. The Western Auto Supply Co. attracted much attention by means of a gigantic radio set measuring six feet in height and ten feet at the base. The Radio Corp. of America occupied the entire western annex and named it the Radiola Hall; four miniature stages represented picnicking, yachting, living-room and club scenes.

The association and exposition manager, Waldo T. Tupper, is to be congratulated upon staging one of the most successful shows ever held in any part of the country.

Ben Marti Opens Branch

New Ulm, Minn., October 6—Ben Marti, proprietor of a local music store bearing his name, has opened a branch store in Redwood Falls, which will be the first store of a chain to be known as Ben's Music Stores. H. H. Allen, of that city, has been made manager of the new branch, which will handle Baldwin pianos, Edison, Victor and Columbia phonographs.

LoBoves' New Establishment

RIDGEFIELD PARK, N. J., October 5—M. C. LoBoves, prominent local music dealer, has opened a new music store at Ridgefield avenue and College place in a fine, new brick building, which has he has constructed for this purpose.

An interesting fact in connection with the formal opening was that it fell on the fiftieth anniversary date of Mr. LoBoves' first local venue as a music merchant, although he has been in the trade more than a quarter of a century.

Canada Best Market for American Radio

The leading market for American radio apparatus in 1925 was Canada, according to the Electrical Equipment Division of the Department of Commerce. Asiatic countries together ranked second, followed by Europe, and then the Americas, according to the division's statistics just prepared.

Canada purchased equipment valued at $3,682,928, or more than 37 per cent of our total radio exports in 1925. South America bought $999,121 worth, or over 10 per cent of total exports. The periods of maximum sales of radio equipment in Canada and South America are directly opposite.

Sales during September to February in Canada are large, while the South American market is dull, and, conversely, South America is an active purchaser from May through August, when the seasonal decline is in effect in Canada. Because of this variation in sales, promotion activities may be regulated by the American exporter so as to divide his efforts between the two markets according to the seasonal changes.

Radio development in South American countries has progressed, but less rapidly that it has in Canada. The general economic and social conditions, lack of broadcasting stations, and probable interference of foreign stations have caused many South American districts to limit sales.

The marked gains in purchases made by Argentina, Brazil, Uruguay and Peru in 1925 show the public interest in radio. Other countries are promoting its use and, although advancement is gradual, further increases in sales should be made in this area.

Mexico, Central America and the West Indies are, in general, handicapped in radio development by the lack of purchasing power of the population and the almost constant state, which makes reception nearly impossible in many regions. Broadcasting in the English language is of little value to most of the people in this area, and adequate service in Spanish has not been established. Indeed, as pointed out by the United States Daily, some of the countries have overstocked markets, others have a tendency to make small purchases in order to prevent the accumulation of unsold stocks, and sales have decreased.

Canadian imports of American radio apparatus during 1925 showed a gain of $1,209,241, or more than $2 per cent over those of 1924, while South America imports increased $283,286, or a little less than 40 per cent. Sales to Mexico decreased $21,382, or about 30 per cent, and shipments to Central America declined $113,630, or a little less than 40 per cent. Despite the decreases shown for Mexico and Central America the total of United States radio exports to Latin American countries increased $29,843 for 1925.

Sells Stock to Employees

Adoption by the Stewart-Warner Speedometer Corp., Chicago, of a stock purchase plan for employees has been announced by C. B. Smith, president. A feature of the plan is that the corporation has no limited the subscriptions each employee may make, and it is donating $5 a share toward the purchase price of the stock. The employees will also derive the benefit of all dividends paid during the time they are paying for their stocks.

Purchase Twenty Brunswicks

The Board of Education of Dallas, Tex., has purchased from the Will A. Watkin Co., Brunswick dealer in that city, twenty of the New Seville Brunswick phonographs for use in the public schools.
Sell an Aerial

Complete-in-one package

Since the introduction of Brach Complete Aerial Outfits the selling of antennas has been greatly simplified for dealers in Radio products. All parts of the aerial in one package—one motion—one transaction—one sale over the counter; and with the assurance that every part of the outfit, from the wire to the Brach Lightning Arrester, is of the highest class and has the official approval of the National Board of Fire Underwriters.

Brach Complete Aerials make novel Christmas Gifts—most acceptable especially to anyone about to erect an antenna or to improve an old outfit.

Dealers will be wise who will include Brach Aerials in their holiday displays.

Illustrated above is the Brach DeLuxe Senior Radio Aerial Outfit—Type 223—retailing at $5.50.

Brach DeLuxe, Jr. Aerial Outfit
This outfit is similar to De-
Luxe, Sr. with the exception of the Arrester which is type 210—for indoor installation—and the price is less. $5

Storm Guard Aerial Outfit
One of the most popular of these essential outfits, including the highly efficient outdoor Brach Lightning Arrester, the Storm Guard. Retails at $4.50

Storm King Aerial Outfit
Notwithstanding its lower price this outfit contains every part of an antenna—and it includes the famous Storm King Lightning Arrester. Retails at $4

Brach Radio Products

L. S. BRACH MFG. CO., Newark, N. J.
L. S. BRACH OF CANADA, Ltd., Toronto, Can.
Makers of Famous Brach Lightning Arresters
International Broadcasting Plans Told by David Sarnoff

Executive of Radio Corp. on Return From European Trip States That Exchange of Programs Across Sea Will Be Increased

David Sarnoff, vice-president and general manager of the Radio Corp. of America, who recently returned from a trip to European countries, gave out an interview on International broadcasting plans. In part Mr. Sarnoff said: "One of the purposes of my recent trip to Europe was to discuss with the broadcasting interests abroad the possibility of expediting the exchange of programs between the United States and the principal centers of Europe. I am pleased to report a sympathetic attitude on the part of those with whom I consulted, and in particular with the British and the Germans. "I am hopeful that the exchange of international programs, which must be still regarded as in their experimental stage, will be increased during the remaining months of the present year. In this connection, I have brought with me the following message to the American listeners from J. C. W. Reith, managing director of the British Broadcasting Co., an abstract of which follows: "I am glad of another opportunity of sending through you the greetings of the British Broadcasting Service to the broadcasters of the United States and the principal centers of Europe, for we are engaged in a common enterprise of absorbing fascination and we are charged with the same great responsibility to civilization. "Since your last visit to Europe the progress of broadcasting has been steady and workman-like rather than spectacular and revolutionary. On our side of the Atlantic we are glad to be able to report considerably improved transmission, better reception, and, above all, a much higher average standard of program. "There is continued speculation on the prospects of trans-Atlantic broadcasting. It is neither lack of enthusiasm nor of imagination that impedes us to be cautious in prophesying the date of regular exchange of programs across the Atlantic. We yield to no one in our desire to see this objective attained, but we realize that a good deal technically still remains to be done. Occasional satisfactory or even amazing results should not be construed into demonstrations of normal possibilities. We shall continue to conduct experiments in cooperation with the broadcasters of America in the hope that ultimately the problem of spanning the Atlantic with music and speech will be solved.""

Euclid Music Co.'s Windows Are Sales Stimulators

CLEVELAND, O., October 6.—One of the factors largely responsible for the success of the Euclid Music Co. is the policy of utilizing to the fullest extent the window display space in its stores. Displays that carry a definite message are part of this progressive music company’s program and it is a usual sight to see crowds standing in front of the stores on East Ninth street, Superior avenue, St. Clair avenue and Detroit avenue, gazing at the latest presentation of merchandise always shown in an attractive setting. The keynote of a recent display which was most effective in stimulating sales was the “death of static, triumphed over by the Astor Kent radio receiver.”

Starr Co. Opens Branch

EAST LIVERPOOL, O., October 6.—A factory branch of the Starr Flame Co. has been opened here at 114 West Fifth street, and will be continued indefinitely, it has been announced. A larger warehouse has been leased to facilitate service to dealers.
Get this sign in your window

Line up for Federal Profits at once

You can sell the greater Federal Ortho-sonic line with confidence and build on for the future as well as the present. Designed by Federal engineers—built to Federal's high standards of quality, in Federal factories by Federal craftsmen. You know what that means—quality—in sets that won’t be orphaned.

In addition to the exclusive, nationally known, and nationally accepted Ortho-sonic principle, the greatest recent development in realistic, lifelike reproduction—we now offer Ortho-sonic radio in variety and price range that eclipses all precedent.

Many popular priced models from $75 to $400—among them the splendid new D, E and F series—and four custom-built models at $600 to $1000. Altogether a model for every purse and a design for every setting.

Write at once. Get the Federal proposition. Get the sign in your window. Our big national advertising campaign in magazines and newspapers is reaching millions. Everywhere the thrilling Ortho-sonic tone-test is being demanded. Be prepared to give these tests. Be ready to close these sales.

Read the liberal provisions of the Federal proposition. Profit-making discounts! Adequate protection! National advertising! Powerful resale helps! Red-tape freedom! And, back of it all, the name Federal, which is a guaranty of clean-cut business methods.

Get lined up for the big fall and winter trade. Write your wholesaler at once for the Federal proposition. If you don’t know the Federal wholesaler serving your section of the country, write us. Let us tell you. NOW!

FEDERAL RADIO CORPORATION
Buffalo, N. Y.
(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo

Federal ORTHO-SONIC Radio

*The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under S. Letters Patent No. 1,582,470.
Select Name and Slogan for New Gulbransen Piano

New Small Upright Model to Be Known as the "Minuet"—More Than 18,000 People Competed for Prize of a Piano—Wide Publicity

From the suggestions of more than 18,000 people, a name and slogan have been picked for the new small model upright piano produced by the Gulbransen Co. The winning name is "Minuet" and the winning slogan, "With all the grace and beauty of its name." The winner of the piano offered in the contest is Harriet May Adler, of 2633 Shaker road, Cleveland Heights, O. The judges of the contest were Frank Justin, of Justin Bros, dealers of Cicero, Ill.; James D. Woolf, of J. Walter Thompson Co., advertising agency; and H. A. Stewart, sales manager of the Gulbransen Co. It was the task of these men to take into consideration the many and varied names which flooded in from all parts of the country.

The Gulbransen name contest opened May 20 and closed August 20. Anyone was eligible to submit a name and slogan and Gulbransen dealers, salesmen, tuners and the general public took a keen interest. Hundreds of dealers announced the contest in their local newspapers and through the mails, and "Christening parties" and other features of that character were included in the activities of many stores, at county fair displays, etc. The Minuet model has attracted great interest on account of its musical qualities. The instrument is three feet eight and one-half inches high, made in mahogany and walnut and especially adapted for small apartments, bungalows, small homes, studios, schools, churches, music conservatories, clubs, hotels, extra piano for den, for children's room in large homes, recreation centers, etc. In addition to the polished finish, the Minuet model is available in DuPont Duco.

The instrument awarded to Miss Adler has been autographed by A. G. Gulbransen, president of the Gulbransen Co., as follows:

"In recognition of her ingenuity in supplying the name which was adopted for this particular instrument:

Minuet

"With All the Grace and Beauty of Its Name"

This piano was chosen for its musicality, simplicity and appropriateness.

Gulbransen Company.

A. G. Gulbransen, President.

September 5, 1926.

Akron-Canton Retailers Launch Fall Campaigns

Entire Trade Is Optimistic As Business Gains in a Satisfactory Manner—Look Forward to Canton Radio Show—The News

AKRON-CANTON, O., October 6—With cooler weather prevalent in this section, music stores are concentrating on early Fall business and dealers and distributors alike almost uniformly agree that prospects for Fall and Winter business in talking machines, records, radios and accessories have not been so good in several years. September started off well and October looks as being one of the biggest months in point of radio sales. Canton dealers are looking forward with great zest to the opening of the four-day radio show here, and following it expect to reap a harvest in radio sales. Ak on dealers are in the midst of the best radio business in history, preparing a very successful radio show held in that city.

The latest Brunswick, Victor and Sonora machines are now on display and, according to dealers, the most active early Fall season in years is being experienced. There has been a better tone in record buying, due possibly to the many recording hands which recently have played the ballrooms in Akron and Canton.

The William R. Zollinger Co. and the George C. Wille Music Co. were represented at the annual Stark County Fair this year by attractive exhibits. Talking machines vied with radio for popularity.

The Alford & Fryar Piano Co., Canton, announced the opening of a radio department, to feature the Zenith line of radio and accessories. The company also is distributor of King sets.

George S. Dales, head of the George S. Dales Co., well-known Akron music house, is back at his desk after a short stay in the West.

The Davis, Durham & Tyler Music Co. store, at East Fifth street, East Liverpool, has discontinued business after almost seven years in the same location. The company has closed several of its stores and will concentrate its business out of the Wheeling, West Virginia, headquarters.

The McGilvray Music Co. store, at Alliance, will move soon to a larger store; it is announced.

Fifteen music and radio dealers of Alliance will hold a radio show October 7 and 8. Each dealer will make his own display in his own store for the show. Window displays will play a prominent part in the exhibit. Special programs of entertainment are planned.

The Quality Music Co., East State street, Columbus, has enlarged its record department by taking the space which was used by the small goods department. Miss Katherine Albert is now in charge of the record department.

Ray Miller and His Brunswick Record Orchestra played a two nights' engagement recently in Canton, at Moonlight Ballroom. Brunswick dealers tied up with the appearance of the artists and report their recent records were in great demand.

Seven retail music stores of Canton participated in the annual Fall Style Exposition held recently in Canton. Besides entering in the window display competition, the stores also offered informal programs in their studios and kept radio departments open during the three nights of the exposition.
"Every Man Owes Something to the Industry of Which He is a Part"

Theodore Roosevelt

In EVERY industry, however young, there is always a latent leader that time and progress eventually brings to the fore.

In almost every case the man or men who guide the destiny of that particular leader are men who have contributed to the good of their industry.

In a comparatively short space of time, the Caswell Manufacturing Company has assumed a position of unquestioned leadership in the portable phonograph industry.

This has been due entirely to the directive genius of the men behind this young and aggressive business institution.

Coming into the field at a time when conditions were almost chaotic—when discounts were unstable, when wholesalers and retailers were at the mercy of merchandising vultures, and a "golden rule" policy was an unknown and unfamiliar thing—this company launched a policy of fair and equitable dealing which has since become the rule rather than the exception.

The "something," which every man owes to his industry, has been given without stint by the men behind the Caswell Manufacturing Company.
Caswell Portables Were ALWAYS Covered with Genuine DuPont Fabrikoid

Caswell Portables were always covered with genuine DuPont Fabrikoid.

Caswell pioneered the idea of a scuff-proof, wear-proof, water-proof covering for portable phonographs. Right from the beginning, Caswell realized that no "Leatherette"—which may be any material from paper to cloth—could possibly "stand the gaft" which the covering of a portable should be able to stand in order to render the service which should be expected from a portable.

Consequently, genuine DuPont Fabrikoid was adapted and has always been used.

And, as a further protection for jobbers, dealers and the buying public, Caswell originated the seal illustrated above, which guarantees the use of DuPont Fabrikoid and Fabrikoid only.

All Caswell models—except those covered with genuine leather—are covered with the stainless and wear-resisting material. Moisture, dust and dirt cannot injure this covering and when soiled can be easily cleaned with a damp cloth.

Without question, the DuPont covering on Caswell Portables is just one of the features which make this line more salable.
Caswell Portables—

Two Years Old—The Recognized Leaders in the Industry

BUILDING as only Caswell knows how; utilizing the best units the market affords; matched and coordinated for a perfection of tone and volume surpassed only by the highest priced standard machines, Caswell Portables, in two short years, have become the recognized leaders in the industry.

This is due to one thing only—THE SHEER VALUE THEY REPRESENT.

This in-built, full-dollar value is exceeded only by the real sales advantages of the Caswell fair-and-square jobber and dealer policy.

Because of this excellent combination, good jobbers and dealers have accepted the Caswell standards, convinced after trials with hit-or-miss quality and vacillating policies, that there is only one line to tie to and that is the Caswell line.

Caswell Portables are available in a full range of prices and color combinations.
Caswell Portables are Powered with Smooth, Quiet, Long-Service Flyer Motors

It is only fitting and proper that Caswell Portables be powered with the finest phonograph motors it is possible to build.

The smooth-running, noiseless, long service Flyer Motor is used by Caswell exclusively—there can be no compromise on this important unit.

This fine motor is as carefully built as a fine watch. There is no looseness, no grinding and wearing of poorly matched parts to distort the tone. Every moving part is held to the half-thousandth of an inch. Every detail of this precision motor is checked and re-checked, inspected and re-inspected. It is flawless to the nth degree.

No portable is better than its motor and Caswell Portables can be equipped with no better motor.

In this respect as in all other the Caswell is supreme.

Caswell Manufacturing Co.
PORTABLE PHONOGRAPHS & DISTINCTION
MILWAUKEE, WIS. U.S.A. ST. PAUL AVE. AT 10TH STREET
LIST OF EXHIBITORS

The Fifth Annual Chicago Radio Show
COLISEUM
October 11th to 17th, 1926

Endorsed by the Radio Manufacturers' Association

Aarlo Radio Laboratories ........ Chicago, Ill.
Able Tool & Engineering Co. ......... Chicago, Ill.
A. C. Electrical Mfg. Co. .......... Dayton, O.
Acme Apparatus Co. ................. Cambridge, Mass.
Acme Wire Co. ............ New Haven, Conn.
Aero Products Co. .......... Chicago, Ill.
Ala Manufacturing Co. ............. Chicago, Ill.
All-American Radio Corp. .......... Chicago, Ill.
Allen-Bradley Co. ................. Milwaukee, Wis.
Alpine Products Co. .......... Chicago, Ill.
Aluminum Co. of America ...... Edgewater, N. J.
American Bosch Magneto Corp. .... Springfield, Mass.
Ambassador Sales Co. .............. Chicago, Ill.
American Electric Co. ............. Chicago, Ill.
American Radio Relay League ......... Chicago, Ill.
Amphion Corp. of America .......... New York City
Amrad Corp. .................. Cincinnati, O.
Amsco Products Co. .......... New York City
Anylite Electric Co. ............... Chicago, Ill.
Apco Mfg. Co. ................. Providence, R. I.
Argus Radio Corp. ................. New York City
Armstrong Co. ................. Chicago, Ill.
Audion Apparatus Co. .......... Racine, Wis.
Audion Radio Co. ................. Chicago, Ill.
Bakelite Corp. ............... New York City
Baldwin, Nathaniel, Inc. .... Salt Lake City, Utah
Bariton Manufacturing Co. ......... Chicago, Ill.
Beacon Radio Mfg. Co., Inc. .... Brooklyn, N. Y.
Becker Brothers .......... Chicago, O.
Belden Mfg. Co. ................. Chicago, Ill.
Benjamin Electric Co. ............. Chicago, Ill.
Best Mfg. Co. ................ Irvington, N. J.
Blandin Phonograph Co. .......... Racine, Wis.
Bong Battery Corp. .......... Chicago, Ill.
Borkman Radio Corp. .......... Chicago, Ill.
Brach, L. S., Mfg. Co. ........... Newark, N. J.
Briggs & Stratton Corp. .......... Milwaukee, Wis.
Buckingham Radio Corp. .......... Chicago, Ill.
Buell Mfg. Co. ................. Chicago, Ill.
Burgess Battery Co. .............. Chicago, Ill.
Canotex Co. .................. Auburn, N. Y.
Cardwell Mfg. Co. ............ Brooklyn, N. Y.
Carter Radio Co. ................. Chicago, Ill.
Central Radio Lab. .......... Milwaukee, Wis.
Chicago Radio Co. ............. Chicago, Ill.
Chicago Solder Co. .......... Chicago, Ill.
Chicago Telephone Supply Co. .... Elkhart, Ind.
Citizens Radio Service Bureau .... Chicago, Ill.
Continental Fibre Co. .......... Newark, Del.
Cornell Electric Mfg. Co. .... Long Island City, N. Y.
C. E. Manufacturing Co., Co., Co., Co. ........ Providence, R. I.
Cornish Wire Co. ............. New York City
Coyne Electrical School .......... Chicago, Ill.
Crosley Radio Corp. ............. Cincinnati, O.
Crowe Name Plate Co. ........... Chicago, Ill.
Cunningham, E. T., Inc. .... New York City
Davis, Richard T., Inc. ........ Chicago, Ill.
Day-Fan Electric Co. .......... Dayton, O.
De Forest Radio Co. .......... Jersey City, N. J.
Diamon T. Radio Mfrs. .... South Bend, Ind.
Dictograph Products Corp. .... New York City
Dudlo Mfg. Corp. ............. Ft. Wayne, Ind.
Duro Metal Products Co. ............ Chicago, Ill.
Ecko Co. ................. Chicago, Ill.
Electrical Research Labs. .......... Chicago, Ill.
English-Whitman Co. .......... New York City
Etching Co. of America .......... Chicago, Ill.
Farrand Mfg. Co. ............. Long Island City, N. Y.
Federal Radio Corp. .............. Buffalo, N. Y.
Federal Batts. Inc. ............. New York City
Florentine Art Productions Corp. .......... Chicago, Ill.
J. B. Ferguson, Inc. .......... New York City
Forest Electric Co. .............. Newark, N. J.
Formula Radiation Co. .......... New Rochelle, N. Y.
Freed-Eisemann Radio Corp. .......... Brooklyn, N. Y.
French Battery Co. .............. Madison, Wis.
Chas. F. Froehlich, Inc. .......... Chicago, Ill.
Garod Corp. ................. Belleville, N. J.
General Instrument Corp. .......... New York City
Globe Medical Instruments Co. ....... Chicago, Ill.
Gould Storage Battery Corp. ........ New York City
Graynic Corporation .......... Chicago, Ill.
Hammuland Mfg. Co. .......... New York City
Hartman Electrical Mfg. Co. .... Mansfield, O.
High Frequency Laboratories .... Chicago, Ill.
Howard Radio Co. ............ Chicago, Ill.
Huenninger, A. F. .......... Chicago, Ill.
Indiana Mfg. & Electric Co. .... Marion, Ind.
Jewell Electric Instrument Co. .... Chicago, Ill.
Howard B. Jones, Inc. .......... Chicago, Ill.
Jenkins & Adair, Inc. .......... Chicago, Ill.
Karas Electric Co. ............. Chicago, Ill.
Kellogg Switchboard & Supply Co. .......... Chicago, Ill.
King-Buffalo, Inc. .............. Buffalo, N. Y.
Kodel Radio Corp. ........... Cincinnati, O.
Kurz-Kasch Co. .............. Dayton, O.
Kokomo Electric Co. ............... Kokomo, Ind.
Lane Manufacturing Co. .......... Chicago, Ill.
Lectrophone Corporation .......... Lynn, Mass.
Ligoneo Corporation .......... Chicago, Ill.
Liberty Transformer Co. .......... Chicago, Ill.
Lakeside Supply Co. .......... Chicago, Ill.
Music Master Corp. .............. Betrwood, Pa.
Mid-West Radio Specialty Co. .... Chicago, Ill.
Magnavox Co. .............. Chicago, Ill.
Martin-Copeland Co. .......... Providence, R. I.
Minerva Radio Co. .............. Chicago, Ill.
Mohawk Corp. of Illinois .... Chicago, Ill.
Musser, J. A., Inc. ............. Chicago, Ill.
Muter, Lester F., Co. .......... Chicago, Ill.
National Carbon Co. .......... New York City
National Lead Battery Corp. .... St. Paul, Minn.
Northern Manufacturing Co. .......... Newark, N. J.
Oberhofer Corp. .............. Chicago, Ill.
Penn, Geo. W., Manufacturing Co. .......... Chicago, Ill.
Perles Radio Corp. .......... New York City
Perryman Electric Co. .......... New York City
Pielo Co. ................. Cleveland, O.
Pleasant Valley Corp. .......... New York City
Pott Radiation Products .......... Chicago, Ill.
Precision Products Co. .......... Ann Arbor, Mich.
Pressed Metal Co. ............... Waukesha, Wis.
Prestige Radio Products .......... Chicago, Ill.
Priest Radio Corp. .......... New York City
Q R S Music Co. ............. Chicago, Ill.
Radio Appliance Corp. .......... Chicago, Ill.
Radio Corp. of America .......... New York City
Reichmann Co. ................. Chicago, Ill.
Robinson-Davis Co. .......... Chicago, Ill.
Saal, H., Co. ................ Chicago, Ill.
Shamrock Mfg. Co. .......... Newark, N. J.
Sid Radio Storage B Battery Corp. .......... Chicago, Ill.
Simplex Radio Devices .......... Newark, N. J.
Single Radio Co. ............... Fort Worth, Tex.
Sleepers Radio Corp. .......... Long Island City, N. Y.
Sonotron Tube Company .......... Chicago, Ill.
Sonora Phonograph Co. .......... New York City
Splitsdorf Electrical Co. .......... Newark, N. J.
Steinlite Laboratories .......... Atchison, Kan.
Sterling Mfg. Co. .......... Cleveland, O.
Stokey Battery Co. .......... Chicago, Ill.
Stewart Battery Co. .......... Chicago, Ill.
Stewart-Warner Speedometer Corp. .......... Chicago, Ill.
Stuart Products Corp. .......... Chicago, Ill.
Sturdy Engineering Co. .......... Chicago, Ill.
THE TALKING MACHINE WORLD .......... New York City
Tectron Radio Corp. .......... New York City
Timberline Mfg. Co., Co., Co., Co. ........ Hoosick Falls, N. Y.
Universal Battery Co. .......... Chicago, Ill.
Utah Radio Products Co. .......... Chicago, Ill.
Value Electric Co. .......... St. Louis, Mo.
Vonk Battery Co. .......... Chicago, Ill.
Volton Battery Co. .......... Brooklyn, N. Y.
Walbert Mfg. Co. ............. Chicago, Ill.
Walker, George W., Co. .......... Cleveland, O.
Webster Company .......... Chicago, Ill.
Western Coil & Electrical Co. .......... Racine, Wis.
Weston Electrical Instrument Co. .......... Newark, N. J.
White, J., Andrew .......... New York City
White, J., Andrew .......... New York City
Wide-Angle Storage Battery Co. .......... Cleveland, O.
Winder Furniture Co. .......... Chicago, Ill.
Yaxley Mfg. Co. ............... Chicago, Ill.
Zehnt Radio Corp. .......... Chicago, Ill.
Zeka Laboratories, Inc. .......... Newark, N. J.
Here are the Facts!

There has been gossip—some malicious—some merely wordy.

So here are the facts.

About a year ago when practically everybody was ready to administer the last rites to the talking machine business—the outstanding figure of the industry put new life into it—brought it back with a new machine, backed by millions of dollars of educational publicity. As a result, "phonic" became a household word.

We came into the field, of course, on the tide of the tremendous publicity of this pioneer. But shortly after we introduced the ULTRA-phonic reproducer, it occurred to us that there was apt to be confusion in the mind of the buying public because of the similarity of names.

In view of the millions being spent by this talking machine manufacturer, we felt it was, to say the least, decidedly unfair. So out of self-respect and common decency, we decided to name our product so that no confusion is possible.

That is why we have dropped the word "phonic."

Quality and genuine merit are responsible for the tremendous success of ULTRA reproducers. The great popularity and demand for ULTRA reproducers would have been the same under any other name, because our claims are backed by performance—by performance.

Only the ULTRA reproducer is made of the scientifically proportioned aluminum alloy—the thickness of a human hair. Nothing else will meet the exacting requirements of the new electrically cut records.

AND REMEMBER—the better these records are reproduced the more of them you will sell—just remember this.

The AUDAK COMPANY, Inc.
565 Fifth Avenue, New York
Stepping Stones
to Greater Record and Machine Sales

THE ULTRA REPRODUCER

Greatest stimulus TODAY for MORE record sales and greater new machine sales—GET BOTH!

The Standard by which all reproducers are judged and valued!

$850 Retail

Be sure to read "The Facts" on opposite page.

The purchaser of an ULTRA Reproducer will become a more frequent visitor at your store—FOR MORE RECORDS. You will have greater opportunity of eventually selling him a new machine—for only the new machine with its co-ordination of reproducer and tone chamber can give the ultimate in music.

Let the customer who owns an old machine hear the new records played with an ULTRA. You will sell him not only the ULTRA but more records, and in addition—CREATE THE DESIRE FOR THE ULTIMATE IN MUSIC—THE NEW MACHINE.

Insist on ULTRA Reproducers—accept no substitutes.

Nothing else (excepting the new talking machines) will meet the exacting requirements of the new electrically cut records.

AUDAK CO., 565 Fifth Ave., N. Y.
Here, We Know, is Your Idea of a Good Phonograph Proposition

Merchandise is good merchandise for you only in ratio to the salability and profit it possesses. We believe the Euphonic embodies these desirable factors to a very high degree. It is a beautiful instrument, rich in its lines and cabinet work and very finely finished. Its mechanical and tonal features are clearly demonstrated by the playing of the first record. These features are a reproducer and tone arm of the most advanced design — and a tone chamber which we believe to be vastly superior to that found in any similar instrument. And, furthering all this is a range of discounts and a merchandising policy that will not only protect, but enhance the selling value of this product as time goes on. The entire story is most interesting. We invite correspondence from the trade.

Wasmuth-Goodrich Company
Manufacturers of Phonographs and Radio Cabinets
Peru, Indiana
Features Talking Machines in Unusual Advertising

Foster & Waldo, Minneapolis, Minn., Music Concern, Bring Their Line to the Attention of Public Through High Class Advertising

A full-page advertisement which for attractive presentation is of a high standard of quality could scarcely be improved upon recently graced the rotogravure section of the Minneapolis Tribune, being inserted by the music house of Foster & Waldo. The advertisement, while naturally a commercial one, presenting a full line of talking machines to the public, was blended harmoniously with the art movement of the city, and gave the readers desirable information as to the musical season of the city and maintained the plane that the instruments offered for sale were strictly art products.

The upper center of the advertisement contained the names of five of the world's greatest concert and operatic stars, with a brief description of each together with the date and place of their appearance in Minneapolis. To the side the following advertisement appeared: "in order that you may hear these and other great artists again and again—Foster & Waldo offer" —and then followed illustrations with a complete description of six models of the talking machine line carried by the music establishment.

A striking feature of the advertisement was the manner in which the readers of the advertisements were informed of the fact that the instruments illustrated and described could be purchased on the installment basis. Because of the fact that in addition to the advertisement presented, Mrs. McCormack and the line of talking machines, it included an advance bulletin of coming musical events, a high standard had to be maintained and the usual mention of terms, so much down and a few months' instalment, destroy the entire purpose of the announcement. To escape this, Foster & Waldo inserted in a small box in the lower right-hand corner the following message: "Buy Out of Income. You need not disturb your investments to own one of these magnificent instruments. Don't disturb your principal. Pay from your income." The dignity of this announcement was in keeping with the character of the advertisement.

Another point is that there are many people to whom the buying of merchandise on the installment plan does not appeal. They prefer to pay cash, yet the outlay of $800 or $1,000 for the instrument which they prefer would be a serious drawback to their buying the instrument. When the terms of payment are explained as they are in this advertisement of Foster & Waldo, the entire transaction takes on a dignity and a businesslike formality which seems to remove it completely from the usual installment sale.

John McCormack Back From Concert Tour in Orient

John McCormack, the famous tenor, who recently arrived in New York after a two months' concert tour in China and Japan, tells of the rapid development and appreciation of Western music in the Orient, especially in Japan, where he gave a series of sixteen concerts in the larger cities, singing before audiences 50 per cent of whom were natives. He said the classic airs of Rossini, Verdi, and Bach as well as Irish songs were everywhere received with every expression of pleasure.

 Asked if the phonograph was popular in Japan, Mr. McCormack said: "It was, although some of the people have the habit of playing discs at an extremely rapid tempo, thus achieving some of the effect of the native music, "I was so moved and astonished by hearing the sound of my own voice thus ground out at a highly shrill pitch that caused me a moment of acute humiliation."

By the way, Mr. McCormack is seeking the public's reaction to a proposal that he remake all his old records by the new electrical process. He says, "It will entail an enormous amount of time and work, and I am wondering whether the public would be interested in obtaining the old songs reproduced with the greater volume and clarity of the new system of recording."

J. P. Johnston Now Sales Manager of Mu-Rad Corp.

Executive Formerly With Dublifier Condenser and Radio Corp., in Charge of Sales—Plans Trip Throughout New England Territory

A. S. Blatterman, president of the Mu-Rad Radio Corp., of Asbury Park, N. J., announces the affiliation of the company of J. P. Johnston, who will be in charge of all sales of the new "Mu-Rad Super Six" receivers. Mr. Johnston was formerly associated with the Dublifier Condenser & Radio Corp. as district sales manager for New York, New England and New Jersey. He assumes his new activities at once and plans a trip through New England as the first of a series covering the Eastern territory and the Middle Western sections of the country.

Kolster Radio Compass for New Radio Beacon Stations

Eleven new radio beacon stations, to protect shipping along both coasts of the United States, the Gulf and the Great Lakes will be equipped with the Kolster radio compass, invented by Dr. Frederick A. Kolster, chief engineer of Federal-Brandeis, Inc., New York and San Francisco. Dr. Kolster is the father of Kolster radio, manufactured by Federal-Brandeis. The new beacon stations will be ready for service by June 30, 1927. The Kolster compass is used on vessels in conjunction with the radio beacon stations to give accurate bearings without depending upon visibility.

The United States Government already is operating twenty-seven radio beacon stations, according to the Department of Commerce, and plans for more are awaiting appropriation of funds. It is stated that about 300 American passenger and naval ships are equipped with the Kolster radio compass and foreign vessels are rapidly adopting it.

Mu-Rad Corp. Completes Plans to Exploit Receiver

Newspaper Publicity, Jobber and Dealer Helps Included in Big Campaign to Acquaint Public With Mu-Rad Super Six

The Mu-Rad Radio Corp., of Asbury Park, N. J., manufacturer of the new "Mu-Rad Super Six" receiver, has completed its plans for a full advertising campaign exploiting this product.

This includes newspaper publicity, distributor and dealer helps and a most intensive sales campaign.

The "Mu-Rad Super Six" is a one-dial control receiver of unusual simplicity. Each receiver is individually calibrated and has a wave length range from 100 to 555 meters. It takes 135 volt "B" battery, nine volt "C" battery and six volt storage battery or trickle charger; ample space being allowed in the cabinet for such installations. The interior is self-contained in polished bakelite with no wiring visible and with flexible tube sockets. It is unusually sensitive and highly selective.

Every Mu-Rad receiver undergoes an intense individual series of inspections. This season the Mu-Rad Corp. inaugurated what is known as the "Mu-Rad Golden Rule Policy." This includes protected territory, small commitments, territorial sales quotas and bonuses in proportion to sales.

The Corber Radio Corp., Schenectady, N. Y., was recently incorporated at Albany with a capital stock of $50,000. The incorporators are G. W. Featherstonhaigh and E. Clark.

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By the way, Mr. McCormack is seeking the

A simple statement but it should mean a lot to you. Our needles are an absolute guarantee of the CUSTOMER'S SATISFACTION. He may not realize how important a needle is to the playing of a record; but you do—and we do. That is why we make ours of the very best steel. We should like to tell you more about Okeh and Truetone needles.

A Product of the GENERAL PHONOGRAPH CORPORATION OTTO HEINEMAN, President

25 WEST 45TH STREET NEW YORK CITY

DEALERS ARE BUYING AND SELLING

Okeh and Truetone Needles

For Their Extra Help in PROFITS

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The facts

which every radio distributor and dealer should know

PROBABLY no word in the entire radio vocabulary has greater commercial importance than the word "Neutrodyne." So let's get started right with a definition.

The word "Neutrodyne" is a registered trade-mark, owned by the Hazeltine Corporation and applied to a radio receiving set embodying certain patented inventions of Professor L. A. Hazeltine, and manufactured by fourteen licensed manufacturers.

Every genuine Neutrodyne set carries the Neutrodyne trade-mark. Unless it bears this trade-mark, and unless made by one of the fourteen Hazeltine licensees, a receiving set is not a Neutrodyne.

The birth of the Neutrodyne

Back in 1921, when music and speech began to float through the ether in really appreciable quantities, the receiving sets, so-called, were merely crude adaptations of existing radio telegraph apparatus. Without exception they were cumbersome, complicated and unsatisfactory.

Their chief characteristic was their tendency to become transmitters. Upon the slightest provocation, they filled the surrounding air with squeals, howls and hideous sound until the absolute destruction of broadcasting itself was threatened.

This was the situation in 1921 and early in 1922. And then came the change—the change that marked the first real advance—the first radio receiver designed and constructed to receive broadcast.

Professor L. A. Hazeltine, of Stevens Institute of Technology, an electrical genius who has applied his unusual talents particularly to radio, designed and perfected the Neutrodyne receiver which embodies his radio circuit.

This type of amplifier eliminates regeneration by neutralizing the inherent feed back due to undesirable capacity coupling, thereby giving high selectivity, good tone quality and simple adjustment and preventing squeals, whistles and radiation.

This radio receiver when properly constructed and adjusted could not under any circumstances become a transmitter. It could not howl or squeal. It could not radiate.

In addition, this new receiver was found to possess a higher degree of selectivity than had ever before been obtained. It was extremely sensitive and the quality of its reproduction of sound unusually fine.

Small wonder that the Neutrodyne swept the country. Small wonder that it was widely imitated. Small wonder that all kinds of sets were sold as "neutrodynes."

Organization of the Hazeltine interests

Following the granting of patents to Professor Hazeltine—patents which have successfully stood the test of litigation—the Hazeltine Corporation was formed. This company now owns and controls these patents and inventions, and the Neutrodyne trademark.

It manufactures no receiving sets, but has granted an exclusive license to the Independent Radio Manu-
about Neutrodyne

facturers, Incorporated, which in turn has licensed its fourteen member companies to manufacture Neutrodyne receivers.

The Independent Radio Manufacturers, Incorporated
The fourteen companies, who alone are permitted to use the Hazeltine inventions and to label their receiving sets with the Neutrodyne trade-mark, are these:

THE AMRAD CORPORATION, Medford Hillside, Mass.
F. A. D. ANDREAS, Inc., New York City
CARLOYD ELECTRIC & RADIO COMPANY, Newark, N. J.
FREED-EBERMANN RADIO CORPORATION, Brooklyn, N. Y.
EAGLE RADIO COMPANY, Newark, N. J.
GAROD CORPORATION, Belleville, N. J.
GILFILLAN RADIO CORPORATION, Los Angeles, Cal.
HOWARD RADIO COMPANY, Inc., Chicago, Ill.
KING-HINNERS RADIO COMPANY, Buffalo, N. Y.
WM. J. MURDOCK COMPANY, Chelsea, Mass.
STROMBERG-CARLSON TELEPHONE MFG. CO., Rochester, N. Y.
R. E. THOMPSON MFG. CO., Jersey City, N. J.
WARE RADIO CORPORATION, New York City
THE WORK-RITE MFG. CO., Cleveland, Ohio

How the companies operate
These fourteen manufacturers pay royalties to the Independent Radio Manufacturers, Incorporated, which company turns over this income to the Hazeltine Corporation, less a fixed charge which is set aside to accumulate into a fund. This fund provides the means for prosecuting infringements of "Neutrodyne" patents and trade-marks, whether by manufacturers, wholesalers, retailers or even by the ultimate purchasers of radio receivers. This fund also provides for the defense of distributors and dealers authorized to handle and sell licensed Neutrodyne radio receivers against patent infringement prosecution as far as those receivers are concerned.

Complete protection for Neutrodyne distributors
The value of this arrangement for the protection of the manufacturers, distributors, retailers and users of Neutrodyne apparatus has already been demonstrated.

"Neutrodyne" distributors when sued have been successfully defended in the courts by the Independent Radio Manufacturers, Incorporated. And the validity of "Neutrodyne" patents and inventions has been upheld by the courts against infringers.

So that today no radio receiving sets or radio apparatus offers the distributor and the dealer a greater degree of safety than Neutrodyne.

It has won its battles in the law courts, just as it has won the hearts of the radio listeners. And it is financially able and more than willing to protect itself and its distributors. Neutrodyne will not only defend itself when attacked—it will lead the attack if its rights are invaded.

Play safe with Neutrodyne
Remembering that distributors, wholesalers, retailers and even consumers are liable under the law, in selling or having in their possession infringing radio apparatus, read the following paragraphs carefully:

The courts have recently ruled that Tuned Radio Frequency Receivers equipped with adjustable means to usefully control regeneration and prevent oscillation, infringe the Armstrong patents.

The courts have also held that receivers employing certain neutralizing schemes infringe the "Neutrodyne" patents.

Ask yourself whether the sets you handle are clear of liability; whether the manufacturers of such sets would be likely to protect you if you were sued. If you are in doubt about your liability, consult competent legal authority.

Thoughtful, careful, conscientious distributors are today playing safe by handling licensed Neutrodyne apparatus. They have not only found such a policy safe and sound, but highly profitable.
Powel Crosley Jr. has so definitely applied his successful methods of mass production to Amrad developments that thousands of radio buyers will be able this season to purchase the superlative Amrad Neutrodynes at prices most unexpectedly low.

From an engineering point of view Amrad has few equals, in experience, equipment and in skill.

This beautifully two-tone finished Battery Type set performs uncannily. Selectivity, tone and volume are all that can be desired. Crosley production has eliminated nonessentials. Vital parts are the finest. It has already proven a great success.

This is one of radio's GREAT achievements. All power for this set is taken from an electric lamp socket. Do not confuse with battery eliminators. Exclusive patented developments enable Amrad to present a batteryless radio at least one hundred dollars or more under the prices of sets in which the replacement of batteries has been eliminated. This set operates from a special power unit which gives unprecedented tone reproduction.

The Amrad Power Unit operates only as the set is being used. Voltages are always correct values. Exclusive Mershon condensers of 90 mfd capacity produce smooth, clear, lucid tones. The set uses four UX-199 tubes and one UX-112 power tube. Operates on 60 cycle 100-120 volt alternating current. Power unit uses two UX-216-B Rectron rectifier tubes to supply plate current at maximum B voltage of 135 as well as filament current for tubes.

With powerful, constant, never failing energy, this apparatus exceeds the expectations of even the most exacting critics. The set delivers the utmost in radio enjoyment at an almost unbelievable price.
You have 2 Customers for Radio

There are two kinds of people in the market for radio today. Fada Harmonated Reception will turn them both into customers.

1 There is the man who already owns a set and isn't entirely satisfied. He is in the market for something better, but is rather doubtful about finding it. He trusts to his own ears.

Fada Harmonated Reception is outstandingly superior to ordinary radio. One has but to hear it to recognize this instantly. It makes radio reception a new sensation! It is radio without alibis!

2 There is the fellow who has been waiting for radio to find its feet—he has listened in on other people's sets and has said to himself, "I'll wait until radio is right!"

Fada Harmonated Reception is by far "righter" than any radio ever before offered. Its performance is astoundingly better than anything you have ever heard. It is the radio of tomorrow—here today!

Here's how to get them both

Fada Harmonated Reception, a brand new development in radio engineering, is being demonstrated by the distributors in your territory. Write to us for our Dealer's Proposition.

F. A. D. ANDREA, INC.
1581 Jerome Avenue New York

Manufacturers of TUNED RADIO FREQUENCY Receivers
using the highly efficient NEUTRODYNE principle

Fada Cone Speaker Table Type $35

Fada Neutrodyne Receivers—table and furniture models—S, 6, and 5 tubes from $85 to $400. Illustrated is the Fada 8 Console. ... $400

View of Fada 8 Chassis showing total "Individual Stage" Shielding.
Now—2 New Electric Power Garods!
Both marvellously richer in tone, sounding new low notes

GAROD ELECTRIC POWER RADIO
YEARS AHEAD!
Startling New Advanced Units of Design!

GAROD--EA

Simply—Plug into light socket at cost of 1½¢ per hour.

No Batteries! No Eliminators!
No Chargers! No Attachments!

New Power Increases Tone Range and Richness

Power is the absolute essential for the deeper and finer tones in radio. And new Garod-EA now reproduces entirely by electric power!

Five elements in new Garod-EA contribute to this unparalleled quality of tone. First, the House Current—equivalent in power to 10"B" Batteries. Special Power Tubes...100 times more powerful than standard tubes. The Power Unit...that steps up the house current to 450 volts. The Super Audio Transformer that, together with the power tubes which never overload, amplifies tone without distortion. Neutrodyne, that silences all "squeals" and guarantees world's finest selectivity.

Price $310
Only Loud Speaker and Tubes to be added.

GAROD--EC

Simply—Plug into light socket at cost of 1½¢ per hour.

No Outside Antennae! No Batteries!
No Loop! No Battery Substitutes!

COMPLETELY SHIELDED
ONE-DRUM-DIAL Tuning Control.
SEVEN TUBES • ELECTRIC POWER INDUCTANCE-TUNED
Radio Frequency Transformer
(Replacing Variable Condensers)

INSURING—
1—Accurate, permanent synchronisation of multiple stages.
2—Extreme sensitivity and selectivity due to high ratio of inductance to capacitance.

Presented in "The Robin Hood," a fine period chest, made of three rare woods from the forests of Robin Hood.

CUSTOM BUILT BY GAROD LABORATORIES
(Made to Order Only)

Price $750
Only Loud Speaker and Tubes to be added.

DEALERS' ATTENTION!

Garod-EC illustrated above was one of the outstanding features of the Radio World's Fair at Madison Square Garden, New York, September 13th to 18th. This remarkable achievement represents the very finest receiver that can be built. It is custom-made. Complete details will be sent upon request.

Garod-EA today has put the factory into night and day production.

If your territory is not yet covered by a Garod wholesale representative write us at once for complete details of "The Garod Franchise" which protects exclusive Garod dealers in every desirable way when a territory is allotted. The big thing in radio today is ELECTRIC POWER. Get acquainted!

GAROD CORPORATION : : : Belleville, New Jersey
The NEW Models of

GILFILLAN RADIO

Model 10 Compact and powerful—hand-carved Walnut cabinet. Five-tube Neutrodyne including "power" tube.
Two Vernier action controls. Two Radio and two Audio Stages. Registers full scale on cone speaker. Operates with Battery Eliminators, if desired.
Size: 21½" long; 11" high; 10" deep.
Plenty of range and marvelous Tone with exceptional selectivity. Price without accessories $90.

Model 20 In beautiful hand-carved medium size cabinet.
Six-tube Neutrodyne including "power" tube.
Single Vernier action control. Three Shielded Radio and two Audio Stages. Specially selected Cone Speaker. Space for all Batteries or Battery Eliminators.
Size: 42" high; 17" wide; 16½" deep.
Wonderful Tone, Range and Selectivity. Price without accessories $175.

Model 25 Table cabinet set—$200.

Model 30 Handsome mahogany console.
Six-tube Neutrodyne. All units shielded in copper (including one "power" tube).
Two Vernier action controls. Three Radio and two Audio Stages. Special Cone Speaker registering full scale. Space for all Batteries or Battery Eliminators.
Size: 51" high; 30" wide; 20" deep.
Great range, with marvelous Tone and Selectivity—a superior set in every detail. Price without accessories $350.

Model 40 Table cabinet set—$200.

These new Gilfillan models are most attractive in design and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY.

Place order through your jobbers for prompt delivery. Send for beautifully illustrated circular, giving full details, to our nearest office.

GILFILLAN BROS. INC.
25 Wilbur Ave.  1815 Venice Blvd.  2525 W. Penn Way
Long Island City, N. Y. Los Angeles, Calif. Kansas City, Mo.
Apeco Mfg. Co. Presents the Apecoradio Receiving Set

New Product Is Seven-Tube Set With Dual Control and Is Completely Apeco-Equipped— Operates From Electric Light Socket

PROVIDENCE, R. I., October 6—The Apeco Mfg. Co., of this city, which has long enjoyed an enviable reputation in radio circles as the manufacturer of battery changers, "A" eliminators, eliminator kits, etc., and has more recently presented a line of radio tubes, a full automatic "A" battery converter and Raytheon tube "B" eliminator, has now entered the field of receiving set manufacture. At the New York Show the first Apecoradio receiving set was presented. The Apecoradio is a seven-tube heavily copper-armed set with a dual control and an equalizer tone chamber with built-in cone speaker. It is lamp-socket operated and housed in two attractive styles of floor cabinets. One of the distinguishing features of this set pointed out by the manufacturer is that it is probably the first completely equipped set, even to the tubes, that has been placed on the market. The equipment is entirely Apeco and is ready to be plugged into the lamp-socket and operated.

The Mastro-Ortholian Arouses Trade Interest

Among the Vogue radio products manufactured by Richard T. Davis, Chicago, is the Mastro-Ortholian, a movable master-control receiver connected with a power speaker, which has excited considerable attention since its introduction. The control is of such a size that it may be placed on an end table, lounge, cabinet, mantelpiece, and its operation has been simplified by the use of only one volume control and station selector. The control cabinet weighs only twelve pounds and contains the radio frequency and detector tubes, while the Ortholian reproducer, the speaker cabinet with which it is used, contains the audio amplifying tubes. D-eliminator, treble and bass controls, and space for storage battery. The Ortholian speaker uses 110-volt, 60-cycle A. C. light circuit current, and the double-point-cone is mounted back of the grille, in a specially designed resonance chamber. It is said to reproduce faithfully the largest orchestra or band without slighting instruments of the highest or lowest range. The speaker cabinet, standing forty-eight inches high, is finished in shaded walnut, with the grille and legs of carved art wood. It is tall, requiring little floor space, and is designed to blend with the furnishings of the most luxuriantly appointed home.

The Master Control is connected by cable with the electrically operated Ortholian speaker and covered with shark's hide Fabricoid, while the ends are finished in bronze metal casting. The Master-Ortholian lists for $295.

Awards Musical Scholarships

Announcement was recently made of the awarding of two musical scholarships by L. Blumenberger & Co., Newark, N. J., one of the largest department stores in the country. One is for advanced piano students and offers a four-year scholarship for advanced piano students at the Institute of Music Art in New York City, the second is for junior pupils for a similar term with instruction at a New Jersey institute or by some carefully chosen private teacher.

G. T. McKelvey, in New York

C. T. McKelvey, sales promotion manager of the Brunswick-Balke-Collender Co., Chicago, Ill., spent several days during the latter part of last month in the New York territory.

Pooley Co. Plants Working Overtime to Meet Demand

Entire Line Is Moving Well With the Armchair Model and Model 2200 Proving the Favorites With the Trade and Public

PHILADELPHIA, Pa., October 7—The entire Pooley line of radio cabinets equipped with Atwater Kent radio is moving well, according to R. R. Stauffer, treasurer and general manager of the Pooley Co., Inc., of this city, and he anticipates the biggest year in the history of the organization. General activity is particularly noticeable in both plants of the Pooley Co. in this city. Not only has peak production been reached throughout the day, but the plantmen are working overtime three nights each week to take care of the heavy demands.

While all models are moving well, the particular favorites seem to be the armchair model, which has been described in the columns of The World in a previous issue, and model 2200, which is illustrated herewith. The model 2200 is a Pooley speaker with battery compartment particularly suitable for the Atwater Kent model 35, the new one-dial receiver in the Atwater Kent line.

The Pooley Co. has issued an interesting four-page folder on this model describing it as “Pooley’s contribution to the greatest selling proposition in radio today.”

New Crosley Authorized Dealer Plan Announced

A revised dealer authorization policy, establishing two classes of Crosley authorized dealers with distinctly different provisions for each, has been announced by the Crosley Radio Corp. Authorized dealers are now divided into Class A (those who have accomplished very good results and who handle Crosley exclusively), and Class B (those who have not produced good enough results to be included in the first class). No attempt will be made to establish additional dealers in communities where there are Class A dealers, while healthy competition will be encouraged in sections where there are only Class B dealers. A letter sent out by the Crosley sales department states that this action should not be construed to mean that the corporation intends to appoint new dealers promiscuously, every effort being made to back loyal Crosley dealers to the limit, especially those regarded as belonging to Class A.

Slagle Radio Co. Moves Into Large New Home

The Slagle Radio Co., Ft. Wayne, Ind., makers of Slagle receivers, moved into a large new building a short time ago. The new building has one floor with 5,400 square feet devoted to manufacturing operations. Here the parts included in Slagle receivers are manufactured and assembled.
“And Calls Each Fresh Link Progress”

Many of the choicest reproductions of music are heard on Okeh Records. That explains the reason for their enormous sales . . . and the Success of Licensed Okeh Dealers.

When you consider there is no investment of money needed in order to sell Okeh Records and increase your profits, you will wonder why you have not written before this for the Okeh Dealer’s plan.

Of course, in justice to the growth of your business, you should write to-day. We hope you will . . . .

Let an Okeh Dealer’s License be a “fresh link” in your business.

General Phonograph Corporation

OttO HEINEMAN, President

25 West 45th Street
New York, N. Y.
Propects for a Busy Fall in Kansas City Were Never Better, Say Retailers

New Instruments Are Expected to Open Up a Wide New Field for Sales. According to Leading Dealers, Who Are Making Plans for Vigorous Fall Campaigns—Activities of the Month

KANSAS CITY, Mo., October 6.—Prospects for Fall activity in talking machines have not been better in this city for a number of years, according to the unanimous opinion of many dealers, and all those people who own no machines are in the market to any resourceful salesman. Distributors point to the unusual crop conditions in Kansas, Oklahoma and the surrounding States as proof of their statement that the Fall of 1926 will be the biggest season they have ever had, and the heavy orders from retailers in these sections bear out the predictions of the most enthusiastic. This is, of course, due to some extent to the fact that the dealers were completely out of stock by the time the new machines came on the market.

Records have maintained a steady movement throughout the Summer, and have been an important feature of the sales during the month of September. Although there are no outstanding new hits, dance records in the new rhythm are in demand, and the new numbers by well-known orchestras can always be depended upon to create a demand. A meeting of Brunswick dealers was held here last month, and dealers from Kansas, Oklahoma and Missouri attended the meeting. O. P. Harris, special Chicago representative, conducted the meeting, which was under the direction of T. H. Condon, manager of the phonograph department of the local branch of the company. The enthusiasm of the dealers about the prospects for new Panatrope and the new mechanical machines of the Brunswick, was enhanced by Mr. Harris' detailed explanations of the improvements in the new machines over the old, and the features of the new light-ray records.

Edison dealers from six States came to Kansas City recently at the invitation of Charles A. Edison, president of the combined Edison industries. Mr. Edison addressed the dealers at a dinner, held at the Hotel Muehlebach. He predicted that the dealers would have the biggest year they have ever had, pointing out the reasons for this belief in the economic conditions as they exist today. The dealers heard for the first time at the dinner, the new Edison machine, which was formally introduced to them by Arthur Walsh, vice-president of the company who accompanied Mr. Edison on the trip. The Edison dealers are very optimistic about Fall prospects.

W. B. Ockenden, manager of the Columbia wholesale office here, reports that the orders for Columbia machines and New Process records are coming in almost too fast for the office. Machines are being shipped as fast as they come in, and as for records they have never had such a volume of business in this line as they have in this branch in its history.

Miss J. M. Poynter, of the phonograph department of the Jones Store Co., is finding September business more than satisfactory in all the lines carried by the department. Sales of machines opened up earlier than she expected, and records are moving satisfactorily. Miss Poynter says they have been receiving numerous calls every day for the new Edison phonographs, and she anticipates heavy activity in these instruments when they are put on the market.

Fifth Anniversary of the Galveston Music Co.

GALVESTON, TEX., September 30.—The Galveston Piano Co., the successful music house of this city, celebrated this month the fifth anniversary of the establishment of the business which has met with notable success. The celebration was made the occasion of several pages of special comment in the Galveston Daily News, which in addition to articles regarding the company's activities also contained advertisements from the companies represented by the local store. The Galveston Piano Co. features the Steinway piano and the Aeolian line of instruments, the new Columbia Viva-tonal phonograph and New Process records, band instruments, musical merchandise, sheet music and radio receivers and other products.

Akron's First Radio Show Proves a Great Success

AKRON, O., September 28.—Akron's first radio show, held in the armory last week, proved one of the most successful outside of Cleveland held in Ohio this year. More than thirty dealers, representing every standard make of radio and equipment, had booths at the show, while during the four-day show many notables in the broadcasting world were on the program. Radio and music dealers who took part and who had exhibits at the show included Hower Co., George S. Dales Music Co., Temple Radio Co., Windsor-Poling Co.; Frank Weigand, Barberon radio and music dealer; M. O'Neil, music and radio department; Sun Radio Co., and Buckeye Radio Co. So successful was the show that it was decided to stage one annually.

Indoor Weather Brings Heavier Demand for Talking Machines that Really Reproduce Original Tones

The deep, resonant basses and the shrill piccolo, each with proper emphasis, the voice of the flute, the heart throbs of the cello, the rippling tones of the clarinet, the thundering diapason of the tubas—all in harmony, with every tone value reproduced as in the original—SUCH ARE THE RESULTS when the amplification is synchronized through the use of the scientific MILLER system, in which synchronized amplification is brought to the highest degree of perfection.

In this system, the exponential curve of the air column from reproducer to bell is a scientific achievement and not the result of guesswork.

Send us your data and our audio-engineers will suggest the correct solutions for your own particular problems.

The Miller Rubber Co.
of New York
Akron, Ohio, U.S.A.
Increased Sales Activity Marks First Weeks of Fall Season in Toledo Field

TOLEDO, O., October 7.—The first weeks of Fall have produced much activity in phonograph and radio houses. A good share of this spending up is no doubt due to the new lines of merchandise added, the increase in sales staffs and the widening of store policies. The Woman's Style Show and Radio Exposition at the Armory Building is daily drawing crowds to see the styles and to learn what a woman should know about radio. W. Bear, director, says it's the greatest show of its kind held here and merchants are giving it their hearty support.

The concert season opens with Sousa and his band shortly. Dealers will exploit records in connection with this artist as well as future performers. Ray Miller and His Brunswick Orchestra sold many records for dealers during their stay here.

The Frazelle Music House—one of the strongest general music stores in the city—was granted a Victor franchise recently. As a result a new department in charge of Gladys Mamma, with Elma J. Getchell as assistant, has been opened in the store. Columbia and Sonora lines are also handled here. Another new item of merchandise is the Atwater Kent radio. Frank H. Frazelle, manager, stated that with the addition of the lines the store will launch an aggressive sales campaign. Harry L. Gatchell is a new member of the staff.

At the Lion Store, music stores Brunswick and Victor records and machines are selling ahead of last year, according to Lawson S. Talbert, manager. The department has a booth at the Radio Show, where new types of phonographs are demonstrated. A feature which is selling additional records here is a daily cash prize awarded to the sales girl with the highest unit sales and a push record prize for each week. The outside salesmen are given a cash prize if two Credenzas are sold during the week. Several thousand circulars announcing the opening of the Christmas Club were mailed with statements to customers. Rolland Smenner, formerly with Wolf & Dessureault Co., Fort Wayne, Ind., and well-known to the trade, has joined forces with the house.

In the radio section trade is above last year, Doyle Wyre, manager, stated. He recently attended the Radio World's Fair in New York. He believes indications are for the biggest radio season on record.

At the J. W. Greene Co. the house is attaining marked success with the Panatrope, also with the Orthophonic and Panatrope combinations. Trade has opened up so briskly that in the opinion of Manager E. A. Kopf it will be a question of getting sufficient merchandise to take care of the demand. He recently attended the Atwater Kent dealers meeting in Cleveland, where a number of speakers, including Allen McQuish, Gordon McNamar, V. W. Collamore and K. E. Humphries gave dealers valuable sales information and tips. Mrs. Kopf attended the ladies' sessions. An elaborate banquet was served the visitors. On the return trip a truck wrecked the Kopf car. Both Mr. and Mrs. Kopf offered cuts and bruises, but were not seriously injured.

The Toledo Radio Co. is making an important announcement to dealers. The Sparton light socket radio has been taken on. It is said to have extraordinary volume and is the only machine with one exception using the new A. C. tubes. Chas. H. Vomolnildorf, president, stated that although the new merchandise has been shown to only a few dealers all, without exception, have placed substantial orders. It is made by the Sparks-Withington Co., Jackson, Mich., which is making every effort to supply the demand already in sight. Twenty-five jobbers attended the factory announcement meeting recently.

At the Goosman Piano Co. Fall demand has stimulated the call for Columbia machines and records. Miss Iona Thompson reported a drive has been launched for new business at both the Toledo and Bryan stores. C. E. Everingham is a new member of the sales staff.

The Cable Piano Co. attracted unusual interest lately through its Panatrope concerts. These were conducted every afternoon and evening as a feature of "Panatrope Week." A large number of blanks for the Brunswick $5000 prize, slogan and title for new machines were distributed to visitors. Manager A. F. Maas stated the event stimulated interest in machines and combinations.

Panatrope Is Installed in Kent House, Quebec

Picturesque and Famous Old Canadian Hostelry Has Special Model of Panatrope for Amusement of Guests

The Kent House, of Monkmorency Falls, Quebec, Canada, is one of the most picturesque and famous old hostlies of the Dominion, has been at one time the original home of the Canadian Governor General and has been in constant use for one hundred and fifty years, deriving its name from its former occupant in 1791—H. R. H. The Duke of Kent, the younger Queen Victoria's father. It is now used as a Summer hotel. Its natural conservative policies were completely swept aside when H. R. Braid, in charge of Brunswick activities in Eastern Canada, demonstrated a Panatrope and pointed out its advantages for use in the Kent House. The managers were completely won over by the musical quality of the instrument and immediately made preparation to have one installed for the amusement of guests. At special request the instrument was mounted on wheels to permit its easy transportation through the famous rooms where royalty once trod.

Maynard Music Co. Holds Formal Opening of Store

SALES OF HIGHEST STANDARD IN PAST PERFORMANCE AND GOOD STANDING, WHO UNDERSTAND THE RETAIL RADIO AND MUSIC DEALER ANGLE AND WHO HAVE A TRADE FOLLOWING—COMMUNICATE WITH US AT ONCE.

To those who CAN QUALIFY the future possibilities are unlimited.

While we'd enjoy hearing from all aspirants—you will be saving your time and ours by not applying unless your past experience has been as above specified.

Give full particulars in first letter.

BELL & HOWELL COMPANY

1805 Larchmont Avenue

CHICAGO
Above is the clear glass demonstrat-
ing tube showing the patented Perry-
man Bridge which holds the ele-
ments in place at the distance of
greatest efficiency. Ordinary
jars or jolts do not affect Perryman
Tubes. Notice the double filament
which distributes the electron
emission over the full area of the plate,
giving greater capacity without
overloading. You get natural
tone for the life of the tube and
the life of the tube is
exceptionally long.

The filament of Perryman Radio Tubes
with the patented Perryman bridge are
doubled to form a letter M. This twin
construction not only exposes a greater
area of filament surface, but it doubles
the area of electron emission and in-
creases the capacity of the tube. The
real result is a tube that does its appointed work more
easily, giving greater volume without distortion. Its
longer life is a distinct economy.

Perryman authorized distributors carry ample stocks
and can service dealers on sales helps and advertising
material. The dealer who anticipates his requirements
will greatly assist his distributor in making timely de-

deliveries. This will be a big Perryman year.
"Enchanted Hours Together"
About the Girl

I am going to MARRY

GIRLS, this is a confession of an eligible young man who has been attracted to fair ladies ever since the campus gates closed behind him. All these young ladies fascinated him — one was brilliant and beautiful but she invited him to take her to more shows in a month than a newspaper critic razzes in a season. Much as he adored her Messrs. Ziegfeld and Belasco soon discouraged the struggling young copy writer.

Then came the quiet home girl. He could see her six times a week and still eat three meals a day, but the evenings were uninteresting and her companionship grew boresome.

Another was wonderful company — she was the cynosure of admiring eyes, but somehow they always seemed to drift into night clubs.

And Dear Lady —

we men do not propose marriage in night clubs.

And then "she" came.

She was just a real girl, easy to look at, dressed nicely and moreover had that wonderful understanding which makes a man devoted to a woman.

She understood that —

it is in her home that he plans his,

so she invited him to her home often. But unlike the quiet girl, she made every evening a cheerful one. Her home was a center of all social activity. The younger set gathered there and had wonderful times, marvelous dancing. Of course other girls had old fashioned phonographs that would play jazz — but at her house they have real night club dance music at a moment's notice.

There is a New Reproducing Sonora Phonograph in her home.

And later, enchanted hours together — subdued lights . . . music . . . beauty . . . youth . . . romance! Colorful harmonies steal upon the soul while they engender thoughts which find no speech. As the record plays so, too, does their imagination and to the tune of its mystic music they build their air castles and plans for tomorrow . . . . many tomorrows together.

SONORA PHONOGRAPH COMPANY, 16 East Fortyeth Street, New York, N.Y.

This story in booklet form is now available to Sonora dealers.
The Big News

YOU'VE heard the big news. So have your customers. Full-page newspaper advertisements told the story. Columbia New Process Records are electrically recorded.

Record buyers know now one big reason why Columbia New Process Records record all the beauty, brilliance, clarity and volume of every type of music and musical instrument.

Columbia New Process Records are riding on the crest of a great wave of popularity. You can ride with them.

Columbia Wholesalers, Inc.

L. L. Andrews — W. H. Swartz
Exclusively Wholesale

205 W. Camden St., Baltimore, Md.
$29.00

Console with Cone Loudspeaker Ready for Your Set and Batteries

(West of the Rockies)

A Revelation in Radio Reproduction

At last—a cone loudspeaker that reproduces all the tones as they are broadcast. From the deep-voiced tuba of an orchestra to the softest note of a vocal solo—every tone—every sound is reproduced in all its beauty, just as it entered the microphone.

This 22-inch Windsor Cone Loudspeaker, with its spruce sounding board, will reproduce the softest crooning lullaby in a softly lighted room, or the full-throated march music of a band in an auditorium—both with perfect fidelity of sound and tone.

The Windsor Cone Loudspeaker Console is of such manifest high quality and attractive design as to be a welcome addition to any home. Finished in Mahogany or Walnut.

The Windsor Cone and Horn Loudspeakers, combined with attractive pieces of furniture in many models beautifully finished in either walnut or mahogany, offer recognized radio dealers a remarkable field for largely increased sales and profits. The retail prices are unusually low for loudspeakers of such outstanding perfection and the attractive furniture with which they are combined serves to enhance the value offered.

Write or wire at once for illustrations and prices covering all models in the Windsor line, together with retail prices and the annually liberal trade discounts. The extensive magazine and newspaper advertising campaign to appear this season will send many radio enthusiasts into your store to see and hear this remarkable new line of cone and horn loudspeakers combined with fine furniture.

The WINDSOR FURNITURE COMPANY
World's Largest Manufacturers and Originators of Loudspeaker Consoles

1426 CARROLL AVENUE

Los Angeles Branch—917 Maple Avenue
CHICAGO, ILLINOIS
Talking Machine Dealers in Detroit
Optimistic as Sales Make Steady Gains

Dealers Preparing for an Active Season—R. B. Alling Co. Adds the Atwater Kent Radio Line—Frank Bayley Again Heads Michigan Merchants’ Association—Month’s News

DREIDT, MICH., October 6—The month of September was an excellent one for the talking machine dealers of Detroit. They all seemed to enjoy splendid business, much improved over August and certainly better than a year ago. On top of good talking machine business, their radio business was also very brisk, being stimulated by the desire for baseball scores and the special concerts over WEAFT, New York. With Detroit at the height of its prosperity and the outlook very good for Fall, retailers are certain to be in for very big business from now until Christmas. If they don’t get it, the fault will be their own. Never have retailers had so much to incite public interest—the new talking machines, the improved records, more song hits and more dance hits than ever and radio equipment. We mention radio because it has become almost a necessary part of the retailer’s line. Some dealers have even gone so far as to add a line of electric refrigerators; others small lines of string instruments, particularly ukes, which are so popular with the younger element.

G. F. Morton has been appointed manager of the wholesale Victrola department of Grinnell Bros. He succeeds the late Charles H. Grinnell. Mr. Morton has been with the wholesale department for many years, covering the State as sales representative. He reports a very brisk trade in the city and State, and comments that the demand for the new Orthophonic is far exceeding his expectations.

Brunswick Panatropes and Brunswick records are enjoying record business. The Panatropes, in addition to being sold for the home, is in great demand for halls and public places, owing to the fact that they can be used, making it very adaptable for large halls, restaurants and ballrooms. Brunswick records have been stimulated by the large number of visiting Brunswick artists who have been in Detroit the past month.

The R. B. Alling Co., 1540 Woodward avenue, which handles the Edison and Brunswick lines, has recently added the Atwater Kent radio. Mr. Alling, who also handles the wholesale Edison department, reports that retail business is at least 75 per cent better than it was a year ago at this time. The store is open evenings and is a very busy place.

E. K. Andrew, manager of the talking machine department at the J. L. Hudson Music Store, recently was elected president of the Detroit Radio Salesmen’s Association.

Frank Bayley, of the Bayley Music House, and re-elected president of the Michigan Music Merchants’ Association, announces that the 1926 convention will again be held in Detroit owing to the success of the last convention in August.

“We find that music merchants would prefer coming to Detroit than any other city because of entertainment we can give them here and the fact that the meetings draw a very large attendance from the local dealers,” he declared.

Mr. Bayley, who handles the Brunswick line, reports business was never as good during the month of September and the early part of October. He predicts a record Fall trade for the retailers.

Baltimore Trade Outlook
Is Exceptionally Bright

(Continued from page 80)

Panatrope needles have made a hit. These new steel needles play from thirteen to fifteen electrically recorded records.

Col. $25,000 Worth of Sales

Radio dealers from Maryland, District of Columbia, Virginia and eastern West Virginia, the territory controlled by Columbia Wholesalers, Inc., as exclusive distributors of Fada, have reported to date a considerable business. Although the Fada radio was not made available for demonstration at the recent meetings held recently at the Maryland Yacht Club by Columbia Wholesalers, Inc., of Baltimore. The new “Fada Eight,” the “Fada Six” and the new “Cone Speaker” were not only displayed with the balance of the Fada line, but one of the greatest demonstrations ever witnessed in that section was given in conjunction with the introduction of the new Philco Speaker Payers, also sponsored by Columbia Wholesalers. “One hundred and twenty-five dealers were present or represented and all marveled at the range of these loop-operated receivers and the naturalness of reproduction accomplished with the new Fada cone speaker,” said Mr. Andrews, president of Columbia Wholesalers and in charge of the radio division.

Orders were taken for the new Fada sets and speakers from practically all dealers present and a degree of enthusiasm displayed most gratifying to both Columbia Wholesalers and F. A. D. Andrea, Inc., manufacturer of the Fada line. Mr. Sherwood, Eastern district sales manager for Fada, pointed out the strong position the Fada product is holding in the Northeast during the coming season and explained Fada plans and policies, including the liberal co-operative dealer advertising plan.

A buffet luncheon was served later.

Dealers Discuss National Plan

“A very successful dealers’ assembly was held on Monday, October 4, in our offices, for the purpose of demonstrating new models and planning schedules for the remainder of the year. Virginia, North Carolina, District of Columbia and Maryland dealers attended and a splendid talk on Methods to Increase Sales was given by Howard Williams, of the Business Training Corp. of New York. A salesmen’s meeting was also conducted recently at which plans for a big business during the rest of the term were discussed,” said Mr. Shaw.

Miss E. M. Heagerty in New Post

Miss Ellen M. Heagerty, formerly secretary to C. F. Shaw, of the Baltimore branch office of the Brunswick Co., is now in charge of the record department of Fink & Co.

The Maryland Record Co., Inc., will soon start production at its factory in Hagerstown, Md. The company, which is capitalized at $255,000, has leased the whole of the fifth floor of the Central Building. Edwin J. Smed, Norman B. Scott and Walter E. Baker are the incorporators.

Big Musicone Production

Since the introduction of the Crosley Super Musicone in June, production of this speaker has increased until it has now reached 2,000 a day. Production of the regular Musicone is still being maintained in large quantities, while the Musiconoscope, a console model of the Musicone speaker first introduced to the public early last Spring, is being produced at the rate of 500 a day.

T. A. Davies, the general director of merchandise at Wm. Taylor Son & Co., Cleveland, is the happy father of a brand new boy and girl. It is reported from St. Luke’s Hospital that both Mrs. Davies and the new arrivals are doing nicely.
PROFITS are not what you make on each sale. You may buy an article for $10.00 and sell it for $1,000.00—and lose money. What you have left after all expense is paid—that's profit.

Suppose you have a record winter season—but your "off season" sales just break even with expense—doesn’t your percentage of profit over the year melt away?

And if your "off season" sales are below expenses—aren’t you “in the red”?

Radio and phonograph merchandising is a wonderful profit producing business—if off season sales can be made to hold up their end. And if actual peak sales can be produced throughout all seasons of the year—doesn’t one season’s success protect you against a possible loss in the other? Is this not unpurchasable insurance against lost profits?

Perhaps you have been pondering over this very problem. The question has been—"What line fits in best with your set-up"?

Turn to the next page—and read a few simple facts which analyze the average Radio and Phonograph dealer’s position—You will find that this is the solution to a momentous question.
Watch Your Profit and Loss Curve

The above chart carries a message well worth your study. Note the sales curve of Radio and Phonograph lines. Both are profitable lines—paying big in their peak months. Yet see how the slack months from March to October sag that hard earned high-level curve of October to March. To make real money and save those winter profits you have got to bend that summer curve up to meet the blue line. To do this you have got to sell a line that will follow the customer into the open—something that carries with it an urge to accompany him in his walks or drives during the warm summer days, week ends and vacations—times when he will not stay in to hear his radio or phonograph. No man will deny the fact that the Motion Picture Camera now has the center of the "warm weather" stage—and is seeking its strongest retail outlet.

Reflect upon your own good set-up. Here are five simple truths which justly point to YOU, Mr. Radio and Phonograph Merchant, as the rightful dealer for this new line which public demand is reaching out for.

**Five Points — Worth Money to You**

1. Radio and Phonographs are instruments of entertainment—"entertainment in the home." You have qualified in the sale thereof. The amateur motion picture camera and projector are also primarily instruments of entertainment in the home. Therefore, they are legitimately YOUR line.

2. Radio and Phonograph sales are best made on demonstration—demonstration in the home. You have qualified in this highly specialized form of selling. Motion picture machines will sell on first demonstration—and you control each demonstration. You are not dependent nor controlled by outside influences or conditions.

3. You and your salesmen are experienced in selling "in the home." Naturally, to hold specialty salesmen of this type, and to keep them in training, they must be kept busy the year round. So, an article of entertainment—that will sell strongest by demonstration and without conflicting with your other lines, is obviously a high-profit asset to you.

4. Your clientele is already established. You have made friends. Every radio and phonograph customer you have sold—no matter how long ago—is your immediate prospect for this new prince of entertainers—"movies" in the home.

5. You understand the value of a manufacturer backing you up with national advertising. The Bell & Howell Company will appear in THIRTEEN FULL PAGES in the Saturday Evening Post—EACH PAGE IN FOUR COLORS, besides many other national publications in full page space. As a retail merchant, you know what that will do to create retail sales. The page opposite is a reproduction of our October 23rd Saturday Evening Post ad. You can't help but feel proud to represent such a line.

MAIL THIS FOR PROPOSITION

BELL & HOWELL CO.,
1811 Larchmont Ave., Chicago, Ill.

Gentlemen: Please give me complete details of your camera and equipment sales proposition.

Name:

Address:

YOU HAVE ALWAYS WANTED SALES PROTECTION. THE BELL & HOWELL EXCLUSIVE TERRITORIAL FRANCHISE PROTECTS THE DEALER AGAINST PROMISCUOUS APPOINTMENT OF DEALERS. DEALERSHIPS ARE LIMITED TO THE BETTER GRADE OF MERCHANTS.

There is far more to the Bell & Howell story than can be said here. It will be well worth your time and postage to mail us this coupon today.
Why this camera takes movies for you
—equaled only by professional work

4½-pound camera developed by world's leading makers of professional movie equipment; the BELL & HOWELL Automatic.

Motion photography has now been made so simple, so mistake proof that a child can take beautiful, clear, sharp pictures. This tells how.

For 10 years, Bell & Howell have made the camera and equipment used almost exclusively by the world's leading movie producers.

Now this knowledge and experience have produced Fino, for personal use—a 4½ pounds of compact, amazing movie-taking power. Its accuracy and photographic dependability are equaled only by Bell & Howell professional cinematograph cameras which cost up to $5,000 each. Yet it is priced within reach of modest incomes.

The reasons why Fino can give you real movies, equaled only by the feature films you see at good theaters, are given below. They are features found only in Fino, among all personal movie cameras.

For instance: it sights as easily, as directly, as you'd look through a field glass. Thus, anything you see—you get! You can accurately follow the fastest-moving objects—and get it square on the film.

Fino is fully automatic. You simply touch a button—and get real movies of your own. There is no cranking, no focusing for distance. No tripod is needed.

Your films are developed free—ready to exhibit.

See it work.

A good dealer, in your own locality, will be glad to show and demonstrate Fino to you.

Send coupon so that we may tell you where to find him. It also brings—a fascinating, new book telling how to make your own movies.

Why You Get Better Pictures, Better Shown

Made by world's largest maker of motion picture cameras, Fino is the only personal movie camera possessing its vitally important features:

(1) Spy-glass viewfinder.
(2) Adjustable, accurate speed control—for different objects and lights.
(3) Special mechanism for 4-in-motion pictures, in some design of camera.
(4) Highest quality imported, anastigmat, 25 mm F 1.8 aperture lens.
(5) Simplest to operate of all movie cameras.
(6) 13 lenses (interchangeable) for special work.
(7) Beautifully finished, compact, efficient.
(8) Lifetime service; no depreciation.

Fino Automatic Projector—for showing those movies in your own home—offers some superiority; pictures as brilliant and picturesque as you see at best theaters. Runs forward, backward, or stops for single picture. Shows pictures from postcard size up to 7 x 9 feet.

TAKING MOTION PICTURES WITH FILMO IS AS EASY AS LOOKING THROUGH A FIELD GLASS

The Bell & Howell Automatic

Bell & Howell Company
1811 Larchmont Ave., Chicago, Illinois
Send for your free book on taking personal movies—also further description and illustrations of Fino.

Name:
Address:
City:
State:

BELI & HOWELL CO.
1811 Larchmont Ave., Chicago
Established 1907
THE feature motion pictures shown at the better theatres today have been made possible largely through the efforts of the Bell & Howell company. Nineteen years ago Bell & Howell made their first professional motion picture cameras for the industry. Anticipating the enormous possibilities ahead, they effected the standardizations and mechanical improvements upon which the industry took root and grew.

Today Bell & Howell professional cameras, costing up to $5,000, are used almost exclusively to photograph the better motion picture productions the world over.

Out of this vast experience Bell & Howell developed the Filmo motion picture cameras and equipment for individual use. These small, compact instruments are as precise, and in many ways as flexible in use, as the larger, vastly more expensive equipment.

The Bell & Howell Co. has only one standard of manufacture. That is absolute precision in every detail—finest quality of materials, workmanship and ultimate photographic results.

Merchandise made to a price comes and goes in the market. Bell & Howell equipment survives and will continue to survive because it is founded on long, practical experience and is right. Which would you rather have—the fluctuating price business?—or the safe, steady and sure business that goes with acknowledged leadership? Tie up with the Bell & Howell Company.
Radio World's Fair Drew Record Crowds

Huge New Madison Square Garden in New York City Was Scene of Third Annual Radio World's Fair. Latest in Radio Receiving Sets and Accessories Were Viewed by Unprecedented Daily Attendance

The Third Annual Radio World's Fair, which held forth at Madison Square Garden during the week of September 13 to 18, was, viewed from every possible angle, the most successful exhibition of radio products that has ever taken place in this country or, for that matter, in the world.

The fact that for the first time in New York all the radio exhibitions were housed under one roof was particularly satisfactory to the trade, for with more than 200 exhibitors practically every manufacturer of radio equipment was represented and a dealer could saunter from aisle to aisle and when he had completed his rounds of the Exposition Hall, the Arena and the mezzanine floor, he had seen all that was worth seeing of the radio merchandise that is to be offered the public during the season of 1926-27. The attendance was record-breaking with more than 225,000 having visited the New Madison Square Garden during the six days of the exposition. And from the standpoint of the exhibitors the show was most successful, for the business contracted for during the week between exhibitors and jobbers and dealers was estimated by G. Clayton Irwin, general manager of the Radio World's Fair, to be in the neighborhood of $100,000,000.

The trade sessions each day from 11 a.m. to 1 p.m. were well attended and dealers from every section of the United States, from Canada and even from European cities were present at the World's Fair to profit from the early showing of the next season's lines. Spread before their eyes was more than $1,500,000 worth of radio apparatus in a diversity of models and styles that satisfied every appeal and priced to fit the pocketbook of every class of radio prospect.

For the visitors whose interest in radio was that of enthusiasts the World's Fair this year was more satisfying than ever. A practically continuous program was broadcast from the Crystal Studio erected in the Exposition Hall and the radio artists who have entertained radio set owners for the past years were present in person to entertain and meet their admirers.

Leading Exhibitors and Their Products

Radio Corp. of America

The complete line of Radiolas, RCA loud speakers, Radiotrons and Rectrons attracted considerable attention at the large exhibit staged by the Radio Corp. of America. A feature of the exhibit was a massive display stand showing all types of Radiotrons and Rectrons. A stained glass window told pictorially the story of the completeness of the RCA line of sets, speakers and accessories. A complete line of cabinets especially designed for Radiolas by New York Metropolitan district distributors was also on display, and it was pointed out that these special cabinets are available to distributors in other sections of the country.

George Clark, manager of the exhibition department, was in charge of the RCA booth. He was assisted by H. C. Edgar, J. Hendrickson, A. H. Laitken, A. H. Genet, E. S. Pearl, J. Dooley and other representatives of the sales department. E. T. Weyden, Eastern district advertising manager, lent his co-operation with W. W. Cone and R. Sherif of the advertising department. Geo. James A. Hardom, president; David Summer, vice-president and general manager, with E. E. Bucher, general sales manager, and Pierre Bouhier, advertising manager, visited the exhibit during the week.

A separate exhibit was maintained at the Marine de-
Radio World’s Fair Draws Record Crowds—Continued from page 83

tainment of RCA, where the sending and receiving of telephone and facsimile messages were demonstrated to the many interested visitors.

Atwater Kent Mfg. Co.

Prominently situated and the main attraction was the exhibit of the Atwater Kent Mfg. Co., of Philadelphia. The firm displayed seven tube models of the Atwater Kent line attracted much attention. Model 35, with its all-metal cabinet and entirely distinctive method of operation, attracted a large number of buyers, particularly in the buying public.

The two models comprising the Atwater Kent line of sets were shown—models 30, 35, and 35 and the model 35 compact which now enjoying its second season of popularity. During the week Reed Wiener, of Mary Lewis, grand opera stars, who have appeared before the high fidelity audience at the Majestic, was heard in recital at the Atwater Kent booth and were photographed. The new model 30 was shown, and the active chief city and was also present at the Atwater Kent booth.

Vernon W. Collinson, general sales manager, was in attendance with the members of the sales staff, including E. F. Meany, John E. Delp, Frank Millinger, E. S. Long, J. D. K. Stevens, E. J. Richards, C. S. Belbunt, J. W. Laupather and others.

Federal-Brand, Inc.

A great deal of interest was centered in the new Kolster-Brodie line of sets and speakers at the booth of Federal-Brand, Inc., Philadelphia. A chief cabinet receiving sets was on exhibition, as well as the Brandline of one and horn speakers, with the Brandline leading in the exhibit of the new east.

The new line of six and eight tube sets made an attractive display. One model, recently shown in Marine service, was exhibited for the first time at any radio show in the East and attracted considerable attention. This was the model 99. Frederick A. Koster, western sales manager, of Federal-Brand, Inc., when he was shown to the exhibit, was on hand to assist by Allen Neary, F. J. F. Kuhn, H. A. Brabant and A. W. Rhine. Representative staff members of the McPhinnie-Kester Co. were also in attendance.


The Sterling-Carson Tel. Mfg. Co., Rochester, N. Y., had a large and decidedly attractive showing of its radio products in the 60 Art Craft booth. The new 80 Art Craft cabinet, six tube set, the 404 Tube Console two-tube set, the 606 Tube Console six-tube set, two of which were cabled with the set, and a running display, were shown together with new art cabinet models. The Dolores, a model from the New York line, consisting of the group of art models, E. L. Noble, vice-president and general sales manager, was shown from Rochester, along with the C. J. Jones, assistant sales manager, was in active charge of the Ortho exhibit and was assisted by sales representatives from the Eastern Products Distributing Co., exclusive Ortho-distrib- utor in New York territory.

Zenith Radio Corp.

The Zenith Radio Corp., Chicago, Ill., had an attractive display of its P. R. Musicone, and the new electrically operated receivers at the fa-
tures. The new receivers which operate from the light socket almost automatically, and one of the better models, was shown. The De Luxe line shown included the Deluxe Millionaire, French and Spanish models and Chinese models. These models in hardware cabinets attracted many visitors to the booth. The Zenith "B" battery was also displayed at the booth where were Eugene McDonald, presi- dent; Frank Bennett, engineering manager, and William J. Gaynor, New York representative. Solicitations from various Eastern distributors assisted in making the display a success.

American Bosch Magneto Corp.

One of the most interesting features was that of the American Bosch Magneto Corp., Springfield, Mass. Two-tube-sized figures of knights in silver armor dominated the display of the firm's products. The complete Bosch set was on display, including the Am- bassador, Columbia, Champion, and the Ambassador and the Shamrock and the "B" Eliminator. The armored knights carried out the central theme of the exhibit, the American Bosch Magneto Corp., as a symbol of the Bosch tradition.

Executives of the Bosch organization from Springfield, who were present at the exhibit, were Frank E. Robinson, vice-president, E. H. Birtwell, sales manager, and W. E. Metcalfe, treasurer; A. H. Bartsch, sales manager, and Robert A. Crockett, advertising manager. George C. Shortenower, New York branch manager, and Louis Gross, local sales manager, were present with their sales staffs assisted by representatives of the Velox-Racer Co., exclusive Bosch distributor in the metropolitan district.

The Plaza Music Co. of New York City, showed its line of radio receiving sets, which are produced under the trade name of "Bosch," and held their popular-priced one-tube type "Fine Arts" receivers. The Plaza receivers are made in shielded cabinets and have been developed with an eye to selectivity, distance and tone. They are particularly effective when using a "B" battery, or also having a "B" battery, or also having an "A" battery supplies automatic current from the cylinder, or the cylinder, of the wall or from the 16-candle power unit. In addition, a full showing of Shovers Bros. cabinets was made. T. H. Roberts, general sales manager, C. A. Cun- nell, manager, and F. W. Schiller, New York representative, were in attendance.

The Stevens line of Conal brands was exhibited in the tastefully furnished booth of Stevens & Co., New York City. Messrs. S. B. Finken, sales manager, and C. W. Barnum, assistant sales manager, were in active charge of the exhibit. A booth was set up on the floor, with the large, one unit, large cone, and mahogany frame was the feature of the Stevens line of radio receivers. The mahogany, which is exclusive in all Stevens loud speaker cabinets, was used.

United Cabinet Mfrs. Corp.

The United Cabinet Mfrs. Corp., Chiregan, Ill., had a large display of receivers with particular emphasis on the variety. The line included cabinets and consoles of all types and descriptions, some with built-in speakers and others with built-in cabinets. The display was in charge of the display.

Shamrock Mfg. Co.

The Shamrock Mfg. Co., Newark, N. J., had a display of its popular-priced radio receiving sets. This company, which was well represented in the New Jersey section, had a fine display of the new model receivers, which has season confined its activities exclusively to the flat screen set. The set is entirely

(Continued on page 86)
SHOWERS

Radio's Best Seller—

is a high quality line that satisfies the customer and makes money for the dealer. Showers Console Radio excels at both. The largest furniture factory in the world with 58 years of progress behind it insures stability, quality and fair dealing. Our exclusive franchise, one dealer to a city, gives you full protection. The retail prices quoted are suggested only—we set no list price. The consoles come to you with our ONE DIAL control, all metal shielded construction receiver, Foley system of amplification and Utah unit. More than enough room for all batteries and charger, yet artistically designed for compactness. Write or wire Chicago office today. See our exhibit at the Chicago Radio Show, Coliseum, October 11-17.

SHOWERS BROTHERS—Radio Division

914 South Michigan Boulevard, Chicago

Factories at Bloomington, Ind., Burlington, Ia., and Bloomfield, Ind.
Radio World
Fair Draws Record Crowds—(Continued from page 84)

noted for its artistic simplicity. It can be operated ei-
ther as an oscillation device or as a standard equipment
for the perfection of the single-dial control and the syn-
chronization of its condensers both the general public
and the radio engineers were pleased. The exhibit was
under the direction of Mr. H. J. Stow, assistant to the
Amplion Corp. of America
The full line of the Amplion products was attract-
evitably exhibited in the booth of the Amplion Corp.
of America. The Patrician, Cone and Dragon types of
vacuum tubes were exhibited, the last named by Mr.
Sidney J. Schutis, of the sales department, in active
charge of the work of the company, as well as by the
salesmen of the organization. A feature which aroused
considerable interest among visiting dealers and the pub-
lic was a demonstration panel, showing in detail the way
to secure best results with Eveready batteries when used
with both older and new models of Amplion. Both of
these power tubes are used, the panel suggested that Eveready
Heavy Duty "B" batteries be hooded-up.
"Plugging-In" Models
The Perzel line of tubes, which is sold by officers of
two or more of the radio manufacturers already dis-
hibited in the booth of the Perzel Electric Co., New
York, finished attractively in purple and gold. B. F. Fos
terman, sales manager, explained the various models of
competitive charge. The Redding line of radio equip-
ment is also the manufacturer of a line of storage bat-
teries. The sales manager in charge of the exhibit was
harnessed by the sales staff of the home office depart-
ment. During the course of the week there were present at
the Great Western Exhibitor's Club in charge of operations and sales; W. P. Gardner, in charge of publicity,
and B. A. D. Amell, Mfg. Sales Manager, and J. A. 
J. Helms and Williams and others.
One of the most interesting exhibits of the show was
that of the Great Corp., of Belleville, N. J. The new
Great model, consisting of a complete group of tubes without
the use of any batteries, aroused unusual consumer interest. The
simplicity of this new device together with its ability to
render volume and tone made an impression. The booth
was in charge of Harry E. Sherwin, sales manager of the
company, who was assisted by Fred C. Shinal, Harold B. 
Simmons, William H. Wray and others.
An exhibition of Fada radio, manufacture by F. D.
Andrus, Inc., New York, was held at the Hotel Astor,
New York City. This exhibit featured the complete
range of Fada Neutrodyne receivers, utilizing tubes shown to eight different types of receiver, were
on display and received interested attention from visiting
dealers and the public. C. M. Sherwood, New York sales
manager, described the line of Fada radio equipment to visi-
ted by members of the Fada sales force. L. C. Levine,
advertising and public relations manager, cooperated with Mr. Sherwood in making the Fada exhibition a distinct success.
All the new Neutrodyne radio receivers were shown in
the original models and were exhibited by the Fada
 realizes a unique combination of features which make
up a complete line of portable radio equipment. The
headquarters. The booth was in charge of Albert R. Ayres,
vice-president and general manager of the company; W. I. King, F. S. Martin and T. E. Carter.
Indiana Micr. & Elec. Corp.
The Indiana Micr. & Elec. Corp., Muncian, Ind., dis-
played the full line of microphones made under license of
themselves and other manufacturers. A feature of the
booth was the Model 41 receiver in high-grade cabinet,
under charge of Mr. F. D. King, managing director, and
formerly general manager, were visitors during the week.
Day-Fan Electric Corp.
The full line of "Day-Fan" electric cooling fans were
shown in a special exhibit. The booth was in charge of
Charles T. Day, president of the company, and assisted
by Mr. B. C. Lanier, superintendent, and others. The
sales force, of the radio engineer department, was
freely in attendance, as was W. B. Bogley, general sales
manager.
Gordon C. Sleeper, manager of the Sleeper Radio &
Micr. Co., Jacksonville, Fla., was in attendance at the booth.
Sleepier Radio & Micr. Co. was in attendance at the
booth.
L. S. Brach & Co.
The L. S. Brach & Co., Newark, N. J., whose pro-
ducts were featured in the exhibit, was visited by a
number of members of the Brach sales staff. Among
the visitors was Mr. R. J. Brach, assistant to the
booth.
Sparks-Winthington Co.
The Sparks-Winthington Co., Jackson, Mich., displayed
the complete line of the Spidex, which is a reproduction
of the Spartin consoles, and two table models. The fea-
ture of the display was the Spidex model 10 B & C
A television receiver. This receiver was on exhibit the
first time at the exposition. This model, which eliminates
feedback, has the appearance of a single-connected
priced attachment which with great ease modernizes old
sets into a light power-operated set, without added alter-
ations, and which provides for feeding the "A" and
"B" battery substitutes, etc. The booth was in charge
of Mr. H. J. Stow, chairman of the company, and
Sleepier Brach himself was a frequent visitor and the vari-
ous members of the Brach sales staff assisted. Including
Frank E. Brach, of the sales department, and W. H.
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Nedlitz.

James Watters, in charge of the radio department of
the Pathé organization, directed the exhibit. Officials
from the Pathé organization were present at various
times, including Eugene A. Wil-
liamson, president; John D. 
H. N. McKeen, J. M. Collins, 
B. Williams and 
Thomas J. Murphy, New England representative, and other
visitors.
Miller Rubber Co.
The Miller Rubber Co., of N. Y., Akron, O., displayed
its full line of radio, phonograph, phonograph turntable,
and cabinet. The Miller horns are made in various shapes and are of a combination of an inert rubber composition which has sufficient
durability to withstand the constant distortion. This company
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B. Williams and 
Thomas J. Murphy, New England representative, and other
visitors.
NO TIN-CAN to CORRODE on this New National Homepower

ANOTHER victory for "National" Engineers! A combination "A" Battery and Charger fitted with a one-piece composition container which is positively impervious to the acids and gasses accumulating during the charging process. No tin cans to be eaten away as in the ordinary charger outfit. Radio users need never again grease the box which holds their charger outfit. It has cost us over $5,000 to perfect this new non-corrosive and practically non-breakable case; but it is just what the radio world has been waiting for.

Operates via House Current Unfailing "A" Power

Destructive gassing is reduced to a minimum in the National Homepower. Proper control of the charging rate prevents excessive bubbling and the effusion of acid fumes through the radio set. Cabinet and set thus remain unimpaired.

The National Homepower operates from ordinary house current and assures full-powered "A" service every day of the year. Remarkable volume, distance, clarity. And what an economy! The National Homepower saves its first cost within a year. No more recharging expense; no more dry cell renewals!

9,000,000 Radio Users are reading about the
NATIONAL HOMEPOWER

FOR months to come, leading National Magazines and local newspapers will carry the National Homepower advertising story into the homes of millions of radio users—the type which appreciates every radio improvement. You know what the reaction will be. Sales and more sales for every dealer who stocks National Homepower Units and allies himself with this strong campaign.

National Homepower Units are built in three types, making your sales field still more unlimited. The margin of profit on these Units is liberal even though they retail at a remarkably low cost. Write us today before demand finds you unprepared! Let us outline our dealer policies, advertising co-operation, etc., in detail! Be the first in your territory to offer something better than the "tin-can" charger outfit!

NATIONAL LEAD BATTERY CO.
General Offices: ST. PAUL, MINN.
Factories: St. Paul, Chicago, Kansas City, Los Angeles
Branches: New York City, Dallas, Oakland, Atlanta, Portland (Ore.), Baltimore

NATIONAL HOMEPOWER
RADIO "A" UNITS
TYPE 1
TYPE 2
TYPE 3
no batteries have to be bought, and as the Apco Mfg. Co. also manufactures tubes, the new set is even tube-constructed. The name of the new set is the "A" and "C" power supply and employs the Apco full automatic "A" battery converter and Apco "B" and "C" loud-speaking power which are built in the attractive finish cabinet. One of the new models displayed were the Apco full automatic "A" battery converter. Apco Raytheon Rectodyne "B" battery eliminator, "B" battery eliminator (open mode) in series, amplifying the market for the full automatic "B" eliminator, "B" eliminator power, "A" battery trickle charging converter. H. R. Fuller, sales manager of the company, was in charge of the exhibit, assisted by various members of the sales team. The New York office of the Apco Co., was also present, and Thomas W. Fuller, sales manager of the company, was frequently to be found at the exhibit.

Spartan Electric Corp.
The "heel-joel" speaker, a cabinet designed to fit over each tube in a radio receiver, was one of the featured products on display at the booth of the Spartan Electric Corp. at that show. The name of the new set is the "Model J-7i" loud-speaking power which is built in the attractive finish cabinet. One of the new models displayed were the "A" and "C" model 7-tube model, model 7D model, console model, 7 tube constructors, 6B5, and 6B6t tubes, and are five-tube sets, and all employ the Oriole Tronix circuit. Owen Webb, Eastern representative of the Zinke Co., was in charge of the exhibit.

W. K. Electric Co.
The W. K. Electric Co. Kenmos, Wis., displayed its full line of loud-speaking power, including the "Acme" model 7D tube model, model 7D console model, 7 tube constructors, 6B5, and 6B6t tubes, and are five-tube sets, and all employ the Oriole Tronix circuit. Owen Webb, Eastern representative of the Zinke Co., was in charge of the exhibit.

Electrical Research Laboratories
The Electrical Research Laboratories, Chicago, Ill., had many exhibits on display at the booth of the company at that show. Among the products featured were the "Big Ten" "B" battery eliminator with Raytheon tube, and also showed Earl Webb, Eastern district sales manager; F. W. Lemon, Western district sales manager; G. L. Gleason, factory representatives; M. Palmer and C. J. Devine were in charge.

H. G. Sael Co.
The H. G. Sael Co., Chicago, Ill., displayed the full line of "Sael" speakers, including the Sael Soft speaker, the Sael phonograph attachment, the Sael speaker, the Sael phonograph attachment, and the Sael phonograph attachment. The Sael phonograph attachment, which has a cone diameter of twenty inches, is a highly decorative instrument with a solid gold base. Leslie Gordon, president, and C. J. Sharp, vice-president, were in charge of the exhibit.

Commoway Electric Laboratories
The Commoway Electric Laboratories, Hoboken, N. J., manufacturers of the Magnatone radio tubes, had on display a number of sets which were practically all exhibited in full range. The full line was produced in all types and have special features in power supply. The set was a 510 tube model of the Magnatone, and fits the ordinary type socket and has binding posts providing for the attachment of extra "B" or "C" harmonic tubes. H. H. Steinke, general sales manager of the company, was in charge of the exhibit.

Tower Mfg. Co.
The Meistertinger cone, which the Tower Mfg. Co., of Chicago, Ill., produces, was in charge of the electric phonograph attachment, and the vertical phonograph attachment, at the booth of the company at that show. The name of the new set is the "Meistertinger cone," which is the vertical phonograph attachment, and the vertical phonograph attachment, and the vertical phonograph attachment, which is the cone of the Meistertinger cone. The cones were in the booth of the Tower Mfg. Co., and were in charge of the exhibit.

The Tower Mfg. Co., which has specialized entirely on sound-reproducing instruments, also displayed one of the smallest phonograph attachment, one of the small phonograph attachment, one of the small phonograph attachment, and the vertical phonograph attachment, at the booth of the company at that show. The name of the new set is the "Meistertinger cone," which is the vertical phonograph attachment, and the vertical phonograph attachment, and the vertical phonograph attachment, which is the cone of the Meistertinger cone. The cones were in the booth of the Tower Mfg. Co., and were in charge of the exhibit.

City Tower Mfg. Co.
The Apex Elec. Mfg. Co., Chicago, Ill., displayed the full line of Apex single-dial receivers in table, console, and floor models. The features of the new sets were the two impedance coupling, the antenna compensation, the phone compensation, the phone compensation, and the phone compensation. The phone compensation was in the booth of the Apex Elec. Mfg. Co., and was in charge of the exhibit.

Radio World's Fair Draws Record Crowds—(Continued from page 86)

Radio World's Fair Draws Record Crowds—(Continued from page 86)
Apex today has attained both artistic and mechanical pre-eminence in the creation of the New Model "Six"—a perfected unit that offers command of the air at the turn of a single dial. Every progressive dealer in America should welcome this opportunity to present to the radio public, a set which attracts on sight and sells on performance.

There are tremendous profits to be received. Because quality products are always certain of quantity sales. May we give you the details? A letter or a card will do.

APEX SUPER FIVE
A nationally recognized set of extraordinary proven performance. A profit-maker, for past seasons, acknowledged by APEX dealers to be one of the most appealing units ever offered.

Apex Electric Manufacturing Company
1410 West 59th Street · Chicago
Radio World's Fair Draws Record Crowds—(Continued from page 88)

The Talking Machine World

Oct. 15, 1926

formers and the All-America radio transformers. D. MacGregor, vice-president, and E. K. Marshall, sales engineer, were in attendance at the exhibit.

National Co.

The National Co., Cambridge, Mass., exhibited National radio models of all types, including full-wave and super-power receivers, full-wave and twin-tube amplifiers, high-frequency crystal sets, phonograph record players, and complete sets. The tube circuit in which the National Impedance was used was by J. W. Read, president of the company, and staff were present.

E. T. Cunningham, Inc.

E. T. Cunningham, Inc., Chicago, Ill., manufacturer of Cunningham tubes, had an attractive display of its products, including a unique design of the tube, which was valued at $3000. The display included a group of tubes, including a few with a manufacturing defect, and a group of tubes designed by the firm's engineers.

Emerson Radio Co.

The Emerson Radio Co., New York, exhibited a wide range of radio equipment, including full-wave and super-power receivers, complete sets, and a group of tubes designed by the firm's engineers. The display included a group of tubes, including a few with a manufacturing defect, and a group of tubes designed by the firm's engineers.

Westinghouse Electric & Mfg. Co.

Two types of "B" battery eliminators were on display at the booth of the Westinghouse Electric & Mfg. Co., Long Island City, N. Y., and were the most popular display during the show. The" B" and "C" battery eliminators were shown in the display booth of the company, and were the most popular display during the show.

Ryerson Manufacturing Co.

The exhibit of the Ryerson Manufacturing Co., Cambridge, Mass., was displayed in the form of a display rotation of a group of prominent "B" battery eliminators using the Ryerson tubes. Each individual user of the display was given a "B" Ryerson tube for approval at the Ryerson laboratories upon the elimination of the "B" battery eliminators. A group of "B" battery eliminators was on display, with an attractive background.

Paul Fuller Mfg. Co.

Full-size loud speakers, "built like a violin," were shown by the Paul Fuller Mfg. Co., Chicago, Ill. The violin construction of the sound chamber of these speakers was noted, as was the unique design of the cabinet model and cabinets, which were on display.

Ryerson Manufacturing Co.

The Pequot Manufacturing Co., Glenville, L. I., manufacturer of shipping containers, had an interesting display of its products, which were displayed on the Pequot Manufacturing Co. booth. The exhibit was given a "B" Ryerson tube for approval at the Ryerson laboratories upon the elimination of the "B" battery eliminators. The Pequot Manufacturing Co. was in charge of the display, with those salesforce.

Radio Co.

The Radio Co., Buffalo, N. Y., had an attractive display of the "B" and "C" battery eliminators, featuring the "B" and "C" battery eliminators in the last stage of desired. Other models shown included the model 15 "B" battery eliminator, the model 25 "B" battery eliminator, and the model 35 "B" battery eliminator. The "B" and "C" battery eliminators were shown in the display booth of the company, and were the most popular display during the show.

Scherkingsburg Mfg. Corp.

The Scherkingsburg Mfg. Corp., Newark, N. J., exhibited the complete line of Scherkingsburg radio tubes, in the form of a display, with those salesforce. The Scherkingsburg Mfg. Corp. was in charge of the display, with those salesforce.

Saltus Electric & Mfg. Co.

The Saltus Electric & Mfg. Co., East Pittsburgh, Pa., was located in the balcony, where it made an interesting display of its products, including a group of tubes for both home and commercial use. There was also a display of a line of Saltus Electric & Mfg. Co. radios, as well as a group of models that used the Saltus Electric & Mfg. Co. radio tube.

Regent Radio Co.

The Regent Radio Co., New York City, which specializes in radio tubes, exhibited a complete line of radio tubes, including a group of tubes for both home and commercial use. The Regent Radio Co. was in attendance at the exhibit.

Empire Electrical Co.

The Empire Electrical Co., New York, displayed a group of tubes, including the new Hy-Ma and Power models, as well as a group of tubes for both home and commercial use. The Empire Electrical Co. was in attendance at the exhibit.

Lehmann Bros.

The Lehmann Bros. Co., New York, displayed a group of tubes, including the new Hy-Ma and Power models, as well as a group of tubes for both home and commercial use. The Lehmann Bros. Co. was in attendance at the exhibit.

Golden-Leitz Corp.

The Golden-Leitz Corp., New York, exhibited a group of tubes, including a group of tubes for both home and commercial use. The Golden-Leitz Corp. was in attendance at the exhibit.

Radio Labs.

The Radio Labs., New York, exhibited a group of tubes, including a group of tubes for both home and commercial use. The Radio Labs. was in attendance at the exhibit.

National Lead Battery Co.

The National Lead Battery Co., New York City, exhibited a group of tubes, including a group of tubes for both home and commercial use. The National Lead Battery Co. was in attendance at the exhibit.


The National Mfg. Co., New York, exhibited a group of tubes, including a group of tubes for both home and commercial use. The National Mfg. Co. was in attendance at the exhibit.

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Why The Cleveland Talking Machine Company Will Concentrate Its Activities on ATWATER KENT RADIO

We have made arrangements to wholesale Atwater Kent sets exclusively because
1. Concentration by the radio wholesaler and retailer is absolutely essential to success.
2. Atwater Kent Radio is easily sold and stays sold.
3. Atwater Kent Radio provides efficient and rapid turn-over.
4. Atwater Kent Radio is merchandised on a sound, clean cut basis that offers maximum profits for the progressive, wide-awake retailer.

The Cleveland Talking Machine Co.

1125 ROCKWELL AVENUE
CLEVELAND, OHIO

Distributors of Atwater Kent Radios, Orthophonic Victrolas, Electrolas and Radiola Combinations

Northern Ohio Atwater Kent Retailers at Big Sales Meeting Held in Cleveland

Cleveland Talking Machine Co. and Cleveland Ignition Co. Sponsor One of the Most Successful Radio Dealer Meetings Ever Held in the Middle Western Territory

Cleveland, O., September 25—Atwater Kent dealers throughout northern Ohio were the guests on September 22 of the two Atwater Kent distributors in this city, the Cleveland Ignition Co. and the Cleveland Talking Machine Co. This was one of the most successful and best attended radio dealer gatherings that have ever been held. September 22 was selected as Atwater Kent-Pool Day, at the Cleveland Radio Show, and the program prepared for the observance of this day brought Atwater Kent activities to the front page of the leading newspapers and to the attention of the radio trade and radio fans throughout the country.

The dealers and their wives gathered at the Hotel Cleveland, where luncheon was served in the Georgian Room and a note of welcome was extended by R. H. Bechtol, president of the Cleveland Ignition Co. and one of the most popular Atwater Kent distributors in the country. Mr. Bechtol briefly outlined the program which had been prepared by the two Cleveland Atwater Kent distributors for the dealers and (Continued on last page of insert)
To ATWATER KENT DEALERS

The advertisement on the opposite page is reproduced from the "Saturday Evening Post." The "Post" is one of FIFTY-ONE national magazines and farm publications carrying the story of Atwater Kent Radio to your prospects this fall.

When you handle this line you know that

— it works and keeps on working.
— it is factory-tested 159 times.
— it is backed by the most comprehensive advertising in the country.
— legitimate service-calls are practically unknown.
— owners are satisfied.

Atwater Kent Radio is the Radio people want—and it stays sold.

Note: Watch for other advertisements in this "Saturday Evening Post" Series. Make them count for YOU.

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
4725 Wissahickon Avenue • Philadelphia, Pa.
The Talking Machine World, New York, October 15, 1926

THE SATURDAY EVENING POST

Atwater Kent

Radio

"It Works!"
Say Those Who Own It

"It Stays Sold!"
Say Those Who Sell It

When Atwater Kent Radio leaves our factory in Philadelphia, we say to ourselves, "When this Radio has been shipped across the country and finally installed in someone's home, it's going to work—and keep on working!"

Proof that it does is coming to us from every state in the Union, from Canada and even from across the sea.

The extra months of experiment and testing behind Atwater Kent Radio have not been wasted. The extra hours of inspection (there are 159 inspections of every Atwater Kent set) have been worth while.

There are no short-cuts in making radio. It's a difficult job, calling for first-rate engineering brains, infinite patience, plenty of resources in money and men and time.

Yet it all counts after a set or speaker gets out there where it has to prove itself.

It counts in the satisfaction of the user. Our dealers tell us that legitimate service-calls for difficulties originating in Atwater Kent Radio Receiving Sets and Speakers are practically unknown. Of course someone's battery runs down occasionally or an aerial gets crowded. People are so used to constant performance from Atwater Kent Radio that they forget to look for obvious things—like a stalled motorist who starts to call a mechanic and then discovers that his gas tank is empty.

It counts in keeping our dealers from having their legitimate profits melted away in service on needless repairs. Many a merchant who thought he made a lot of money last year by selling a job-lot of sets has found that he actually lost money in service afterwards.

Radio has passed through its fantastic days. People are buying Radio by the reputation of the maker. They know they are buying entertainment, performance, satisfaction.

On this basis and this basis alone we have sold twice as many sets in the past year as we did the year before—and they have stayed sold.
Atwater Kent Dealers in Northern Ohio

who are now making plans for the banner season of radio history will find in the personnel of the

Cleveland Ignition Co.

a competent, thoroughly experienced sales and merchandising staff admirably equipped to offer the retailer practical suggestions in the development of Atwater Kent activities.

The enthusiasm of Atwater Kent dealers in Northern Ohio as to the sales possibilities for this renowned product the coming season is a gratifying tribute to the supremacy of the finest radio set in the world.

As a distributor of Atwater Kent sets exclusively for the past five years we have endeavored to work in close co-operation with our dealers, assisting them in their sales activities and helping them derive substantial profits from a product that gives every opportunity for a permanent success.

Cleveland Ignition Co.

R. H. BECHTOL, President

2163 Chester Ave., N. E.

Cleveland, O.

White Salesman of Atwater Kent Sets and Speakers

Radio Accessories • Automotive Accessories

Atwater Kent Dealers Meet in Cleveland, O.

(Continued from front page of insert)

introduced John D. Marshall, Mayor of Cleveland. Mayor Marshall, in behalf of the city, extended a hearty welcome to the visiting dealers and paid a well-deserved tribute to the world-wide fame of Atwater Kent products.

At 1:30 in the afternoon the dealers assembled in the ballroom of the hotel, where H. J. Shartle, president of the Cleveland Talking Machine Co., Atwater Kent distributor, also a distributor of Victor products, outlined briefly the practical scope of the program and indicated the careful attention which had been given to every detail of the day's activities. Mr. Shartle in his address emphasized the exceptional sales possibilities for Atwater Kent products, pointing out just why his organization had decided to concentrate on the distribution of Atwater Kent products exclusively. During the course of his excellent merchandising talk Mr. Smiley, who has covered country-wide popularity as one of the finest business speakers in the radio industry, Mr. Smiley covered every phase of merchandising in his address to the dealers, basing his talk on practical experience and not on theory. He pointed out how Atwater Kent dealers could merchandise sets and speakers bearing the company's name to the best possible advantage, giving practical instances where turnover and profits had been increased through the use of simple, logical merchandising techniques. He also referred briefly to the constructive qualities of Atwater Kent product, inviting the dealers to visit the mammoth Atwater Kent factories in Philadelphia, and called their attention to the fact that behind every Atwater Kent speaker was an institution of world-wide prominence and phenomenal success. Mr. Smiley discussed the various merchandising problems concerning the average radio dealer and showed how these problems could be handled profitably and satisfactorily.

At the close of the meeting, which, so far as the dealers were concerned, could have been continued indefinitely, arrangements were made for an informal banquet to be held in the ballroom of the hotel. Mr. Shartle was chairman of this portion of the program and prepared an entertainment which compared favorably to the best vaudeville show that could be presented. The artists on the program included several feature acts from the Keith vaudeville circuit, as well as every other form of entertainment that is found in musical comedy or vaudeville. Allan McQuahe, well-known tenor, who has achieved nation-wide popularity through his association with Atwater Kent broadcasting activities, was one of the stars of the program, contributing several selections which were received with enthusiastic applause. Alex. F. Osborne, vice-president of Barton, Darstine & Osborne, prominent advertising agency directing Atwater Kent publicity, gave an inspiring and effective merchandising talk at the banquet that was thoroughly enjoyed by all present.

Near the close of the dinner the Atwater Kent dealers and their wives were given a real surprise through the distribution of special editions of the Cleveland News, one of the country's leading newspapers, which had prepared a special front page devoted exclusively to Atwater Kent convention activities.

An emphatic indication of the popularity and success of Atwater Kent products in Cleveland territory was the fact that a special eight-page section devoted to Atwater Kent affairs formed an integral part of the Cleveland News in every edition published on Atwater Kent Day, September 22. The first page of the special edition gave recognition to the selection of September 22 as Atwater Kent and Pooley Day at the Cleveland Radio Show and featured a bird's-eye view of the display of the Atwater Kent plant, together with a photograph of A. Atwater Kent. Every Atwater Kent dealer in Cleveland territory, as well as the two Cleveland jobbers, carried individual advertising in this Atwater Kent section, which represented one of the finest tie-ups that have been presented in dealer advertising during the past year. The executive and sales organizations of the Cleveland Ignition Co. and the Cleveland Talking Machine Co. were featured in this section, as well as photographs of the visiting Atwater Kent executives.

This remarkable newspaper campaign was commented upon by Mr. Bauer in his talk on Atwater Kent advertising at the afternoon program, and in his opinion it served as a model demonstration of the effectiveness of co-operative advertising by progressive dealers.
Radio World's Fair Draws Record Crowds

Radio Associations Meet to Discuss Broadcasting

The annual Radio World's Fair was held in New York City on October 15, 1926, attracting a record crowd of more than 100,000 people. The fair, sponsored by the American Radio Manufacturers Association, featured exhibits from dozens of companies, including Edison, Electrohome, General Electric, Marconi Wireless, and Westinghouse. The event included a range of activities, from technical demonstrations to entertainment, and was a key gathering for radio professionals and enthusiasts.

Radio World's Fair

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Organization</th>
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</thead>
<tbody>
<tr>
<td>Charles G. Dawes</td>
<td>Vice-President</td>
<td>Radio Industries Banquet</td>
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<tr>
<td>James W. Wadsworth</td>
<td>Vice-President</td>
<td>Radio Industries Banquet</td>
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<tr>
<td>Senator C. C. Dill</td>
<td>Vice-President</td>
<td>Radio Industries Banquet</td>
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Interesting Talks Featured

<table>
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<tr>
<th>Topic</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>The Future of Radio Broadcasting</td>
<td>Dr. Alfred N. Goldsmith</td>
</tr>
<tr>
<td>The Impact of Radio on Society</td>
<td>Dr. James W. Wadsworth</td>
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Adaptable to Any Set

The Jones MULTI-PLUG system offered a versatile solution for connecting various radio equipment, allowing users to easily swap components without the need for additional wiring or adapters.

Radio World's Fair Exhibitors

<table>
<thead>
<tr>
<th>Company</th>
<th>Location</th>
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<tbody>
<tr>
<td>Edison</td>
<td>New York City</td>
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<tr>
<td>Electrohome</td>
<td>New York City</td>
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<tr>
<td>General Electric</td>
<td>New York City</td>
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<tr>
<td>Marconi Wireless</td>
<td>New York City</td>
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<tr>
<td>Westinghouse</td>
<td>New York City</td>
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</table>

Radio World's Fair Schedule

- **October 15, 1926**
  - Opening ceremony at 10 AM
  - Technical demonstrations throughout the day
  - Evening entertainment including a live broadcast from the Hotel Astor

Radio World's Fair Impact

The fair helped to popularize radio as a medium for entertainment and information, contributing to the growth of the industry and laying the foundation for future technological advancements. The event also underscored the importance of legal and regulatory frameworks to govern the broadcast industry.

Radio World's Fair Legacy

The annual Radio World's Fair continued to evolve, with each edition offering new innovations and insights into the rapidly changing landscape of radio technology and broadcasting. The event became a cornerstone of the industry, attracting leaders and enthusiasts from around the world to discuss the future of radio and its role in society.
The Improved Saxophonic

Possesses a tone exclusively its own

The diaphragm (the only patented diaphragm on the market) is hand-spun. This is an exclusive Saxophonic feature and is protected by the following patents:

U. S. 1334146, English 162363, France 131692, Canadian 280923 and various other countries.

The tonal quality is incomparable and vibrations longer due to the fact that the center of the diaphragm is heavier than the edge, which causes faster vibration, as the heavier center acts as a pendulum to the outside edge.

Our new Saxophonic is guaranteed not to blast and to reproduce the record in its natural tones.

If you haven't the NEW SAXOPHONIC Reproducer with the METAL DIAPHRAGM send for sample for your test

Saxo-Tone Arm

When the Saxophonic is attached to our new brass Saxo-Tonearm. This reproducer presents valuable sales arguments as its "Speaks for itself."
Like the Discovery of the North Pole Comes the Revolutionizing of the New Phonograph With the Magic Voice

This new invention has made possible the crowning achievement of SOUND REPRODUCTION and is only accomplished in the new SAXOPHONIC INSTRUMENT.

This Supreme Master-piece will astonish and mystify you in hearing the full ringing tone of great orchestras and famous artists rendering their astonishing performance.

Equipped with the Best Silent Motor and the Marvelous Sounding Saxophonic Equipments.

COMBINED WITH ARTISTIC CABINET WORK AND EXCLUSIVE DESIGN.

Fashioned in American Walnut and Mahogany Blended.

Write for our Booklet and special discount and act quickly. Be the first in line in offering these new instruments to the Trade, who are ready to receive them.

Player-Tone Talking Machine Company

Office and Sales Rooms: 632 Grant Street, Pittsburgh, Pa.
Five Hundred Enthusiastic Stromberg-Carlson Dealers at New York Meeting


Approximately five hundred Stromberg-Carlson dealers gathered at the Waldorf-Astoria Hotel, New York City, on Wednesday evening, September 28, at what was probably one of the largest and most enthusiastic dealer meetings ever arranged in this city by a radio distributing organization. Gross-Brennan, Inc., sales representative for the Stromberg-Carlson Telephone Mfg. Co., manufacturer of the Stromberg-Carlson radio line, sponsored the affair, which was an outstanding success. Addresses by officials of Gross-Brennan, Inc., and the Stromberg-Carlson Co. that were both instructive and interesting were a feature of the evening. An unusual entertainment program also kept the gathering of dealers interested until well after one o'clock in the morning.

Following the banquet Benjamin Gross, who was the toastmaster of the evening, briefly outlined the purpose of the meeting and then introduced W. Roy McCanne, president of the Stromberg-Carlson Co., who welcomed the dealers and outlined the policies in back of Stromberg-Carlson success.

Orchestron Loud Speaker Proves Popular With Trade

Indianapolis, Ind., October 4—The Radio Cabinet Co., loud speaker manufacturer, has attained marked success with its products, according to reports from dealers who are handling the line. The firm entered the radio manufacturing field three years ago, operating under a direct-to-dealer policy, and through a conservative business building plan its products have now reached the point where distribution is widespread and the speakers themselves contain eye appeal and fine reproducing qualities. The speaker line, known by the trade name “Orchestron,” was displayed at the National Radio Exposition in Chicago, and consists of horns, cabinets and pedestals. All are of wood construction, with the pedestal speakers finished in seven different colors, and the cabinet reproducers in walnut, mahogany, satinwood, English maple and rosewood. The cabinets contain ample space for the installation of batteries, chargers and supply units.

A. M. Keeley, Illinois representative, recently stated that in his territory every dealer who had placed an order had become enthusiastic over the sales possibilities of the “Orchestron” speakers, and had placed many reorders for merchandise. He reported a good business at the National Radio Exposition, stating that he had secured a number of new dealers.

Hermann Thoren
Ste. Croix, Switzerland
Manufacturer of Europe’s Most Celebrated Phonograph Motors

Cabinet type motors of from 3 to 10 records playing capacity. Superior quality.

At moderate prices.

L. H. JUNOD & CO.
104 Fifth Ave. New York
Sole Agents for the U. S. A.

Metropolitan Territory at Banquet Sponsored by Stromberg-Carlson Dealers From

Gross-Brennan, Inc., Distributors John Wanamaker’s, and Herbert Brennan, of Gross-Brennan, Inc., was put on. The play was without question a huge success from the standpoint of humor, as well as the merchandising lesson it stressed. Mr. Ernst and Mr. Brennan took leading parts, the story being that of a behind-the-scenes dealer, who comes to his senses, throws out all the junk radio lines, revises his merchandising methods and takes on a standard product—in this case Stromberg-Carlson.

Cast of Play “Is It Possible?”
Left to Right: Mrs. Hugh C. Ernst, Henry Davis, Hugh C. Ernst, J. E. McDonnell, Edna Beatrice Bloom, Peter Wilkinson, Herbert A. Brennan, Dave Franklin, Mr. Proctor

MICA DIAPHRAGMS For Loud Speakers and Talking Machines

American Mica Works
47 West Street New York
POWER

Ample, abundant power is the newest demand in radio

Your customers are clamoring for more volume—for more power to operate the newer types of speakers. Ordinary tubes can't handle so much power—they choke up like a flooded carburetor.

Gold Seal high power tubes, GSX-112, GSX-171 and GSX-Hy Mu, have been developed to meet this need. They are fast sellers and mean larger profits for you. Are you making the most of this opportunity?

All Gold Seal tubes are made with the exacting care which has made them famous from Coast to Coast in record time—making new friends all the time. You should be sharing in their success.

If not obtainable from your jobber, write us for particulars of our attractive dealer proposition

Gold Seal
Radio Tubes

Jobbers! Some desirable territories still open.
Full Protection. Write for particulars.

GOLD SEAL ELECTRICAL CO.
INCORPORATED
250 PARK AVE., NEW YORK
Latest Radio Products at Kansas City Radio Show

Ninety Booths Contained Exhibits of Lines Featured by Local Radio Distributors and Dealers—Fine Showing of New Products

KANSAS CITY, Mo., October 6—Radio held the center of the stage in Kansas City the week of September 27 to October 2, when the Kansas City Electric Club staged its third annual Heart of America Radio-Electric Exposition. More than ninety booths were occupied by radio distributors and dealers, along with electric dealers. It is estimated that more than 20,000 people attended the show, which was held at Convention Hall.

With education as the main purpose of the exposition, nevertheless, the committee on arranging the show realized the importance of entertainment, and provided an extensive program of music for each afternoon and evening of the week. Wendell Hall, Brunswick artist and radio entertainer, was the featured performer, singing popular numbers, accompanied by Jack Kiley's Orchestra. Other singers and dancers mingled with the crowd, staging impromptu performances in the aisles.

Booths of distributors and retailers showed remarkable beauty and artistry in their arrangement, adding much to the effect gained by the elaborate console and period models. The Western Radio Co., distributor for the Atwater Kent Co. and Radio Corp. of America, had a large display. W. H. G. Cleaver, representative of the Atwater Kent Co., here for the show, was at the Western Radio Co.'s exhibit. The Sterling Radio Co. made a hit with the Crosley radio dummy, who talked to the crowd and made them laugh. C. H. Carey, territory manager for the "Crosley Co. in the Middle West, and F. L. Shepherd, factory technician from Cincinnati, assisted in the Sterling booth. Schneider's Sporting Goods Store, distributor for Freed-Eisemann, occupied a prominent booth. Grebe Synchro-phase radios were on display in the Townley Metal & Hardware Co. booth, distributors for the Grebe in this territory.

C. C. Embry, Stewart-Warner branch manager, had a beautifully arranged exhibit. The Harbiston Manufacturing Co. displayed Crosley and Federal Ortho-sonic radios, for which it is local distributor. Valleytone sets, the Valley Electric company receivers, were on display in the Kansas City branch booth, and the factory branch of the Globe Radio Co. had a display. The Jones Store radio department had one of the largest displays for the retail stores, showing Radiola, Atwater Kent, Freshman Masterpiece, Freed-Eisemann and Crosley lines. Bosch radios were exhibited by the Beck-Wittman Co. and the General Electric power radios by the Broadway Radio Electric Co. The Peerless Radio Co. showed Atwater Kent and Radio Corp. of America lines, while the Kansas City Power & Light Co. showed their two lines and in addition Stromberg-Carlson sets. The B-R Electric handles Radiolas, of which it made an attractive display. King radios and the Archiphone were in the Donaldson Radio Co. booth. The Stephens Chandelier Co. showed the Stromberg-Carlson.

George C. Anderson, of the Brunswick Shop, had a large display of Panatrope and Panatrope-Radiola combinations, as well as a complete line of the mechanical numbers. The drawing feature of this booth was the new combined eight-tone Fonerphone with Radiola, with P-3 Panatrope equipment. The Kimball company booth featured the Welte-Mignon reproducing piano, with a new Kimball phonograph in the popular period cabinet. There were many other exhibits. The show, judging from the interest aroused among the public as well as the leaders in the industry, undoubtedly was a great success.

Sherman Clay to Distribute Kellogg Radio Receivers

The Kellogg Switchboard & Supply Co., Chicago, maker of Kellogg radio receivers, recently announced the appointment of Sherman Clay & Co., San Francisco, as exclusive distributors. Sherman, Clay & Co. are one of the oldest and most prominent music trade distributors in the country and have been in business continuously for over fifty-nine years. Branch offices are maintained in Los Angeles, Portland, Seattle and Spokane, and the Sherman-Clay organization has distribution of Kellogg radio products along the entire Pacific Coast, where an intensive sales drive is in progress on the entire Kellogg line of radio receiving sets.

Special Carryola Campaign

The Carryola Co. of America, in cooperation with Yahr-Lange, Inc., Milwaukee, distributor of the York Carryola portable phonographs, staged a special campaign several weeks ago to assist the Wisconsin and upper Michigan dealers in increasing Carryola portable sales throughout the Fall and Winter.

New Bosch Receiver Has Balanced Amplification

Synchronization of Sets Amplifying System With New Cone Speaker Results in Marked Improvement of Tone Quality

Introducing the new Bosch receiving set, engineers of the American Bosch Magneto Corp. have taken full advantage of a new development in the radio industry, which is the achievement of acoustical synchronization or balanced amplification over the entire range of audible frequencies through the perfection of matched or synchronized audio amplifier systems and loud speakers.

Amplifier systems in Bosch sets have been developed which permit acoustic synchronization with the improved Bosch cone speaker, the Ambistine. This combination results in deep and mellow tones with faithful and natural reproduction. With the Bosch seven-tube Ambistine, which may be operated on a short antenna, a low ratio of signal to static is obtainable, resulting in almost total freedom from disturbances. The combination of short antenna and acoustical synchronization are especially valuable in the Summer months when electrical disturbances are likely to be heavy.

Van Veen & Co. Equips New Griffith Piano Co. Store

The Griffith Piano Co., which has opened a new store in Irvington, N. J., has installed modern equipment including a record department. This department provides for the filing of a large stock and efficient handling. The installation was made by Van Veen & Co., Inc., of New York City.

Bailey Adds to Record Stock

SPOKANE, Wash., October 2—The demand for the Brunswick and Victor records carried by the Bailey Music Store has been so great and sales have increased to such an extent that the facilities of the storeroom have been arranged to stock 20,000 records.

Incorporation

The Phonograph Shop, Amarillo, Texas, was recently incorporated with a capital stock of $7,500. The incorporators are W. L. McCausland, J. C. McCausland and W. J. Doane.
A Supremely Fine Instrument
No. 78—$270

“The Canterbury”
No. 75—$150
This pleasing console model will grace any home. The six-tube, two dial Oriole Receiver will bring new joy to Radio for you.

“The Warwick”
No. 71—$125
A table model of exceptional grace and truly unusual power. Everything that radio can give, at a price in reach of all.

Amazing Selectivity—Delightful Tone—Exceptional Volume!

TWO new home delights! First the joy of a supremely fine bit of furniture craftsmanship—a rarely beautiful console to enhance the beauty of your home.

Second the all surpassing joy of true radio entertainment—all the programs of the air brought in with surprising fidelity and beauty of tone. Amazing selectivity that makes radio really enjoyable.

The Trinum Circuit makes Oriole Receivers genuinely satisfying in performance. Built with the precision of a fine watch they bring at last to radio that genuine dependability which you have been hoping for. Ask your dealer to show you.

Sales Department
THE ZINKE CO.
1323 S. Michigan Ave.
Chicago, Ill.

Manufactured by
W-K ELECTRIC CO.
Kenosha, Wis.

ORIOLE
SIX TUBE
RADIO RECEIVERS
with the Trinum Circuit
General Industrial Prosperity in the Cleveland Territory Creates a Demand

Cleveland, O., October 6—Business in this territory during the last thirty days has shown a decided improvement and there is every indication that it will continue to grow better right along. The Fall season is primarily the cause of this, but there are other factors also, such as plenty of employment in the many lines of industrial plants that abound in Cleveland. The Second Radio Exhibition helped stimulate radio sales a great deal, and both phonograph and combination music machines were also helped by the show. Record sales also increased.

Increasing Edison Demand Enjoyed

The Phonograph Co., Edison distributor, reports a busy time last week in the convention in middle of September when approximately 165 dealers from Ohio and adjoining States came to Cleveland and saw the new Edison models and saw and heard samples of the long-playing records. The program for the coming year as outlined by factory officials, and the address by President Charles Edison, did much to entice the trade with the wonderful possibilities the line offers. The Phonograph Co., which is now distributor for the Federal line of radio receivers and also Don-Font, is getting a nice volume of business and opening up many new accounts.

Radio Exhibition a Success

Although the weather was decidedly unfavorable during most of the week, Cleveland's Second Radio Exhibition was a decided success. Practically every make of radio as well as accessories were displayed at the Public Auditorium in a very attractive manner. The show was in charge of C. E. Bodenhoff, who managed it so successfully last year, and Cleveland's leading radio jobbers also assisted. A banquet in honor of Mr. Bodenhoff was held at the Hollenden Hotel at the conclusion of the show.

Euclid Co. Improving Store

The Euclid Music Co. is making extensive improvements in its East Ninth street store. The small goods department, which is now located on the second floor, will be moved down to the first floor, and the space it occupied will be used for phonographs and pianos. The company is also planning another downtown store, which will be located on Euclid avenue near East Seventeenth street and that will rank as one of the finest music stores in the city.

RCA Activities Are of Wide and Varied Character

Pierre Boucheron Points Out That the Radio Corp. Maintains Largest Radio Telegraph Station and Marine Communication Station

Pointing out the activities of the Radio Corp. of America and entirely condemned to the broadcasting art or the manufacture and sale of receiving sets and accessories, Pierre Boucheron, advertising manager of R. C. A., in a chat with a representative of The World, outlined some of the activities of the Radio Corp, which are sometimes overlooked by dealers and jobbers.

“From Cleveland, R. C. A. owns and operates the largest broadcasting radio telegraph station, which is in constant communication with trade centers in Europe and South America,” said Mr. Boucheron. “This station—the Atwater Kent—was housed in a small building at Rocky Point, Long Island, covering ten square miles. R. C. A. also maintains in continual operation the world’s largest and most powerful marine communication station at Chathams, Mass., which is in constant touch with shipping fleets which ply the trade lanes of the Atlantic. Another important function of R. C. A. is the sale and installation of marine transmitting and receiving apparatus and safety devices.

Mr. Boucheron commented that these, among other activities, show that the Radio Corp. of America occupies a leading position in every important phase of the radio art and industry.

J. W. Lauffer With Atwater Kent Chicago Headquarters

Among recent additions to the staff of the Atwater Kent Mfg. Co. is J. W. Lauffer, who will assist Lyle Pratt in the Middle West territory, operating from Chicago. Mr. Lauffer came East during the week of the New York show and devoted his time between the New York show and the headquarters of the Atwater Kent Mfg. Co., in Philadelphia.

The C. H. Carothers Co., Gary, Ind., has been granted a charter with a capital stock of 1,000 shares no par value. The concern will deal in musical instruments and other lines.
ONE after another the long list of Melofonic Dealers is being added to—explainable only by actual performance. Dealers who have been looking for a cone that will give natural reproduction, volume and quality without sacrificing appearance or being prohibitive in price have found it in the Melofonic.

Find out for yourself why every Melofonic owner is a booster—the secret of repeat business. The investment is very small—the profits are surely going to be large. Order just one Melofonic Speaker and you are sure to order many more.

Melofonic Dealers Are Making Money—And a Good Reputation

PROGRESSIVE MUSICAL INSTRUMENT CORP.
319 Sixth Ave., New York City
Here it is! The sensation of the phonograph trade!

A wonder value to retail for $170.

A real leader—to feature for the holidays!

Just what the public is looking for—at the price they want to pay!

The new Masterphonic Model M-3 is a superb piece of furniture craftsmanship, beautifully finished in Walnut, with all metal parts gold plated. With the new scientifically designed tone chamber and special reproducer for playing the new electric recordings, it is equal to the finest that money can buy.

Tremendous Volume
Deep Rich Tone
New, Scientifically Designed Tone Chamber!

This wonderful Masterphonic phonograph is guaranteed to be of the highest possible quality. The retail price of $170 is tempting to the consumer, and allows an unusually good profit for the dealer. We urge ordering at once!

This Masterphonic is also in big demand—

Retails for only $70!

Mastercraft Model 25, built on the masterphonic principle, has made a "hit" from the very start. It will enable you to meet the insistent demand for the new type of phonograph at a popular price. This model in its beautiful cabinet and deep, powerful tones is the real leader for the season. Be sure to place your orders now in order to avoid any disappointment in delivery.

Masterphonic Model M-3
45" High; 32" Wide; 22½" Deep

Mastercraft Model 25
40" High; 19" Wide; 20" Deep

The WOLF MANUFACTURING INDUSTRIES—Quincy, Ill.
Here are 6 fast selling consoles for your holiday trade!

Every one of them an exceptional buy—and they'll move fast!

Here is an unusual opportunity to give your customers an exceptionally fine Radio Console Cabinet at an attractive price and make an unusually big profit. We have a limited number of each of these cabinets, so first come, first served. Every one of them is made to the high standards that have made Mastercraft Cabinets famous. At this price they won't last long so write or wire your orders today.

Mastercraft Model 98 Mahogany or Walnut top and front, has built-in Loud Speaker Horn (No Unit). Center section drop-hinged door, also finished wood removable mounting board 9" x 20½" for radio panel. Lower compartment ample battery space. Cabinet 44½ high, 31½ wide, 14 deep, and has open back giving immediate access to all parts and wires.
Price f. o. b. Illinois factory, Mahogany or Walnut Finish $45.00

Mastercraft Model 109 Mahogany or Walnut top and front, hinged top. Grille upper front, built-in Loud Speaker Horn (No Loud Speaker Unit). Middle compartment a drop-hinged front door and a finished wood removable mounting board 7" x 18" for radio panel. Lower compartment two hinged front doors, ample battery space. Cabinet 44½ high, 31½ wide, 18½ deep. Wood back.
Price f. o. b. Illinois factory, Mahogany or Walnut Finish $50.00

Mastercraft Model 111 Mahogany or Walnut top and front, hinged top. Grille upper front, built-in Loud Speaker Horn (No Unit). Center section a drop-hinged front door, also a finished removable wood mounting board, size 8½ x 27½ for radio panel. Lower compartment two hinged front doors and ample battery space. Cabinet 43½ high, 32½ wide, 14½ deep.
Price f. o. b. Illinois factory, Mahogany or Walnut Finish $60.00

Mastercraft Model 121 Mahogany or Walnut top and front, hinged top, Grille upper front, built-in Loud Speaker Horn (No Unit). Center section a drop-hinged front door and a finished removable wood mounting board, size 9½ x 28½ for radio panel. Lower section two hinged front doors and ample battery space. Cabinet 46 high, 35 wide, 14 deep.
Price f. o. b. Illinois factory, Mahogany or Walnut Finish $65.00

Mastercraft Model 174 Loud Speaker Table, 25 high, 35 wide, 16 deep. Has built-in Loud Speaker Horn with Mutual Loud Speaker Unit, clear, round tone of good volume. Mahogany top, front and ends.
Price f. o. b. Illinois factory, Mahogany Finish only $30.00

Mastercraft Model 99 Mahogany top and front, built-in Loud Speaker Horn (No Unit), finished wood removable mounting board, 9" x 20½" for radio panel. Upper front drop hinged door. Lower compartment with two hinged doors, ample battery space. Cabinet 42½ high, 34 wide, 16 deep. Wood back.
Price f. o. b. Illinois factory, Mahogany Finish only $50.00

Order enough
Order NOW!

The WOLF MANUFACTURING INDUSTRIES—Quincy, Ill.
Your Customer Should Know that

—the Orthophonic Victrola is not the product of a single genius but is the creation of many master minds.

"Bruno"

C. Bruno & Son, Inc.
Victor Wholesale Exclusively
351 Fourth Avenue
New York City

1834—Over 92 Years of Dependable Service to the Music Trade—1926
Columbia Co. Announces Special Record Return Plan on 1926 Cut-Out Records

W. C. Fuhri, Vice-President and General Sales Manager of the Company, Outlines Details of the Communication to Columbia Dealers

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., forwarded to Columbia dealers recently a very interesting communication giving the details of a special record return privilege covering only 1926 cut-out Columbia records. The details of this plan, which are very liberal in their scope, as outlined to the dealers by Mr. Fuhri, are as follows:

"We have decided not to list in the forthcoming Columbia domestic and foreign record catalogs a large quantity of Columbia records, which are not now in demand, and to offer a liberal return privilege which should enable you, without financial loss, to return to us all of the cut-out records listed on forms which will be supplied upon application to the Columbia branch or jobber with whom you carry your account.

"Your Columbia branch or jobber will accept at current wholesale prices Columbia records previously purchased by you from Columbia, which are now being listed as cut-outs, when such records are returned for credit to the Columbia branch or jobber with whom you carry your account. Credit will be applied monthly at the rate of 20 per cent of your net purchases of Columbia records between October 1, 1926, and April 1, 1927. "A Columbia cut-out record credit certificate, good until April 1, 1927, will be issued after your cut-out records have been received and accepted by the Columbia branch or jobber to whom they are shipped. This arrangement will give you, if needed, six months to use up this special credit, which will be applied against your purchases of new Columbia records. The regular quarterly Columbia record return privilege will be suspended to enable you to return cut-out records at one time. After a dealer has used the 20 per cent credit certificate covering Columbia cut-out records, the regular quarterly 10 per cent privilege will immediately be reinstated and will operate as heretofore."

Revival in Demand for Standard Records
Feature of Industry, Says Otto Heineman

President and Founder of General Phonograph Corp., Home From Trip Abroad, Says Public Appreciates Musical Value of the New Phonograph and Better Class of Records

"A revival in the demand for standard records seems to me to be the outstanding feature of the phonograph industry to-day," said Otto Heineman, president and founder of the General Phonograph Corp., New York, who returned recently after a six weeks' trip abroad.

A keen student of manufacturing and merchandising and identified with the phonograph industry for more than twenty years, Mr. Heineman's views regarding business conditions are of general interest to the trade, and he has made various predictions regarding phonograph activities during recent years which have materialized almost invariably. "The phonograph industry in Europe, particularly in England and Germany, is excellent, with the demand for phonographs and records ahead of all expectations and giving every indication of continuing indefinitely. The early part of this year I was very optimistic, expressing the opinion that the phonograph industry would enjoy in 1926 its best year since 1919, and I see no reason for changing this opinion. This applies to conditions in this country as well as Europe, and apparently the trade, as a whole, has recovered completely from the setback of a few years ago.

"The public generally seems to understand and appreciate the true musical value of the new type of phonograph, and it is gratifying indeed to find a growing appreciation for the better class of records. The selections made by famous symphonics under the direction of celebrated directors are winning more favor throughout the world, and with the present method of electrical recording the public is being offered a far more satisfactory product than at any time in phonograph history. The new record, as reproduced on the new type of phonograph, gives a tonal beauty that is meeting with the absolute approval of the most discriminating music lover and in turn the public is showing a far keener appreciation of good music than ever before. I regard this as the most interesting feature of the phonograph industry today, for the revival in the demand for the better class of record will be of invaluable benefit to every factor of our business.

"While in Europe I picked up many new recordings from the Lindstrom catalog, which will be used this coming season in our Odeon repertoire. The Lindstrom library contains a greater number of beautiful recordings than at any time in the history of this famous organization, and their library today is marvelous. The symphonic and orchestra recordings made by the Lindstrom recording selections the past year have surpassed my highest anticipation, and I am glad to have the opportunity of presenting these records to the American public through the Odeon library. The continued sale and appreciation of standard records represents the backbone of our industry, and its importance is recognized generally today by the foremost manufacturers here and abroad."

Edison Retailers Hold Meeting in Atlanta, Ga.

Dealers in Southeastern Territory Gather at Session at Which Charles Edison, President of Thos. A. Edison, Inc., Is Guest of Honor

Atlanta, Ga., October 5—Some 150 Edison dealers in the Southeastern territory gathered at the Biltmore Hotel here last week to attend the meeting and banquet at which the guest of honor was Charles Edison, president of Thos. A. Edison Inc., and son of the great inventor, who was accompanied on his visit to Atlanta by Arthur L. Walsh, vice-president, in charge of the phonograph division of the Edison interests.

The meeting was arranged by Edison Phonographs, Inc., the local Edison jobbing house, of which W. L. F. Rosenblatt is manager, in cooperation with the Duffie-Freeman Furniture Co., and the Edison Piano Co., local Edison dealers. In the course of the meeting the dealers inspected the four new console models of Edison phonographs just put on the market by the company and were enthusiastic over the demonstration of the instruments. The new forty-minute record which has aroused so much interest was also demonstrated.
You’ll Be Surprised!!
at the New Recordings—

Lincoln Records

Now Retailing at $35 for 3

The new method of recording Lincoln records is a step far, far in advance of all competition. You will immediately note the difference and the decided improvement when you hear these new Lincolns. No mere words will tell you of the new tone, fidelity in the reproduction of voices and instruments—the clarity—and the absence of scratch, and, Boy, “the” Rhythm.

See and hear these new Lincoln records by sending at once for samples and prices.

The Lincoln is a product of the

Cameo Record Corp.

249 West 34th St., New York, N. Y.
The "Big" Little Three

The Most Complete Line of Records for Children

Cameo Kid Records
10 | Jack and Jill (Song)
11 | Old King Cole (Song)
12 | Uncle Tom (Story)
13 | Cinderella (Story)
14 | The Three Bears (Story)
15 | London Bridge Is Falling Down
16 | The Farmer in the Dell (Game)
17 | Here We Go Round the Mulberry Bush
18 | Daisy Mae and Bears (Game)
19 | Old Mother Hubbard's Son (Song)
20 | Simple Simon (Song)
21 | Little Bo-Peep (Song)
22 | Mary Had a Little Lamb (Song)
23 | Yankee Doodle (Patriotic)
24 | Hail Columbia (Patriotic)
25 | Star Spangled Banner (Patriotic)
26 | Columbia, the Gem of the Ocean (Song)
27 | Lazy Mary, Will You Get Up (Game)
28 | Ten Little Indians (Game)
29 | The Littlest Kittens (Song)
30 | Where Are You Going, Pretty Maid? (Song)
31 | Rebecca Baby (Song)
32 | Cock a Doodle Doo (Song)
33 | Sweet and Low (Lullaby)
34 | The Sandman (Lullaby)
35 | Go to Sleep My Little Pickaninnny (Lullaby)
36 | Little Red Riding Hood (Song)
37 | The Frog Prince (Song)
38 | Thumbkin Says, "I'll Dance" (Game)
39 | Five Little Dinosaurs (Game)
40 | Lady Moon (Lullaby)
41 | Nursery Rhyme: "Hey Diddle, Diddle." "Humpty-Dumpty," "Dinky, Dinkery, Dicky" (Song)
42 | Diddle" (Song)
43 | Nursery Rhyme: Intro.; "Little Jack Horner." "Little Miss Muffet" (Song)
44 | SANTA CLAUS TOY SHOP
45 | SANTA CLAUS GREETINGS
46 | NOW THE SWORD (Story)
47 | MONKEY SONG
48 | JENNY JONES (Song)
49 | Round and Round the Village (Song)
50 | I Had a Little Doggie (Song)
51 | Pussy-Cat, Pussy-Cat (Song)
52 | The Snow Man (Song)
53 | The Black Cat (Song)
54 | Peter, Peter, Pumpkin Eater (Song)
55 | Musical Alphabet (Song)
56 | Little Boy Blue—See Saw Marjorie (Song)
57 | Diddle-Diddle-Diddle (Lullaby)
58 | Ring Around a Rose—Medley Intro.; "Gentle Fugue," "Waltz," "Irish" (Game)
59 | Goosy, Goosy Gambler—Medley, Intro.; "The Man in the Moon," "Little Tommy Tucker" (Song)
60 | Welcome, Sweet Springtime (Song)
61 | Lullaby (Lullaby)
62 | The Bogey Man (Song)
63 | The Squirrel (Song)
64 | The Squirrelman (Song)
65 | The Elephant (Song)
66 | A Little Brown Dog (Song)
67 | Little One's Good-Night Prayer (Song)
68 | Now I Lay Me Down to Sleep (Hymn)
69 | Babele Round the Christmas Tree (Song)
70 | Santa Claus Is a Jolly Old Fellow
71 | I've Written a Letter to Santa Claus
72 | A Rice Game (Clap, Clap, Clap) (Game)

Uncle Wiggily Records
51 | Uncle Wiggily's Alphabet (Song)
52 | Uncle Wiggily and the Bears (Song)
53 | Uncle Wiggily's Sleeping Song
54 | Uncle Wiggily and Old Mother Hubbard (Song)
55 | Uncle Wiggily and the Wind (Song)
56 | Uncle Wiggily's Pink Nose (Song)
57 | Uncle Wiggily and the Pigeon Birds (Song)
58 | Uncle Wiggily at the Circus (Story)
59 | Uncle Wiggily's Swinging Lesson (Story)

Jackie Coogan Kid Records
101 | Little Ah Sid (Nov. Recitation with Orch.)
102 | Circus (Recitation with Orch.)
103 | A Bear of a Story (Recitation)
104 | Jack's Country (Recitation)
105 | The Director (Recitation)

There are no other records like the Cameo Kid or the Uncle Wiggily Series. They are seven inch double faced records, put up in gaily illustrated multi-colored envelopes. Although smaller in size they have the same quality as the very best of the larger size records.

These records are fast sellers and are sure to bring hundreds of new buyers to your store.

Make no mistake, Cameo Kid and Uncle Wiggily records are different—In Style—In Quality—In Originality and In Their Wide Appeal.

Send your order today for an assortment of these records or write at once for terms and particulars.

Cameo Record Corporation
249 West 34th Street, New York, N. Y.
Radio and Blackman Dependability

When the Blackman organization determined two years ago to merchandise standard radio products, the dominating thought was the continuation of the slogan—"BLACKMAN and DEPENDABILITY"—which for twenty-five years has been the guiding thought in the Blackman organization.

Before determining upon a line of radio products which could be offered to Blackman dealers with the thought of Dependability uppermost, selling tests were applied to each and every radio product considered for presentation to our dealers. The tests were severe and exacting and the products which measured up to the accepted tests embodied quality and sound merchandising possibilities.

The manufacturers of radio products who have asked us to act as wholesale distributors have proven the dependability of their products definitely and conclusively and in turn the Blackman organization is giving these products the representation they deserve.

The growth of Blackman radio business has far outdistanced all our expectations, reflecting the training of the Blackman organization in the merchandising of standard, quality radio products.

Blackman dealers have become acquainted with the scope and value of Blackman radio service the past two years and they now regard "Blackman and Dependability" as a thought which signifies a permanent, successful foundation for their radio activities.

Our new catalog is now being distributed. If you have not received your copy notify us.
Stromberg-Carlson Inaugurates System of Registering Names of Set Purchasers

File to Be Kept at Company's Plant Will Have Complete Information Regarding the Instrument. Accessories and Date of Purchase for Reference in Case of Defect in Manufacture

ROCHESTER, N. Y., October 4—The Stromberg-Carlson Telephone Mfg. Co., manufacturer of the Stromberg-Carlson radio receiver and other radio products, has put into effect a system whereby the purchaser of every one of the company's receivers is registered at the company's offices for record in the event that the purchaser finds that within a year repairs are necessary which are due to some defect in manufacture. Purchasers of Stromberg-Carlson radio receivers are given a guarantee for one year with the following clause contained in the guarantee form regarding repairs: The clause reads: "Should any defect develop within one year from the date of purchase, any part or parts which are defective will be repaired or replaced by us, provided our inspection shows same to be defective, upon return thereof to our factory." The guarantee form also states that the guarantee is valid only after the registry card has been received at the Stromberg-Carlson factory. This registry card is given to the purchaser of a Stromberg-Carlson receiver by the dealer and is filled out by him and sent to the manufacturer. The card bears the following information: Date purchased, type and serial number of receiver, dealer's name and address, name of party making installation and the accessories used with the set.

Authorized Stromberg-Carlson dealers are also provided with record cards which show exactly the type and serial number of the set purchased, the accessories used and the contact which the dealer has had with the customer after purchase. This contact chart gives the dates of calls by the service man and the troubles, if any, which were cleared by him.

This move on the part of the Stromberg-Carlson Tel. Mfg. Co. tends to clarify the situation for the authorized dealers of the company, who benefit from the fact that each customer is presented with an exact statement of the company's stand in regard to its policy when a question arises as to non-operation of a set. It should also prove beneficial to dealers in selling the Stromberg-Carlson receiver, for the giving of a year's guarantee with the registering of owners of sets has the effect of bringing home to purchasers the fact that the radio receiver has reached a position of stability.

Another instance of the manner in which the Stromberg-Carlton organization is functioning to cooperate with its dealers and assist them in merchandising on the highest possible plane is shown in the chart recently sent dealers in which the prices on fully equipped receivers are given, with a detailed statement of each accessory and its price. The reason for this chart is that the Stromberg-Carlson Co. has experimented to determine the best accessories which will assist the purchaser in securing the utmost from his Stromberg-Carlson receiver. Where it was impossible to secure an accessory which would function in a fashion worthy of the receiver, the Stromberg-Carlson Co. experimented and worked out its own product to fill the desired need. These charts should prove most helpful to dealers and their sales staffs in eliminating sales resistance.

Williams Co. Chartered

The Williams Talking Machine Co., of Birmingham, Ala., was recently incorporated with a capital stock of $19,000.

Offer Home Study Course in Panatrope Salesmanship

Selling Information Based on Facts and Experience Now Available to Brunswick Dealers and Their Salesmen Throughout the Country

The Brunswick-Balke-Collender Co. announces that a complete home study course in Panatrope salesmanship has been prepared for Brunswick dealers. The announcement made through the "Brunswick Face-Maker" states that it is a thorough and practical course based on facts, not on general theories, and contains information every salesman needs in his daily sales activities.

The text is presented in an interesting, convenient, well-organized and practical form with illustrations and charts. The outline of subjects covered by the course is divided into six units as follows: "Explaining the Brunswick Panatrope," "Presenting Light-Ray Records," "Demonstrating the Brunswick Panatrope," "Closing Sales," "Reaching the Broader Market," "Selling Outside the Store." These subjects include incidents from field work, understanding the Panatrope, its proper presentation, successful dealers' experiences, retail salesman's experiences, field investigations, dealer problems, questions and answers, shopping experiences all over the country.

In commenting on the course in Panatrope salesmanship, which is open for enrollment, A. J. Kendrick, general sales manager of the phonograph division, said:

"We have never before presented to Brunswick dealers any plan in which we were more interested, or more certain of its value. We are offering something which means, we are confident, increased business and profits for Brunswick dealers, and more than that, a corps of better trained, more enthusiastic and more productive salespeople and other employees in retail stores.

A One Piece, Seamless Brass, Tapered Tone Arm for PORTABLES . . .

KENTONE ARM
No. 30-SP

DESIGNED for the popular priced portable phonographs—made in one piece of seamless brass tubing, tapered. The base is of a special and unique unobstructive type, affording a smooth, easy and free movement without rattle. The arm proper is finished in the highest polish nickel plate while the base is of a crystallized black lacquer. If desired, base also may be had in the nickel plate.

| Length | 8" |
| Diameter of base | 2 1/4" |
| Opening in base | 1 13/16" |
| Height over all | 3" |

F. C. KENT COMPANY, 67 Grace St., IRVINGTON, NEW JERSEY
Manufacturers of the Kent Attachment for the Edison Disc Phonograph
New Edison Products Introduced to St. Louis Territory at Dealer Convention

Charles Edison and Arthur Walsh Address Dealers—Longer-playing Record Introduced—Third Annual Atwater Kent Dealer Convention Held—Columbia Dealers Co-operate With Ad

St. Louis, Mo., October 6.—A most successful convention of Edison dealers from southeastern Missouri, southwestern Illinois, Arkansas, Tennessee and part of Kentucky was held the latter part of last month under the auspices of the Silverstone Music Co., Edison distributor for this territory. More than 100 dealers attended and listened enthusiastically when Charles Edison, president of Thomas A. Edison, Inc., explained and demonstrated the new Edison longer playing record, a twelve-inch recording which plays forty minutes, and a ten-inch recording which plays twenty-four minutes. Mr. Edison also spoke of the future outlook for the Edison organization and spoke of the company's plans for co-operating with dealers. Arthur L. Walsh, vice-president and general manager of Thomas A. Edison, Inc., accompanied Mr. Edison on his trip to St. Louis and he also gave an interesting address. Motion pictures of operations at the Edison plant were shown and the new model instruments were displayed and demonstrated. Dealers who attended expressed themselves as being highly enthusiastic over the fall and winter prospects.

Atwater Kent Dealers Convene

Another interesting trade happening of the month was the third annual convention of Atwater Kent dealers, which held forth at the Chase Hotel for two days. The gathering was sponsored by the Brown & Hall Supply Co. and a number of instructive and interesting addresses were given by manufacturers and their representatives. The Atwater Kent Mfg. Co. was represented by H. T. Stockholm and Messrs. Kester and Pigeon, who displayed and demonstrated the new line of receivers and explained the outstanding selling points of each model. Officials of the Brown & Hall Supply Co. explained trade conditions in the St. Louis territory and problems were discussed with dealers joining in the discussion, citing personal experiences. Representatives of the Pooley Mfg. Co., cabinet manufacturer; the Philadelphia Storage Battery Co., manufacturer of Philco power units; the National Carbon Co., maker of Eveready batteries, and Griggly-Grunow-Hinds Co., maker of the majestic "B" eliminator, and the Bankers-Commercial Security Co., which finances time payments on radio sales, attended the meeting and demonstrated and explained their products, giving interesting and instructive talks to the assembled dealers. Luncheons were an important part of the convention program and a most successful banquet with many interesting features concluded the two-day gathering.

A spirit of optimism prevailed throughout the entire two days and all those participating in the convention expressed the view that all indications point toward the coming season being the most successful from every standpoint for radio dealers and distributors.

Tie-Up With Columbia Advertising

The Columbia Phonograph Co.'s national program of promoting the electrically recorded records by page advertisements was given increased effectiveness in the territory served by the St. Louis branch by thirty tie-ups in the local advertising in the daily and weekly local papers. There was an increase of 32 per cent in the record sales of the district as compared to September a year ago. The increase for the year to date is 46-1-3 per cent. The district comprises Missouri, Nebraska, Kansas, Oklahoma, Arkansas, southern Illinois, western Kentucky and Tennessee and northern Mississippi.

Thomas Bevire, formerly connected with the Toronto, Canada, organization, has been transferred to the Kansas City sub-branch of the Columbia Phonograph Co., and will travel out of there through the Northern States, where he has a large acquaintance with dealers.

Columbia dealers who recently visited the St. Louis branch were Mr. Walker, of the Walker Music Co., Mr. Atwater of the Edison Co., of Camden, Ark., and George Riley, of Winfield, Kan.

Dealers Exhibited at Exposition

Most of the talking machine dealers had exhibits at the Greater St. Louis Exhibition last month and gave constant demonstrations and made satisfactory sales and obtained many new prospects.

Toledo Firm Soon to Be in Fine New Quarters

TOLEDO, O., October 6—The new home of the Whitney-Blaine-Wildermuth Co., dealer in Brunswick and Victor lines, radio, records and pianos, will be ready for occupancy about November 15, according to Henry C. Wildermuth, treasurer of the company. The structure is three stories and basement and it will be one of the finest and largest equipped music houses in the Middle West. It is located at Adams and Erie streets, in the heart of the business district.

The basement will be the down-stairs store, where used phonographs and pianos will be displayed. The main floor will have the record counters, demonstration booths for records and music, etc., and also phonographs and reproducing space. On the second floor will be the general offices and the private offices of Messrs. Blaine and Wildermuth. The balance of this floor will be used as showroom for grand and reproducing pianos. The third floor will be equipped with a fully arranged repair department. Facing Erie street on this floor will be five studios for teachers. A room 26 x 80 will be used as a recital hall for instructors and pupils.

The house is conducting a removal sale under the direction of C. C. Pirkle. The sales force has been enlarged through the addition of John Kriest and B. J. Sharp, both formerly with the J. W. Greene Co. Officers of the company are David Blaine, president; Otis Ballard, vice-president; Henry C. Wildermuth, treasurer, and Frank Ridley, secretary.

N. Y. Jobber Increases Staff

The New York Talking Machine Co., New York, Victor jobber, in order to take care of the rapidly increasing volume of record orders, has added Frank Mack to assist in the record order department. Several new men have also been added to the shipping department and to the radio service department.

Neil Bauer in New Post

Neil Bauer is a new addition to the field sales force of the Crosley Radio Corp. He left Cincinnati a few weeks ago to represent the concern in the Southern territory. Mr. Bauer has been with the corporation for several years.
65% reduction in deadly service costs means far greater profits in set sales

If your name on the long list of radio dealers who frankly admit they are losing money on the sale of complete sets? Are you, like so many others, merely breaking even? What is the real reason why so few dealers are making a decent profit?

Many dealers have found out. They tell us that the high cost of servicing is to blame for one of the most discouraging conditions radio has known. When a dealer sells a set he must service it, whether his profit is large or small. The cost of that servicing over a period of months consistently eats huge holes in the profit—often consumes it entirely.

Most of that profit-killing cost is absolutely needless. The majority of the service calls you make—65% to be exact—are caused by the failure of batteries to function properly. If you do away with the cause of "A" battery failure, you automatically eliminate a big part of your service cost. That is precisely how Unipower, radio's pioneer "A" power unit, is helping hundreds of dealers.

By selling Unipower with the complete set, the dealer forestalls "A" battery service calls and saves his profit.

The customer is glad to have Unipower. It gives him unfailing power from the light socket and eliminates for him the bother and inconvenience of having you make monthly service calls.

Here then are three profits no dealer can afford to pass up—1: A substantial margin on Unipower itself, for Unipower is distributed only to reliable dealers through responsible jobbers. 2: A definite saving in deadly service bills. 3: A satisfied and thankful customer.

We shall be glad to send you additional information and price lists. Or booklets to help you sell your customers. Send a post card.


For 201-A tubes or equivalent
AC-6HA—$42.50

New refinements to a proven principle—the principle of trickle charge plus the indispensable rapid charge found only in Unipower—are present in this new 6-volt Unipower designed to furnish unfailing "A" power to any 201-A tube set. Four trickle rates, operated by a simple dial, enable the user of heavily-worked multi-tube sets to adjust the power to the exact rate necessary to his individual set and hours of use.

Complicated wiring is eliminated—installation is as simple as that of a storage battery. Automatic switching makes possible a power-operated set under one control—no change is necessary in "B" power supply or set wiring.

For 199 tubes or equivalent
AC-4—$33.00

Unipower contains a Balkite charging unit of Gould design. It operates from alternating current 110-125 volt—60 cycle. Special models, 25-50 cycle, at slightly higher prices.
Richmond Annual Radio Exposition Attracts Record-breaking Crowds

Second Annual Radio Show Successful in Every Particular—Biggs Co. Will Probably Aid Columbia Line—Improvement Noted in Agricultural Situation—Other News of the Trade

Richmond, Va., October 8—Richmond’s annual radio show, staged under the auspices of the Radio Dealers’ Club, went over stronger than ever this year, there being a record-breaking attendance each evening. Some of the models which attracted attention were the New Brookleys, the Philco “A B” Socket, Radiola 30, new Orthophonic Radiola and the Stromberg-Carlson receiving sets.

Miss Virginia Garrell, sponsored by the Radio Salon exhibitors, was crowned queen. She was awarded a $400 Radiola and a cedar chest filled with a lot of finery as well as a variety of serviceable articles. Other prize winners were Miss Inez Robins, sponsored by the Columbia Furniture Co., and Miss Nell Fishburne, sponsored by Howell Bros. This was Richmond’s second annual show. Robin A. Frayer, an officer of the Radio Dealers’ Club, says that he is going to make next year’s even better and more successful than the one this year.

Howell Bros. have added a line of portables and are demonstrating them with loud speakers attached. They have been handling radio for several years and until the portables were added had refrained from branching out into the phonograph line.

The Biggs Music Co. is thinking of taking on the Columbia line. That company has been seeking a new talking machine connection since the manufacture of the Biggs record player was discontinued some months ago.

It is understood that it will probably connect with the Columbia after the new machine of this company, the Viva-tonal phonograph, is put on the market.

Goldberg Bros., jobbers of phonographs, report continued strong demand. C. G. Newman, salesman for this firm, who has been traveling Florida territory, was fortunate enough to have left Miami a few days before the hurricane struck that section of the State and was at his headquarters in Richmond when news of the storm reached him.

While both the phonograph and radio Fall business is reported to be opening up well in this territory, some of the dealers complain that collections are not too good as they might be.

They attribute this partly to the fact that more people than ever went away on vacations the past summer and spent most of their ready cash before they returned.

The agricultural situation is reported to be distinctly improved over last year. The tobacco crop in particular is expected to be a very profitable one this year. Business in the coal mining areas is being stimulated by large production.

Labor continues well employed in practically all lines of industrial activity, assuring a large purchasing power for the next few months at least.

Louis J. Heindl, president of Walter D. Moses & Co., was recently in New York on a business trip. All Victor dealers have reduced mechanically cut records from 39 cents to 25 cents and are offering free for $1.

The Corley Co. has been giving a series of public concerts in the evenings demonstrating the new Electrolas and the new radio-equipped Orthophonic Victrolas. The concerts have been well attended.

T. I. Monroe, a recent graduate of the Radio Institute of America, is a new addition to the sales and servicing staff of the radio department of the Corley Co. Mr. Monroe, who is from Greensboro, N. C., took a course in electrical engineering at the University of North Carolina before he decided to specialize in radio.

To Give Radio Control Legislation Early Consideration

Early action is hoped for on the part of the committees on the White Radio Control bill which passed the House last session and the Dill bill in the Senate. It is Mr. Hoover’s understanding that the conferences will assemble in Washington shortly after the November elections and ahead of the Congressional session, according to reports from Washington.

The two bills are much alike except that they differ on the important question as to who actually be in control of radio. The White bill provides control by Secretary Hoover with an advisory commission, but the Dill bill would eliminate the Secretary of Commerce and give the control to an independent commission, much on the order of the Interstate Commerce Commission.

Senator Dill (Democrat), of Washington, author of the bill, believes some sort of radio control bill will be passed by Congress by January 1.

Issue Eight-page Booklet on Resonata Loud Speaker

The Resonata Corp. of America, New York City, manufacturer of the Resonata, a new loud speaker of distinctive principles and appearance, has issued an attractive eight-page booklet upon the product. By means of descriptive articles and diagrams the principles of the Resonata are succinctly stated.

Charles Rosenthal, sales manager of the company, reports that the initial presentation of the Resonata at the New York show resulted not only in a large volume of business, but also in the appointment of many new dealers and distributors.

Open Music Department

SIOUX FALLS, S. D., October 9—A complete music department was recently opened in the basement of the Shriver-Johnson Co., department store here, with G. H. Compton as proprietor and manager. Mr. Compton is extremely well qualified, having been for years in charge of the Stone Piano Co., of Fargo, N. D., and also had experience as traveling representative throughout the Northwest for the Columbia, Edison and Victor lines of instruments. Among the lines which Mr. Compton will carry are the Columbia Viva-tonal phonographs and records, pianos, sheet music and small goods.

Ties Up With Vaudeville Act

AKRON, O., October 4—Taking advantage of the engagement of Signor Frisoeo, xylophone artist, on the Keith Albee bill this week, the B. A. Emerson Music Co. called attention to the fact that the Edison phonograph, which Frisoeo uses in the act, is available at its store.

Secures Atwater Kent Line

The Park Music Shop, Floral Park, N. Y., recently secured the agency for the Atwater Kent line of radio receivers and other products. Mr. Swanison, proprietor of the shop, plans an aggressive Fall campaign, tying up in every possible way with the Atwater Kent Mfg. Co.’s Sunday night concerts.

Carryola Cub Is Now Ready

Carryola Co. of America, Milwaukee, recently announced that the Carryola Cub, listing for $15, is now ready for the trade. The Cub is equipped with a new motor, Tenney. The firm, which enhances its selling possibilities, is finished in red, blue or black genuine DuPont Fabrikoid and has a capacity of fifteen records.

Move Into New Quarters

Sterchi Bros., distributors of Carryola portable phonographs, recently moved into new general offices in Knoxville, Tenn. The firm distributes Carryolas through several branch offices, in Jacksonville, Fla., Chattanooga, Atlanta, Bristol and Nashville, Tenn.

New Wise Music Store

A new branch of the Wise Music Stores was recently opened at Third avenue and Fourteenth street, New York. A complete stock of records, sheet music and small musical instruments is carried.
One of Slagle's Leaders

This 2-dial set wins sales. Perfect control, easy tuning, beautiful appearance, clean, quiet reception, very good value, console or cabinet models. Let us tell you more about it.

A set is no better than its accessories — sell good ones

The Slagle Merchandising Policy is to provide a full line of sets within a range of prices that enables a dealer to fill any order for first-class sets from the one line. The Slagle line gives you a fully representative stock on display with smaller investment; you can concentrate your efforts on a single line and back it to the limit. The guarantee below protects you because it protects your customer.

We shall be glad to send a beautifully illustrated, 4-color sheet, giving details of our line and complete plan of merchandising. Mention the name of jobber from whom you prefer to buy.

SLAGLE RADIO COMPANY
FORT WAYNE, INDIANA

GUARANTEE
Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and if, upon installation in your home, it does not give thoroughly satisfactory service, your money will be refunded.

Slagle Radio
Conditions in Pittsburgh Talking Machine and Radio Fields Show Big Improvement

Leading Distributors and Dealers Are Optimistic Over Fall and Winter Prospects—Ideal Phonograph Parts Co to Job Okeh and Odeon Records—Atwater Kent Dealers Convene

PITTSBURGH, PA., October 7.—Trade conditions in the talking machine and radio field are showing signs of marked improvement and the leading distributors here of the Brunswick, Columbia Player-Tone, Edison, Sonora, Starr and other lines are of the opinion that Fall and Winter business will be exceptionally brisk.

Wholesalers Optimistic Over Outlook

Wallace Russell, general manager of the Standard Talking Machine Co., is of the opinion that October and November will be good business months for dealers. He, however, emphasized the fact that there would be a shortage of certain types of machines.

George H. Rewbridge, manager of the wholesale talking machine department of the W. F. Frederick Piano Co., stated that business is very good and the indications point to a record-breaking season.

At the Brunswick offices C. W. Markham, manager, stated that business was showing marked activity and that the demand for the Brunswick Panatrope is exceeding all expectations. The new Brunswick records, he stated, are also brisk sellers.

To Distribute Okeh and Odeon Records

An important announcement was made by the Ideal Phonograph Parts Co. to the effect that the firm has arranged to distribute the Okeh and Odeon records. Paul Susselman, president of the company, stated that business is brisk and that the recent consolidation made with the R. G. Lyons Co. of Cleveland, Ohio, had afforded the company a new outlet with offices at 1231 Superior avenue, Cleveland. Mr. Susselman said, "The consolidation with an increased number of traveling salesmen will add to the facilities for caring for the requirements of our customers within our territory." The Ideal Phonograph Parts Co., Inc., is a factory distributor for the Valley Forge main springs and parts, New Principle reproducers, Carryola portable, Artoe phonographs, in addition to the Okeh and Odeon records.

Atwater Kent Dealers Stage Convention

Atwater Kent dealers in western Pennsylvania held their second annual convention at the William Penn Hotel on Monday afternoon and evening, September 26, as guests of the Edison Co., distributor in the Pittsburgh district for the Atwater Kent Mfg. Co., of Philadelphia.

The dealers assembled at noon in the hotel and luncheon was served to about 100 persons. The meeting was followed by an interesting business session. H. M. Swartz, treasurer of the Edison Co., presided over the meeting and introduced the speakers. A. A. Buehn, president of the Edison Co., was the first speaker and gave an interesting talk to the dealers. He emphasized points to be observed in merchandising the Atwater Kent line. The principal talk was that of R. E. Smiley, district sales manager of the Atwater Kent Co., whose address was both inspiring and instructive. Charles Weiser and G. A. Jand, sales men of the Atwater Kent organization in the Pittsburgh territory, were introduced and spoke briefly. F. N. Eaton, of the Poole Co., told of the Pooley Cabinets and the plans that had been made for the protection and service of the dealers. H. W. Jarrett, of the Bankers Commercial Security Co., of New York, explained the plan for financing time payment contracts and answered a number of questions. An interesting speaker was T. Cronin, of the advertisers firm of Bartan, Durstine & Osborne, who with the aid of motion pictures told of the Atwater Kent advertising plans for the coming season.

Plans for the Radio Show under the auspices of the Pittsburgh Radio Association were outlined by the manager, James A. Simpson.

In the evening the annual banquet was held in the ballroom of the William Penn Hotel, over 200 persons being present. Immediately after the dinner had been served there was dancing.

Edison Dealers Hold Important Meeting

Nearly 250 Edison phonograph dealers from many points in western Pennsylvania, eastern Ohio and West Virginia attended an Edison convention and dinner in the English room of the Fort Pitt Hotel on Tuesday evening, September 21. The principal speakers were Charles Edison, president of the Edison industries, and A. L. Walsh, vice-president and sales manager.

P. F. Burns, of the Edison organization, was toastmaster. An orchestra furnished musical during the dinner and for the dancing that followed. The meeting was held for the purpose of acquainting the dealers with the Edison phonograph record that will be released on October 15 as well as the new models of the Edison phonograph.

The address made to Mr. Edison, which opens up un梦想ed-of fields in the Edison business, plays twenty minutes on each side and does away with the necessity of changing the record every few minutes. During his talk to the dealers Mr. Edison sketched through a brief history of the phonograph for his hearers.

"The radio did hurt the business," he said, "but the swing from a cash to a credit business in automobile merchandising was what hit it most. We predict a return to the phonograph on the part of the great American music-loving public this Fall and Winter. It gives its audience what it wants when it wants it." Mr. Walsh was most enthusiastic in his views on the outlook for new business for the Edison records and phonographs and explained to the dealers that Thos. A. Edison, Inc., was prepared to give all aid possible to the dealers in their plans for prompt merchandise.

The advertising that is to be done in newspapers, magazines and other publications was described by Mr. Walsh, and when he finished speaking a carpet was drawn from an enclosure at the rear of the room where four new models of the Edison phonograph were on display. Each was described in detail by Mr. Walsh.

Prior to the speaking there was shown a motion picture film, done at the expense of the industries operated by the Edison company, outside of the phonograph division. The meeting of Edison dealers was one of the largest ever held in the Pittsburgh district.

The guests at the speakers' table was A. A. Buehn, former treasurer of the Buehn Phonograph Co., former distributor of the Edison phonographs and records. Mr. Buehn was president of the Edison Co., Atwater Kent radio distributor for the Pittsburgh district.

F. X. Donovan in New Post

F. X. Donovan is the new manager of the Victrola department of Kaufmann's (The Big Store), having succeeded Mrs. C. H. Walrath, resigned. Mr. Donovan is an old-time talking machine man and for a number of years was connected with the distribution of the Columbia phonographs.

Bright Outlook for Player-Tone Line

I. J. Goodman, president of the Player-Tone Talking Machine Co., reports business conditions as "most excellent." Mr. Goldsmith cited the fact that the new Saxophone models were received with "extraordinary favor" in various markets where placed. He said, "The coming Fall and Winter season promises to be one of the best that we have ever experienced." The Player-Tone Talking Machine Co. offers twelve models of the new Saxophone consoles and up-rights. The "Sonnet," the "Saxophonical" and the "Grand" are models. Mr. Goldsmith stated, that are brisk sellers.

In Important New Post

J. J. Conant is the new manager of the record department of the Standard Talking Machine Co., Victor distributor. Mr. Conant was formerly connected with the Ohio Talking Machine Co.

The Standard Radio Corp. of America, dealers in the Pittsburgh district, were guests of the four RCA distributors in Pittsburgh, via: Ludwig Hommel & Co., Iron City Electric Co., Robbins Electric Co., and the Union Electric Co., at a radio convention on September 21 and 22, which ended with a theatre party. The speakers were H. P. Kasket, radio interference engineer of the RCA; Professor Boucheron, advertising manager of the R.C.A.; E. A. Nichols, Eastern district manager, and C. R. Westbrook, the latter speaking on "Radiotron," his talk being illustrated with slides and proved of considerable interest to the dealers.

Rosenbaum Department Expands

Three large display and demonstration rooms (Continued on page 160)
A New Type Quality Phonograph at a Price

It has that tone so much in demand

We can Deliver NOW!

Protect yourself by ordering TODAY

We predict a shortage in popular priced machines before the holidays

Anticipate your requirements for the season

The Phonograph Has Come Back

You will make money if you can deliver and we make that possible

Don’t wait
Don’t hesitate
Have the Phonographs ready to deliver when your customer wants them

Special price in large quantities

IDEAL PHONO PARTS CO., Inc.

614-16-18 Fifth Avenue, Pittsburgh, Penna.

1231 Superior Avenue, Cleveland, Ohio
Trade Activities in the Pittsburgh Territory

(Continued from page 104)

have been added to the talking machine department of the Rosenbaum Co., of which Chauncey R. Parsons is the manager. The new rooms will be utilized for the display and demonstration of the new Orthophonic Victrola, the Brunswick Panatone and the radio-electric combinations. Mr. Parsons is anticipating a brisk Fall and early Winter trade.

Ludwig Hommel Honored by Employes

Ludwig Hommel, the founder of Ludwig Hommel & Co., of this city, was honored last month at a dinner given in the William Penn Hotel by his employees. The event marked the twentieth anniversary of Ludwig Hommel & Co., and Mr. Hommel was presented with a very beautiful watch.

The dinner was attended only by the employees of Ludwig Hommel & Co., with the exception of the following guests—R. C. Lanphier, vice-president and general manager of the Sangamo Electric Co., Springfield, Ill.; T. T. Richards, vice-president and sales manager of the Wagner Electric Corp., St. Louis, Mo.; W. R. Marshall, district manager of the Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa.; Frank Barrington, district manager of the Westinghouse Lamp Co., Pittsburgh; M. S. Tinsley, assistant sales manager, Eastern division of the Radio Corp. of America, New York City; E. B. Strassburger, attorney for Ludwig Hommel & Co., and H. S. Downing, of the firm of Walter & Downing, advertising agents, were also present.

Twenty years ago Ludwig Hommel started a selling organization in the Lewis Block, which has now been moved to a building at the Kaufmann & Baer Department Store now stands. The organization has grown so that at present they occupy the building at No. 929 Penn avenue, with an organization of about seventy persons.

Dealers View New Sonora Line

The phonograph and radio dealers of Pittsburgh and surrounding territory proved their great interest in the Sonora line by the number of dealers that flew to the William Penn Hotel, where the Pennsylvania Phonograph Distributing Co. had a display of all Sonora phonographs and Sonora radios, including loud speaker models. C. H. Baker, district sales manager of Sonora Phonograph Co., Inc., New York, was in town during the showing September 22, 23 and 24.

John L. Doireau, vice-president and general manager of the Kentucky Phonograph Distributing Co., and L. V. Craig, sales representative in the Pittsburgh territory. Many appointments were made for Sonora phonographs and Sonora radio, and there is every indication of a shortage.

Pittsburgh’s First Radio Show Has Large Attendance

PITTSBURGH, PA., October 4.—The first Radio Show ever held in Pittsburgh, sponsored by the Pittsburgh Radio Association, opened today in Duquesne Garden. The radio dealers of western Pennsylvania, eastern Ohio and West Virginia opened their first annual convention in the morning. Over 300 dealers were present. The opening address was by O. T. Hough, president of the King Radio Co., of Buffalo, N. Y., who spoke on “Radio Business Ethics,” while P. H. Wiggins, manager of the radio department of the Kaufmann & Baer Co., spoke on “Radio Trade-ins.”


New Crosley Addition Practically Completed

Work has practically been completed on the six-story reinforced concrete structure built as an addition to the assembly plant of the Crosley Radio Corp, and some of the floors are already in use. Equipment is rapidly being set up on the other floors, and within a few weeks the entire building will be occupied. The new addition has three times as much total productive floor space as the original assembly plant. It will probably double the productive capacity of the Crosley factories.

Marion, Ind., Dealers Tie Up With Broadcast of Bout

Marion, Ind., October 2.—Residents of this city who do not possess radio receivers and who wished to listen-in on the broadcast description of the Dempsey-Tunney fight at Philadelphia were able to do so through the courtesy of several dealers who kept their stores open so as to invite the public to attend. Among the dealers who seized this opportunity of demonstrating the desirability of the radio receiver were the Radio Mercantile Co., Gans Electric Store, Base Radio Shop and the Broyles Electric Co.

Spartan Electric Corp. to Distribute “Howl Harasser”

The Spartan Electric Corp., New York City, has been appointed national distributor in the United States for the McDonald Howl Harasser, a product which is designed to eliminate howling or microphonic tube noises. This new contribution to the radio industry is manufactured by Scientific Products, Ltd., of Montreal, Canada. The McDonald Howl Harasser is a thick shield of live rubber, which fits over the tube as a cap. It is made in many sizes to fit the various sized tubes now on the market.

The Storad Manufacturing Co.

2421 Detroit Avenue

Cleveland, Ohio

Storad Remote Control Power Supply with Set Control Button

Uses Raytheon Tube "B Power"

Type 101X “B Power” Raytheon Tube Type Unit operating on house lighting circuit. Three variable controls from 180 volts down, has REMOTE CONTROL feature.

Marvelous, New, Practical and an Exclusive Storad Feature

Here is the kind of Power Supply you have been waiting for—REMOTE CONTROL—the kind that is controlled with one button, placed where you want it. You do not have to touch eliminator, charger or batteries. The control button turns off set and eliminator and turns on the Trickle Charger at the same time.

Interchangeable With Other Units

You do not have to use all Storad Units to enjoy this REMOTE CONTROL feature. A Storad Trickle Charger will work with any make of eliminator and operate it by REMOTE CONTROL, or you can use a Storad "B Power" with another make Trickle Charger and enjoy the same advantages.

Raytheon "B Power"

Storad "B Power" Units, having the REMOTE CONTROL feature are Raytheon Tube type Storad Exclusive Circuit (Patent Pending). The Deutschmann Heavy Duty Condensers are used throughout.

With a Storad on the circuit your customers' power worries will be over. They will have current-left-sets of hours when they want it. Write or wire for information and prices on the Storad line at once.

100% Over Capacity

That's why Storad Power Supply will work on any set without harm. Storad Heavy Duty Units have ample power for UX71 Power Tubes even when used on the largest sets.
A New Sonatron Product
from the manufacturers of the largest line of radio tubes in the world!

THE SONATRON AMPLIFIER
with 3 Red, White and Blue Matched Power Tubes

The SONATRON Amplifier is piling up an amazing sales record because it performs real miracles for receivers. Now, any set owner, whether his is a crystal or a ten tube receiver, may have this remarkable source of overflowing power and tonal quality. It adds three stages of amplification, is furnished for dry cell or storage battery use and cuts operating costs! With its colorful tubes aglow, it is as beautiful to behold as it is unusual in operation. Only one connection, made in a moment, and it transforms any set into a modern, efficient unit! The heart of the season is still before you. You owe it to yourself to investigate the possibilities of this Amplifier and Sonatron's 25 distinct types of tubes, which include the latest power tubes. Write for the Sonatron proposition today.

Type 171-A—Power Amplifier
with Adapter Base
This popular Sonatron tube is used in any storage battery receiving set in the last stage of audio frequency. Its adapter base automatically changes the hook-up on the set so that it works with this tube without rewiring. One of Sonatron's 25 distinct tube types.

For Storage Battery Sets
MU-30
MU-20
MU-6

For Dry Cell Sets
MU-30
MU-19
MU-9

Type 200-A
Power Detector
This is the tube which is making such an impression on the power tube market. It is used in any storage battery set in the detector socket only, and is a revelation in volume and distance. No extra batteries or rewiring necessary. One of Sonatron's 25 distinct tube types.

Nationally Advertised
Standard Quality

SONATRON TUBE COMPANY
108 West Lake Street, Chicago
320 Lafayette Building, Detroit, Michigan
Newark, N. J.
Windsor, Ontario, Canada

16 Hudson Street, New York

The Talking Machine World, New York, October 15, 1926
Radio Exposition at Boston a Feature of the Month in the New England Trade

Radio Show Was Largest Ever Held in This City—Drayton-Erisman, Inc., Formed—Gramophone Society Meets—Many New Columbia Agencies Granted—Report Shortage of Sonora Products

Boston, Mass., October 7.—The title has really returned in the trade, speaking locally, and it is to be presumed that the Boston and New England situation is duplicated at other points over the country; at least one hopes so. The dealers everywhere are stocking up with goods and The World representative has seen several batches of big orders which it is going to be hard to fill. Dealers already are clamoring for more goods and the manufacturers may find it difficult before many weeks to supply the need.

Drayton-Erisman, Inc., Formed

A new concern, created since the last issue of The World, is Drayton-Erisman, Inc., located at 34 Avery street, which in a way is a successor of the A. C. Erisman Co., so long located at this same address. The other partner is F. Otis Drayton, formerly manager of the radio department of the Chandler & Farquhar Co., and he will be in immediate charge of the Boston end, as Arthur Erisman, so long and favorably known in the local trade, will spend most of his time in New York, where he has an association with the Acolian Co. The new Boston concern plans to carry a complete line of talking machine and radio outfits and supplies. Associated with the Drayton-Erisman, Inc., outfit are John O'Hara and J. J. Holohan, who were long faithful employees of the Erisman Co.; Wesley M. Boynton and Herbert Libby.

Gramophone Society Meets

The opening meeting of the season of the Boston Gramophone Society, which was formed a while ago but is only now getting on its feet, was held Friday evening, October 1, in one of the rooms of the Oliver Ditson Co., which was generously placed at the disposal of the promoters. The meeting was opened by a word of welcome from William ("Bill") S. Parks, manager of the New England branch of the Columbia Phonograph Co., and he subsequently gave an interesting talk on the "Past, Present and Future of the Phonograph Industry," studying the situation from the musical angle.

James A. Frye, of the Victor forces, gave an informative insight into the progress that is being made in the recording of music. The officers elected were the following: President, Albert Gugen, of Boston; vice-president, Mr. Ziegler, of Boston; secretary, Robert D. Drayton, of New York; treasurer, Frank E. Forrest, of Medford.

The Boston Gramophone Society has for its immediate purpose the bringing together of persons interested in the better grade of music, as represented by phonographic recordings.

Boston Radio Show a Success

The week in Boston ending Saturday, October 2, has been radio show week, this the sixth show to be held in this city. As was to be expected, it was quite the largest of any yet held and far more manufacturers, jobbers and dealers co-operated to make it a success. Among the large list of exhibitors at Mechanics Building were the Atwater Kent Co., which had an elaborate display of its products, and of local concerns known to The World readers; the Eastern Talking Machine Co., M. Steinert & Sons, Sonora Phonograph Co., Drayton-Erisman, Inc., Oscar Rosen Talking Machine Co. and the Q R S Music Co.

The Eastern, which had a very attractive exhibit, was in charge at various times of Manager Herbert Shoemaker, Guy Boote, E. P. Johnston and George McDonald, all of these giving a great deal of time to the dissemination of accurate knowledge relative to the lines that are carried by the Eastern.

The Steinert exhibit, which was more or less linked up with the Eastern, was on a par with the other showing and there were several from the Steinert outfit, chief of them being Henri M. Duquaine, the head manager, at the Arch street quarters, who was frequently busy explaining the Kolster line of receivers. Frank Baldfelli also was frequently at the show, doing his share to spread the propaganda work.

The Sonora exhibit included a console model de luxe, a console standard and a table model and models of the Prelude and the Symphony, which are the newest types of instruments put out by the Sonora, and of course there was a large line of such accessories as are carried by J. H. Burke & Co., who are featuring the Sonora line here.

Drayton-Erisman, Inc., had a creditable showing, its booth being in a very accessible location. The Q R S made a specialty of its Redtop tubes.

Shortage of Sonora Instruments

What is troubling Joe Burke, of the J. H. Burke Co., at 219 Columbus avenue, just now is how to get sufficient goods to supply the demand for Sonora instruments and radio outfits and to bear out his complaint he showed The World representative a big batch of orders, one actually for $15,000 worth of goods, that can only be filled in small part. Among the latest connections the Burke Co. has become the distributor for the RCA tubes, which are selling rapidly. E. D. Coots, Sonora divisional manager, is in town and making his headquarters at the Burke company's offices. He will be here another week, conferring with Sonora dealers.

Many New Columbia Agencies

Manager Billy Parks, of the New England Columbia headquarters, is quite jubilant over the business that is being done out of his place and he is looking forward to a big business from now on to the end of the year. Some of the new concerns that have taken on the Columbia line are the F. G. Henderson Co., at its two stores here, Boylston street and Tremont street; the R. H. White Co., the Shepard Stores, Meehan, Packard & Wheat, in Springfield; England Bros., Pittsfield; R. A. McWhirr, Fall River; all these Henderson concerns; McAudio & Wakefield, at Holyoke; Barroughs & Sanborn, at Lynn; the New Bedford Dry Goods

(Continued on page 108)

The Harvest Time Is Here

For Victor dealers who have properly prepared their stocks and their organizations to meet it, the day of opportunity is here. National interest in the new Victor products is now being developed into real sales with stocks available to meet all normal demands.

We can help you prepare to get your share.

Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK
THE TALKING MACHINE WORLD
October 15, 1926

Radio Exposition at Boston a Feature of the Month in the New England Trade

(Continued from page 107)

Co., at New Bedford; H. S. Brown Piano Co., at Fitchburg; Clifford Bros., at Hartford, Conn.; the Outlet Co., at Providence, R. I., and the A. B. Clin-
ton Piano Co., at Hartford, Conn.

G. F. Donnelly, who has been making good
with the Columbia here now for considerably
more than a century, has been given the Maine
and New Hampshire territory.

One of the newest acquisitions to the per-
sonnel of the Columbia Boston quarters is Miss
Margaret M. Troomey, who long was a valued
employee of the A. C. Erisman Co.

Edward Strauss a Visitor

Edward Strauss, of the New York office of
the Brunswick Co., has been visiting in Boston,
making his headquarters with Manager Harry
Spencer at the Kingston street offices. Mr.
Strauss has been making a flying trip all over
the Brunswick field.

News Gleanings

A welcome caller in town the other day to
Manager Parks' Columbia headquarters was
J. J. Moore, Jr, who is now located in Provi-
dence, R. I., where he represents Rhode Island
and southeastern Massachusetts for Columbia.

Bill Parks, manager of the Columbia, spent
a part of last week in Maine, where he visited
thorough the Central office.

Joe Burke was over in New York for the
big dinner of the Sonora group given during
the radio show week.

Joe Vincent, who also has been the attraction
at Lowell's State Theatre this week, has had
a busy week appearing at some of the Brunswick
headquarters.

The British Panatrope is being used at the
Castle Square Theatre, which opened its doors
September 27 with a resident company.

A Super-Panatrope furnished by the Brun-
swick Co. is the current attraction at the Colonial
Theatre, and it plays an important part in one of the scenes.

Seventy-five New England Brunswick
Dealers Attend Two-Day Convention

C. D. MacKinnon, Manager of Record Sales of Brunswick Co., and Howard Williams, of Business
Training Corp., Give Interesting Addresses to Dealers and Explain New Line

Bosbor, Mass., October 4.—Fully seventy-five
members of the trade handling the Brunswick
instrument assembled at the Kingston street
headquarters of the Brunswick Co., to keep the family
conference with one of the officials from Chi-
ago, another from New York. These were C.
D. MacKinnon, manager of record sales, and
Howard Williams, of the Business Training
Corporation of New York, an organization that
has done a great deal by way of stimulating the
sales departments of various business enter-
prises. Both of these gentlemen were here for
two days and a great deal was accomplished by
way of enlightening the dealers as to the right
business methods to be pursued in interesting
prospective purchasers. Mr. MacKinnon ex-
tended a hearty welcome to the dealers on be-
half of the directors and executives of the Brun-
swick Co., and he expressed the hope that the
other Fall and Winter season is started with a
line of instruments that never "has been equal-
ved before in the history of the phonograph
business. With the introduction of the Panatra-
top and improved mechanical instruments supported by 'light ray' electrically recorded records we
confidently believe that this present year will be one of the best, if not the best, year, that our
company ever has had."

"We can all help to hasten the public inter-
est in our new developments by demonstrating
these new instruments and Brunswick 'light ray'
recordings at every opportunity. Those who
are buying Panatropes and new phonographs are
from the few who have had an opportunity to
hear them. The record buyers of to-day are those
who have heard 'light ray' recordings, have
marveled at the results obtained from them and
have accordingly purchased these rec-
ords. Their numbers are growing every month
and your willingness to bring the performance
of our products before the public at every oppor-
tunity will hasten the day when everyone will be
aware of the marvelous musical results to be ob-
tained from 'light ray' recordings and the Brunswick's new reproducing instruments," said Mr.
Williams in his talk said in part: "There are two
forces to-day, the centralizing and the de-
centralizing, and these forces have been working on the
American home for the last ten or fifteen years.
By the decentralizing forces I mean those things
that have been developing in the last ten years
that pull people out of their homes, like the
movies, the automobile, etc., those things that
draw the father, the mother and even the chil-

dren out of the homes. However, there are cer-
tain centralizing forces, and among them the
phonograph, which is a centralizing force in the
American home. This has a tendency to pull
people together the same as does the radio. To-day it
is a battle between the centralizing and the
decentralizing forces as to which is going to
take place. It is the battle of the centraliz-
ing is going to win. You people who are
selling Panatropes are in a struggle where you
will win an ultimate victory. You are engaged in
selling people something which is construc-
tive, because it helps the centralizing interest of
the family in the home."

"Another thing I want to point out to you
is the attitude taken by the average American
adult. He does little constructive reading or
thinking after he leaves school. His mental field
is chiefly that of the daily newspapers, the
evening papers and the current magazines.
We are getting to the point where we realize that
we must train our men in the factories after
they have left school. We must train them in
industrial salesmanship. Everything has to be
sold, whether it is an idea or a commodity.
People seldom voluntarily go out and purchase
anything; it is sold to them. There has to be
sold. There is nothing that cannot be
sold by the right kind of salesman. When you
come to an instrument like the Panatrope or
any other high-grade instrument you can sell
it if you are the right kind of salesman. If you
have something worth selling you ought to be
able to dispose of it. The question often arises,
'Is the average salesman an uneducated man?'
In answer to that I say, 'Yes, exactly!'"
Northwest Radio Show at Minneapolis
Feature of Month in the Twin Cities


St. Paul and Minneapolis, October 7—The Radio Show occupied the center of the Northwest throughout the month. It was headquartered in the Minneapolis Armory, H. H. Cory, executive secretary, states that it was by far the biggest show ever held in the Northwest. The attendance and activity in the Armory itself or at the various booths were at a level that no one could have dreamed would be there.

There were 200 radio exhibitors and many booths of accessories and related exhibits. The entertainment features were provided in two large amphitheaters and there was an active display of a three-ring circus with something going on continuously. A complete musical show was put on by the MacPhail School of Music and the Northwestern College orchestras.

The past year was marked by the presence of music in every room in the city. In another room there was vaudeville, which changed every afternoon and evening, alternating twenty-five different acts. Radio was doing something for the entertainment of the public.

The show, for the first time, was officially endorsed by the Radio Manufacturers Association and that body is represented by B. W. Ruark, executive secretary, and Carl Boyd, vice-president. The National Institute of Radio Engineers is officially represented by George Lewis. Officers of the Northwest Radio Association who promoted the show included George Riebich, president; Harry Smith, vice-president; Toepel, treasurer; and H. H. Cory, executive secretary.

At the annual banquet at the New Nicollet Hotel on Thursday night, September 30, electioneering was held. Harry Smith was re-elected president; J. E. Date was in charge of the entertainment.

Brisk Columbia Demand
Things are moving briskly at Columbia head-quarters with the new machines coming in fairly close on the orders, although the orders are leading the supply. The Highboy model number 650 is proving very popular. The Columbia Co. has been doing something notable in advertising during September. In the Journal of Friday, September 24, a thirteen-column spread featured the new electrically recorded Columbia records. Practically every local dealer tied up with the display. In St. Paul all the dealers took space in full-page ads in the Pioneer Press and Post Dispatch for September 23 and 24. Columbia has taken a whole page in the program of the Minneapolis Symphony Orchestra on the Columbia Masterworks. Columbia artists are well represented on the Symphony programs this year, including Margaret Vandeveer and Florence MacBeth. Margaret Romaine is playing at the Orpheum the last week in September.

Features—Ortho-Radio Sonic
The George C. Beckwith Co. had a very advantageous position at the Radio Show for its display of Ortho-Radio Sonic Federal radio goods. The booth is opposite the entrance and the display was very beautiful.

Charles Hicks, new manager at the George C. Beckwith Co., has just returned from a successful trip through Wisconsin. One of the new accounts recently opened in the Eau Claire Book & Stationery Store. Mr. Freese, the manager, has opened a very attractive Orthophonic department on the first floor balcony.

Interest in New Sonora Radio
There was a full display of Sonora and Magnavox radio equipment at the Radio Show. One model which aroused an extraordinary amount of interest was the new "Sonora "Six," new two-band receiver, which marks an interesting advance in receiver construction.

J. E. Date arranged one of the most attractive exhibits at the show. It occupied a large double booth and crowds were constantly around the Magnavox radio test table which the Minneapolis Drug Co. features. Fred E. Roediger, of the Magnavox Corp., was here for the show.

Brisk Columbia Demand

Brisk Columbia Demand

Sterling Combination A and B Charger—Bulb Type
For 6-volt Radio A and up to 96-volt B storage batteries, this is a new combination charger that is easy to hook up and to operate that any inexperienced person can use. Operates from 110-volt A C. 5/60 cycle (regular home lighting current), and is absolutely noiseless. None of the wires that connect the battery to receiver need be disturbed while charging A or B. Battery and charger can be left permanently hooked up while charging. Sterling combination shows the charging rate and indicates the B charger. Multi-counterphase line and bulb type charging. Charges 6-volt A at 2 ampere rate or 24 to 56 volt B at 1/10 to 1/4 ampere depending on wattage of lamp used.

Sterling "A" Battery Trickle Charger
For owners of 6-volt and 12-volt storage "A" batteries, this new Sterling continuous charger offers the utmost in convenience, safety and efficiency. The trickle unit. Reliable charging rates of 2/23 ampere on 6-volt battery and 15 ampere on 12-volt battery. Centigrade temperature. Steady positive charging. List Price $18.00 With 1 ampere Trickle bulb
The Only Receiver With Horn and Cone Speaker Combination

An Exclusive Thorola Feature

Here's the outstanding new radio achievement—a new combination that spells extraordinary musical reproduction. An exclusive Thorola achievement—found only in Thorola Radio—it is what the great majority of people want.

Entirely different! Beyond competition! Power operated if desired—but provides ample space for batteries and charger. We feature this double advantage in our publicity, thus assuring to Thorola Dealers large additional profits on equipment sales and installations.

Finished in Antique High-Lighted Walnut—quite the vogue in furniture styles.

Millions of people are hearing about Thorola every month through forceful national advertising in all the leading publications.

Thorola is the most profitable medium-priced QUALITY line in radio today. Opens up a broad and lucrative field for Thorola Dealers.

Good territories are going fast. Act quickly.
Write or wire at once for detailed information.

REICHHMANN COMPANY, Manufacturers
1725 West 74th Street
Chicago, U. S. A.

Model 57
Thorola Table Model $60.00
Model 58
Thorola Console Built-in No. 4 Speaker $125.00
Model 9
Thorola Cone Speaker $20.00
Model 4
Thorola Speaker Controlled Mica Diaphragm $25.00
Model 12
Thorola Junior Speaker $15.00
Model 7
Table Cone Speaker $60.00

Prices Slightly Higher West of Rockies
Trade in the Middle Western Territory
Enjoys Midseason Rush of Business
The Early Start of the Fall Buying Season Has Had Its Effect in Lowering the Stocks of Leading Distributors—Shortages in Many Lines Feared Before Season Is Really Started

CHICAGO, ILL., October 7.—October first found the talking machine and radio trade of the Northwest with inventories entirely adequate for their uses form, with an exceedingly heavy and early demand for merchandise. As was stated in this column in last month's issue, the Fall buying season, which usually opens September fifteenth, started during the last two weeks of August, with the result that dealers and distributors in some cases now have depleted stocks with no immediate hope of securing merchandise from the manufacturers. This is especially true of radio receiving apparatus, with the prospect of a shortage in phonographs looming up in the near future.

The entire trade in this territory is exceedingly well satisfied with present business conditions and it is estimated that business on October 1 was, in many cases, from 25 to 30 per cent ahead of the same date last year. Record sales, due to the stimulated demand for phonographs, are far ahead of last year's figures, and machine sales are, of course, greatly in excess of the same period of 1925. The demand for talking machines seems to be principally for the larger machine, with the radio-phonograph combination staging a comeback in popularity. The improvement in talking machine mechanism and cabinet design has influenced the last-named demand to an immeasurable degree, for those buyers who desire to combine the two reproducing instruments.

Many dealers are securing added profits through the sale of console radio cabinets to old customers who purchased, last year or in 1924, table sets, and who now wish to include all of their radio receiving equipment in one piece of furniture. According to many jobbers, the radio parts business has shown a decrease this Fall, because of the attractive and popularly priced complete receiver, while radio accessory sales, especially power supplies, have soared to unexpected heights.

The radio season was marked by one trade exhibition during the last days of September and by the time The World reaches the trade another showing of the latest in radio receiving apparatus will be in full sway, giving the buying public an opportunity to inspect the latest products in the field.

Panatrope Supplies Music in Strike
When the musicians of Chicago went on strike some time ago and left the pits of all the movie houses dark and quiet, Andrew Kar- sa, who owns and operates the Aragon and Trianon Ballrooms, which were also left without music through the decision of the Musicians' Union, solved his difficulty easily through the use of Brunswick Panatropes in both of these elaborately beautiful dance palaces. The sheriffs and sheriffs of the Windy City were not asked to forsake their nightly gyrations, thanks to Brunswick's capable instrument, and they were unanimous in their praise and claimed that as far as they were concerned the orchestras could stay on strike forever, for the voice of the Panatrope could be heard clearly throughout the spacious ballrooms and was entirely adequate for their uses.

The enormous crowds which throng these two places suffered no diminishing and in truth the novelty of reproduced music used under these circumstances added a certain attraction.

Mr. Karsa expressed his unqualified approval of the Panatrope, and the strike was something of a "break" for Chicago dealers in that the publicity attendant upon the stunt served to impress most effectively upon the public just to what extent the Panatrope is capable of going. Front-page publicity and editorial comment kept the new Brunswick instrument before the public eye during the entire course of the strike.

New Catalog of Illinois Electric Co.
The Illinois Electric Co., prominent radio distributor of Chicago, mailed to the trade on October 1 an attractive twenty-four-page catalog. In the booklet are described and illustrated the products of Radio Corp. of America, Farrand Mfg. Co., All-American Radio Corp.

(Continued on page 112)
Grigsby-Grunow Mfg. Co., Fansteel Products Co., Jewell Electrical Instrument Co., National Carbon Co. and a number of others. Between four and five hundred items are listed in the catalog, and it is said to be one of the most complete radio handbooks recently issued by any distributor.

The Illinois Electric Co. conducts a school for dealers every Wednesday, and at each session many of the puzzling technical and sales problems which confront the retailers are solved. It is interesting to note that music dealers constitute 50 per cent of the attendance at the school, while according to the records of the Illinois Electric Co. 60 per cent of the firm's distribution is attained through music trade channels.

Announce New Ortholian Line
Answering the demand for a loud speaker that combines beauty and depth of tone with handsome cabinet work, Richard T. Davis, Inc., Chicago, maker of Vogue radio products, recently announced its new Ortholian line. The various Ortholian models are fine examples of the cabinet maker's art, and their rich walnut finish blends harmoniously with furniture of any period.

Ortholian models 28 and 30 contain a wooden horn having a tone travel of over seven feet and encloses several absolutely new features in radio acoustics. The principle of metallic kick-off is used to clear enunciation and the tonal reflex adds beauty and depth to all bass notes. The arrangement of these models is such that ample space is provided for all batteries or eliminator equipment. Models 28 and 30 differ slightly in cabinet design, but are approximately the same size, being 21 inches high, 14 inches deep and 22 inches wide.

Ortholian Model 32 is a special instrument in the same cabinet as Model 39 and is designed to provide great volume, while still maintaining rich, pure, rounded notes. In the upper flux linen padded compartment behind the grille is a special double point cone, operated by a powerful amplifier that plugs into the 118-volt, 60-cycle light circuit. The amplifier uses two tubes, the UX-J66-B and the super power audio tube UX-210 or CX-210. This amplifier is provided with a plug, which can be placed into the tube socket of either the first or second amplifier of the set as desired. The plug is detachable so the cord can be slipped through the back panel of the set out of sight.

In addition to the Ortholian models, Richard T. Davis, Inc., has announced the new Vogue Cone Horn Speaker, in which an ingenious method of construction is employed, giving longer tonal travel than the size of the cone would indicate. It is finished in brown crackle, touched with gold and mahogany, and the grille is individual in design. The Vogue Cone Horn is 20 inches high and the base is seven and one-half inches wide.

Funds for Florida Collected Over the Air
Within four days after the Florida hurricane disaster, WBMB, the Stewart-Warner Air Theatre, Chicago, had collected pledges totaling nearly $10,000. The money received was for the American Red Cross Relief Fund and contributions were turned over to that organization as soon as they were received. When news of the magnitude of the disaster was received Sunday night, Kelly Smith, director of the station, immediately stopped the regular program and started appeals for the Red Cross Fund. On Monday, which is "silent night" in Chicago, WBDM, in company with three other Chicago stations, was on the air all night raising funds. This action had the approval of Frank McDonald, president of the Broadcast Listeners' Association of America, and was also endorsed by O. N. Taylor, radio editor of the Chicago Evening Post, who himself talked over the microphone. During the four days the broadcast, special appeals were made by Miss Eva Brown, John Eisenbond and S. N. Knight, members of the Chicago Chapter of the American Red Cross. In addition, "Babe" Ruth, famous home run hitter of the New York Yankees, made a personal plea to baseball fans to give money for the cause.

When the station continued to broadcast Monday night it was found that the telephones in the studio were unable to take care of the flood of pledges. An appeal was broadcast to telephone operators to operate the large switchboard in the main plant of the Stewart Warner Speedometer Corp., where the WBMB studio is located. Within thirty minutes one hundred and fifty girls had flocked to the studio, the switchboard was opened up and the work of taking the pledges thus facilitated.

During the broadcast pledges were received from every state in the United States, ranging from 10 cents to $1,000. Artists of WBMB and other stations gave not only money but their time as well.

Important Announcement by W. S. Perry
Announcement was recently made by Ward S. Perry, president of the Vesta Battery Corp., Chicago, that station WFKB will be known as "The Vesta Battery Corp. Station WFKB, Chicago," beginning with the broadcasting of the opening program, Saturday, September 25.

W. S. Perry
WFKB has been operating for over a year on 217.3 meters, as an experimental station, though having been off the air temporarily during the Summer. The station, as now acquired by Vesta, is equipped with the very latest transmitting apparatus and was opened on 1,000 watts. The personnel of WFKB are operators who have grown up with broadcasting in this station, and with the Vesta Battery Corp. resources behind the station, programs of a high order of excellence are assured.

"Inasmuch as so many radio listeners are users of Vesta products in their radio or automobile," said Mr. Perry, "the Vesta Battery Corp. will do its share of broadcasting the kind of entertainment that will appeal to this particular class of audience." Vesta station WFKB is on the air every weekday evening except Monday, from 7 to 10 Chicago time (Central Standard), and Sundays 2:30 to 4 p.m.

Wonderful Reception With Isofarad Receiver
Consistent 6000 and 7000 mile reception from Japan and California has recently been reported by a New Zealand radio fan using a standard six-tube Isofarad receiver, made by the Wallbert Mfg. Co., Chicago. The receiver was operated by W. A. Waters, a resident of Palmerston, North Island.

"On the second night after it had arrived," writes Mr. Waters, "I had KGO (Oakland, Cal.) full strength on the loud speaker several times. This is a station of about 355 meters and often comes in very good. Last night I had KNX (Los Angeles) and the jazz orchestra and male songs were very fine. The set has also operated as a test on only twelve
The Jewel Rexophone Brass Tone Arm and Reproducer

Standard Length 10"; made in 9 or 9½" lengths only on special quantity orders.

Positively the highest grade, up-to-date Brass Tone Arm on the market, embodying every feature to make it mechanically perfect, as well as the proper proportions to produce pure quality of tone with full volume. Manufacturers who appreciate quality products and do not put price first will be pleased with the result of our efforts to give the trade the highest quality tone arm and reproducer—The Rexophone. It is even more than the name implies. The Rexophone is the only brass phonograph tone arm on the market now having a perfect band instrument taper. This taper is known to all band instrument manufacturers and has been used for some two hundred years.

The Rexophone Reproducer

The diaphragm of the Rexophone reproducer is made of specially treated aluminum and is highly sensitive so that all overtones and minor details in the record are brought out with remarkable clearness. Because of the patented stylus bar and large diaphragm the vibrations are longer, the tone more natural and life-like, and surface friction or scratch is reduced to a minimum. Diaphragm and stylus bar fully protected by a grille of German silver which gives the reproducer a very pleasing appearance. Especially fine tone quality when playing the new electrically recorded records. Number One Rexophone Reproducer will fit the old style Victrola.

Remember we also manufacture attachments for the Edison and Victor machines, also complete white brass tone arms for the old style phonographs, automatic stops, Jewel Saffo Points. Attention Radio Cabinet Manufacturers: We have radio loud speaker tubes. Write for prices.

JEWEL PHONOPARTS CO.

154-160 Whiting Street

Chicago, Ill.
feet of wire as an aerial and brought in Brisbane (Australia), 1,500 miles away, quite audible on the loud speaker. Palmerston is Lat. 40.19 S., Long. 173.38 E., and must be 7,000 miles to Oakland and 6,000 land miles to Japan." The Walbert executives point out that while various sets designed especially for distance have made records comparable to Mr. Waters', such performance with stock receivers is an encouraging prediction for the future.

The Showrooms of F. A. D. Andrea, Inc.
Automobile Row in Chicago is fast becoming Radio Row as well. In the heart of this section, along the Windy City's famed boulevard, Michigan avenue, are located the beautiful showrooms of F. A. D. Andrea, Inc. This picture gives a faint impression of the panorama of the furnishings of any home setting. They are made in a variety of exclusive designs and colors, which will blend with the color effects of the very latest furniture.

Harry Alter Co.'s Radio Book
The Harry Alter Co., prominent wholesale of Chicago, Ill., has just released for distribution a very attractive radio book for the dealer. Only retail selling prices are shown and the dealer's name is imprinted on the book, making it exclusively the price catalog of the individual dealer. It is one of the most comprehensive books of this nature ever published, containing 96 pages of useful information. Well-known, standard radio merchandise is presented in a handy, compact form intended to help the dealer increase his sales. A free sample is supplied to all retailers upon request.

P. L. Deutsch to Europe
P. L. Deutsch, vice-president of the Bruns-wick-Balke-Collender Co., sailed for Europe from New York City on the "Homerick" on Sunday, September 26, for an extended business trip. Mr. Deutsch will spend most of his time in London and other English trade centers and will return to Chicago about the first of November. Business will be conducted by Mrs. Deutsch and their daughter.

Visitors to Gulbransen Plant
W. R. Shutes, proprietor of the El Paso Piano Co., El Paso, Tex., accompanied by Mrs. Shutes, recently was on a combined business and pleasure trip of ten days in Chicago. Mr. Shutes spent considerable time at the Gulbransen factory, and it so happened that W. G. Kar-mann, Gulbransen salesman for Texas, was in the city at the time. Mr. Shutes states his business shows a good increase over last year and that the cotton and fruit crops are both good. Irrigation of the land as a result of the government's eleven-million-dollar project has made his section of Texas a very productive area. From this city Mr. Shutes will return direct to El Paso, "where sunshine spends the Winter!"

A trio of visitors came to the Gulbransen factory from Indiana in the persons of H. W. Voss, fruit crops manager of the South Bend Piano Co., manager of the Service Department; Mrs. Lewis, and two salesmen of the house, J. W. White and C. H. Lynch. To prove that they are fast workers, it is only necessary to state that they drove the 325 miles from Evansville to Chicago in ten hours.

Another Gulbransen visitor was Ray Gromer, of the Platteville Music Shop, Platteville, Wis.
Launches Drive on Columbia Records
Lyon & Healy, prominent Chicago music house, has been sponsoring an aggressive drive on Columbia records and Viva-tonal phonographs since it added the line a short time ago. On Sunday, September 26, Lyon & Healy made the first formal announcement of the addition of the Columbia products, and also the first announcement of the Viva-tonal phonographs in the city of Chicago, when a full page was used

Lyon & Healy Paul Ash Window
in the Chicago Tribune. The advertisement, number three of a Lyon & Healy campaign, contained costly art work, with a sketch of Paul Ash and Ted Lewis, both Columbia artists now appearing in Chicago. The firm tied up with Ted Lewis Window Display
this advertisement in its large display windows, using life-size cut-outs of Ash in a Washab avenue window and showing Lewis in a typical pose on the Jackson boulevard display.

Stewart-Warner Visitors
C. D. Goodkind, manager, and L. M. DeHart, sales manager, of the Grand Rapids, Mich., Stewart-Warner service station, visited the headquarters of the Stewart-Warner Speedom-eter Corp., Chicago, late in September, after having attended the Milwaukee radio show. W. E. Rudolph, manager of the Stewart-Warner San Francisco branch office, was also a visitor to the Chicago plant during the third week in September.

Meeting of Edison Dealers
Edison dealers in Chicago and the mid-West gathered at a banquet and meeting at the Pal-mer House on September 14 where the four new console models were displayed to the dealers for the first time and the new Edison phonograph record was demonstrated.

The dinner was given by Charles Edison, who has succeeded to the presidency of his father's industrial plants, and who introduced the new phonograph record, the invention of

(Continued on page 116)
WILL you allow us to show you the way to sell Records better and with more profit in your neighborhood?

If you would know about Okeh Records and why they have such big sales—write to us.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

We are distributors of the famous Farrant Speaker

Illinois Electric Company

Distributors for
Radio Corporation of America
312-314 West Madison St., Chicago
104-6-8 Chestnut Street, Peoria, Illinois
313-315 So. San Pedro Street, Los Angeles, California

Introducing Our “Sweethearts”

Will outsell any instrument in your stock. Made by Richter Mfg. Co.—a guarantee of quality. Concert size body, finished in gunmetal black, bound with white celluloid, patent pegs. The name “SWEETHEART” in attractive, three-color design on each instrument.

Packed in an individual box with instruction book and felt pick

WRITE FOR SAMPLES NOW

Our October issue of “Items of Interest” has many Interesting Items

TARG & DINNER MUSIC CO.

229 WEST RANDOLPH ST.

CHICAGO, ILL.

Thomas A. Edison, which plays forty minutes.
Moving pictures of the Edison plants, including the phonograph division, were shown and plans were also outlined for the coming Fall campaign introducing the latest Edison products.

Growing Demand for Minerva Sets
With a demand at least 25 per cent greater than on the same date in 1925, the Minerva Radio Co., Chicago, has found a fine response for its radio receivers from both consumers and dealers. E. R. Schultz, president of the Minerva Mfg. Co., Antonia, Conn., arrived in Chicago on October 6 to attend the Chicago Radio Show at the Coliseum and to visit the Mohawk Corp. of Illinois general offices. The firm, of which Mr. Jockmus is the head, manufactures the head, manufactured the console, introduced a new tuning system, simplified the operation, and increased the sales.

C. H. Jockmus to Attend Radio Show

Charles H. Jockmus, president of the Ansonia Mfg. Co., Antonia, Ind., arrived in Chicago on October 6 to attend the Chicago Radio Show at the Coliseum and to visit the Mohawk Corp. of Illinois general offices. The firm, of which Mr. Jockmus is the head, manufactures the head, manufactured the console, introduced a new tuning system, simplified the operation, and increased the sales.

H. Curtiss Abbott Now Vice-President

H. Curtiss Abbott, prominent in the musical instrument and radio field, was recently made vice-president of Austin-Lee-Healy advertising agency, Chicago. Mr. Abbott is recognized as one of the foremost merchandisers in the musical and radio field and formerly held the position of merchandising counselor for Lyon & Healy, prominent Chicago music house. He was more recently associated with the Sampson Electric Co., Chicago, Atwater Kent distributor, where he held the position of sales manager.

Windsor Co. Cone Speaker Console Announced

The Windsor Cone loudspeaker console is the latest product to be introduced to the radio-music field by the Windsor Furniture Co. of Chicago. The console case is 22 inches wide, with a spruce soundboard, which is said to reproduce the softest lullaby or the full-throated march music of a band with fidelity. The console case has been designed in an attractive design in either mahogany or walnut. The new product, known as Model 200, lists for $29. The Windsor Furniture Co. has long been prominent in the phonograph and radio fields, and among its other products is the 128 loudspeaker console, listing at $40, which is designed to accommodate practically any set and has ample space for storage batteries and a line of phonographs. A feature of the talking machine line is a large Italian Renaissance model, hand carved, and built of solid mahogany.

Introduce De Luxe Unit “A” Power

The Stewart Battery Co., Chicago, recently announced the introduction of a new product, the De Luxe Unit “A” Power. One of the outstanding features of the De Luxe Unit is its compactness, and all sources of radio power are controlled from the filament switch on the radio set. A “B” eliminator may be plugged to a receptacle on the case of the unit, eliminating the necessity of two wall sockets and further serving as a protection against the forgiveness of the operator of the radio set. When a “B” eliminator is used, the operator cannot forget to turn it off when he is through with the set.

When the receiver is in operation the “A” and “B” power is automatically turned on, and when the set is off the “A” power starts rephasing itself and the “B” eliminator, if one is used, automatically turns off. No outside switches are used and the unit is installed by merely plugging into a light socket and connecting the wires to the terminals on the outside of the case. The unit is encased in a lead-coated steel case, finished in antique mahogany striped in gold. It is manufactured in four different types, for various receivers, the prices ranging from $26.50 to $30.

New Pathe Dealers in Chicago

Since the announcement of the new Pathephone phonograph, the Pathe Phonograph & Radio Corp., Chicago office, has secured a number of prominent Chicago dealers to handle the new instrument. Steger & Sons Piano Mfg. Co., Bent Music Shop, Inc., and Al Klein are among the Chicago dealers who are handling the Pathephone. The Cathedral speaker, a
The most notable radio advancement of the year

The

ERLA SEXTET
[RFL] RECEIVER

The crowning achievement in radio for 1926 is the new Erla (RFL) Sextet—a six-tube completely shielded receiver with true one-dial control. Reproducing units perfected to the highest limit which deliver broadcast entertainments so faithfully that all former standards of reception have been revised. Surpasses any new type phonograph in quality of reproduction and volume. To appreciate how far advanced this new receiver is over other types, we invite you to compare the Erla Sextet with any other receiver or phonograph.

ERLA DEALERS CAN OFFER ADVANTAGES THAT ARE YEARS AHEAD

Here is your chance to "scoop" your competitors and "cash in" on this new receiver; a chance to get in on the ground floor and take out the big profits while others are getting ready to follow your lead.

The Sextet will operate on an antennae from one foot to 100 feet in length, or on a loop. In its ability to bring in distant stations, it eclipses any receiver ever made. It is super-sensitive yet simple to tune, and squeals and howls are banished forever. It is not critical. The RFL circuit has been perfected to its highest efficiency by Erla engineers and this new receiver is so easy to tune that a child can get distant stations with greatest ease.

In the reproducing elements the Erla engineers have outdistanced the entire radio field. The new Erla Omnitonic unit reproduces all tones of the musical scale. The Erla Concert Grand Audios are the most costly instruments of their kind ever used in any receiver. These in combination with a 92" air column horn will reproduce any instrument, note or harmonic that the human ear has ever heard and reproduce them with volume and faithfulness.

Here is the simplified radio that thousands have been waiting for; as easy to tune as winding a watch—a receiver that makes the novice an expert in getting distant stations. Here is a rare opportunity—a receiver that is so outstandingly superior that it makes others obsolete and opens new fields for sales development—an opportunity that will put you a year ahead of competition if you take advantage of it now.

Sign and mail the coupon and let us tell you about the most valuable sales franchise in radio. But don't put it off. The established Erla policy is to give dealers restricted territories. Only one dealer in each community will have this opportunity; so if you are interested in making more money, sign and mail the coupon for full particulars today.

YOUR OPPORTUNITY

ELECTRICAL RESEARCH LABORATORIES

Erlanénsâêts are true art objects, worthy of a distinguished place in the finest drawing room. The Erla Luxe Sextet shown here is of dark American Walnut, trimmed in Satinwood with panels of matched Dark Walnut. This set is $650.00. The six-tube tableau—labor is $210.00. Slighly Chickasaw and Rocky Mountains.
Pathé product, is also in heavy demand according to the local Pathé office, and Manager W. E. Hotchkiss states that although he receives regular shipments, he is far behind the demands.

**Add to Radio Line**

The Haverford Co., 222 W. Madison street, recently added the radio products of the Bremer Tully Mfg. Co., Chicago, in addition to the receiving sets manufactured by the Radio Corp. of America and Atwater Kent Mfg. Co., which firm has been retailing. The Haverford Co. is an exclusive Victor dealer, and in addition a part of the store is occupied by a branch of the Tom Brown Music Co., Chicago, distributor of Buescher band instruments, displaying a complete line of musical merchandise.

**Announces Banjo and Banjo “Use”**

A banjo and a banjo ukulele, known as the “Sweethearts,” were recently introduced by the Targ & Dinner Music Co. of Chicago. Both of the “Sweethearts” are finished in gun-metal black, bound with white celluloid and equipped with patent pegs. The name “Sweetheart” is shown in an attractive three-color design on each instrument. The “Sweethearts” were made by the Richter Mfg. Co., Chicago, exclusively for the Targ & Dinner Music Co., and Max Torg, a member of the firm, told The World reporter that the new product was given a hearty welcome at the recent conventions of the Illinois State Musical Merchants Association, Decatur, Ill., and Music Merchants Association of Columbus, Ohio, where they were shown. Each “Sweetheart” is packed in an individual box with an instruction book and a felt pick.

**A. J. Heath Enjoyed Vacation**

A. J. Heath, manager of the Chicago Colum- bia office, spent the last two weeks of September as a well-earned vacation period, returning to Chicago on September 18th. He visited the Columbia factory at Bridgeport, Conn., and spent several days in his old haunts at Philadelphia, where he visited the Columbia office and friends in the territory.

Upon his return to Chicago he was gratified to note the progress which had been made by the local Columbia organization during his absence and told The World reporter that the business increase had continued in the same gratifying ratio as the previous month. Mr. Heath further stated that the Sesqui-Centennial Exposition in Philadelphia is succeeded regardless of press reports, but he refused to com- ment upon the Dempsey-Tunney battle, although a fight coupon was found in his pocket upon his return to Chicago.

**Charley Straight and Panatope Go Over Big**

Chicago night life experienced its first thrill of the season when Charley Straight and his Brunswick recording orchestra made their debut at the Frolics Cafe, one of Chicago’s most popular supper clubs on the near South Side. Celebrations of the world of jazz and syncopated rhythm turned out en masse for the event. Among the elite were Gus Kahn and Walter Donaldson, prominent song writers; Paul Ash The Rajah of Jazz, acting as master of cere- monies; Sophie Tucker, who is creating all the chuckles in “LeMaire’s Affairs” and who obliged with a few songs; the Williams Sisters and Frank Sylvano, Brunswick artists, did their bits and Ted Lewis, “The High Hatted Tragedian,” was also announced. The affair turned out to be very much of a Brunswick night. Paul Ash in announcing the different artists expressed gratification that Straight was chosen to record his song, “That’s Why I Love You,” and at that moment the rec- ording began playing on a Panatope, which oc- cupied a prominent place on the stage. As the record neared its end the volume was gradually reduced to the minimum and the orchestra itself finished the tune. That particular stunt was one of the real big hits of the evening.

A giant Brunswick record had a very com- pelling position in the lobby and another permanent sign reading “The Brunswick Pana- tope” stood near the Panatope on the stage. Catalogs displaying the Panatope and The New Musical Instrument were placed out at the door, and an autographed Brunswick record of Straight’s Orchestra was presented to every lady in attendance.

All in all the evening definitely established Charley Straight’s Orchestra as a permanent fixture at the Frolics and it created a great interest in the Panatope, which is to be featured continually at the club. Actual reports of the first week disclose the fact that five very much alive prospects have been uncovered by Mack Howard.

**Record Artists Draw Crowds to Store**

On September 30 and October 1 and 2, the Davis Co., one of the leading department stores in Chicago, sponsored its Fall opening with a number of Columbia record artists as the draw- ing cards. In the music department the event took the form of the introduction of the Colum- bia Viva-tonal phonograph and at stated times each day several Columbia artists appeared, and were introduced by the Columbia representa- tive, H. J. LeMaire, with arranged and person- ally supervised the program. The Panatopes sang with the new Viva-tonal, stopped singing while the phonograph continued, and then started the air again, finishing with the phonograph.

Paul Ash, Milton Watson, and Art Linick, KYW radio broadcasting station artist, appeared for the first day. Ruth Etting, Al Handler and his Hotel Alamo Cafe Orchestra, with somewhat, were the artists on the second day, while Art Kahn and his orchestra, who are appearing on the Lakeshore & Tri Cities moving picture circuit, and Art Linick furnished the entertainment on October 2. It is estimated that 1,500 people were present in the phonograph department on the first day when Paul Ash appeared, and over two hundred records by Ash and Milton Watson were sold in fifteen minutes, as quickly as the artists could autograph them and hand them over the counter.

**D. M. Guthrie, to whom credit is due for ar- rangings so successful a sales promotion scheme, called the particular attention of the audience to the natural tone of the Viva-tonal phonograph after it had been heard in direct comparison with the artists.**

**Enjoys Big Record Demand**

E. S. Holland’s Co., prominent department store in Minneapolis, has been enjoying a tremendous demand for Columbia records, ac- cording to Murray S. Kirschnbaun, manager of the music department. Mr. Kirschnbaun re- ported to the Chicago manager of the Colum- bia branch office, A. J. Heath, that the heavy record business was undoubtedly due to an ad- vertising campaign now appearing in Minneap- olis newspapers.

**Phil Grabuski a Visitor**

Phil Grabuski, president of Everybody’s Talk- ing Co., Philadelphia, spent two days in Chicago during the latter part of September, making his headquarters at the Targ & Dinner Music Co., distributor of Honest Quaker prod- ucts, manufactured by his firm. While in the city Mr. Grabuski was entertained at the home of O. S. Dinner, one of the members of the Targ & Dinner Music Co., and during his short stay Mr. Grabuski formulated plans with the Targ & Dinner executives regarding the Fall season.

**W. C. Fuhr, a Visitor**

W. C. Fuhr, vice-president and general manager of the Columbia Phonograph Co., Inc., New York, spent several days about the middle of September visiting the Chicago trade and A. J. Heath, Chicago Columbia branch office man- ager. He then departed for St. Louis, Detroit, Toronto, and the home office in New York.

**Mrs. Helen Beggs in Town**

Mrs. Helen Beggs, in charge of the Columbia Minneapolis branch office, spent two days in Chicago during the latter part of September. While in the city she made her headquarters at the Chicago office of the Columbia Phonograph Co., securing suggestions for improvement of record service for dealers in Minnesota.

**Visitors to Carryola Plant**

Frank Witman, of the Frank Witman Supply Co., Patum, Conn., New England Columbia distributor, recently visited the Milwaukee plant of the Carryola Co. of America. Mr. Witman, a well known figure in the phonograph machine field for many years, visited the Carryola plant with his friend, M. M. Cole, president of the Illinois Musical Supply Co., of Chicago, also a Carryola distributor.

Another visitor was Al LeMaitre, who operates the Aluminum Specialty Co., Dallas, Tex., and who made his first visit through the Carryola Co. of America plant last week. He was greatly impressed by the size of the factory and the care with which each Carryola portable is manufactured.
The "Military Oro-Phone" Brings the Band to the Home!

At last—a reproducer and tone arm combination to meet the demands of people who desire extra-loud reproduction!

The crash of cymbals, the blare of trumpets, the silvery notes of the cornet are all reproduced without unpleasant screeching or harshness. All the stirring brilliance and sparkle of military music are reproduced with absolute fidelity.

For louder and stronger music of any kind, the No. 90 Military Oro-Phone, in combination with either the E-1 or C-1 curved arms, produces the very best results. However, this reproducer will also be supplied as a single unit (without tone arm) and with proper connections to fit all phonographs.

The No. 90 Military Oro-Phone with Oro-Alloy metal diaphragm is a new companion to the original Oro-Phone reproducer, and provides excellent sales possibilities for manufacturers, jobbers and dealers.

No. E-1 Compo Arm 8 1/2 or 10 inch length
List $5.00 nickel, $7.50 gold

No. 90 New Military Oro-Phone Reproducer
List $7.50 nickel, $10.00 gold

Further details regarding the Military Oro-Phone will be sent immediately upon request.

The Standard Oro-Phone Reproducer with the Oro-Tone C-1 All Brass Tone Arm

The original No. 0-76 Oro-Phone reproducer, when used as a single unit or with the C-1 or E-1 curved arms, is still the best combination for the true music lover who prefers delicacy and beautiful modulation in reproduced music.

Both C-1 and E-1 curved arms are of air-tight gradual taper design and are guaranteed unreservedly. The Oro-Tone and Oro-Phone combinations are ideally meeting the demands for vastly improved reproduction by owners of ordinary type phonographs. Cash in on this big demand by learning about our splendid proposition.

No. C-1 Brass Arm 10 1/2 inch length only
List $7.50 nickel, $10.00 gold

No. 0-76 Oro-Phone Reproducer
List $7.50 nickel, $10.00 gold

1010 George Street
THE ORO-TONE COMPANY
Chicago, Ill.

Oro-Tone for a better tone
National Radio Exposition in Chicago Attracted Large, Interested Attendance

Consumers' and Dealers' Interest in the Latest Products of Radio Engineers and Cabinet Makers Crowded Hotel Sherman in Chicago During the Week of the Exposition

Chicago, Ill., October 5—Consumers and dealers interested in the purchase of the latest products of radio engineers and cabinet makers were in large attendance at the National Radio Exposition, held at the Hotel Sherman, September 27 to October 2. According to the exhibitors the show was a distinct success, with dealers registering from distant points and in large numbers from the surrounding Middle West territory. A number of exhibitors maintained demonstration rooms on the upper floors of the hotel, where the dealers might test the various sets, speakers and accessories with no annoyance. The main section of the exposition itself presented an orderly appearance with a minimum of noise and interference to detract attention from the products on display.

On the opening day of the exposition one half of the admission receipts were given to the Red Cross by the show management, for the benefit of the Florida hurricane sufferers. The Red Cross officials themselves operating the ticket offices. During the first two days of the show, Milo E. Westbrooks, manager, stated that 3,300 dealers had registered, and he predicted that at the closing hour on October 2 well over 6,000 dealers would have inspected the products displayed. Among the retailers were radio dealers from such distant States as California, Pennsylvania, Louisiana and Arkansas. Five thousand dealers wrote to the show management for tickets as the result of an advertising campaign sponsored during the past few months.

As the dealers registered they were asked to state their opinion as to the best time of year for a showing of radio merchandise, so that the show management and exhibitors might obtain a consensus of opinion as to when an exposition of this sort would best suit the dealers' convenience and needs. All retailers attending the exposition were extended an invitation by the Electric Club of Chicago to be guests of that organization while in the city.

The National Radio Exposition contained few new departures in set building, most of the innovations being in period style cabinets and beautiful wood work. Spinet desks containing a receiver proved popular with the buyers, as did many of the large hand-carved cabinets. Small compact sets of certain types attracted much attention, one exhibitor, who showed a three tube portable with the appearance and size of a woman's vanity case, secured a large number of orders.

At one end of the mezzanine floor a broad casting studio attracted many dealers and consumers, who wished to see their favorite microphone stars in person. Thousands of names and addresses were secured on a "stickers" pad, which will be sent to radio stations operating on the wave length of another. The petition notifies the station that the signers have pledged themselves to refuse to listen in on the programs of any of the offending stations. This petition was sponsored by the Broadcast-Listeners Association, which in Chicago secured Monday night as "silent" night last year by the same method.

A list of the exhibitors at the National Radio Exposition, together with the products displayed and the individuals in charge, follows:

Robertson Davis Co., Chicago.—Mello-Heal circuit eleven-tube receiver, coin winder and Molecorform transformer installed in sets and on display separately. Geo. W. Robertson, president, and J. F. Davis in charge.

Stewart Battery Corp., Chicago.—Stewart Deluxe Unit A-Power "A" batteries in ten different sizes. Lynn Stewart, Chicago representative, P. N. Bushnell, sales promotion manager, in charge.

H. G. Sael Co., Chicago.—Pedestal, cone and horn-type stationary loud speakers. H. C. Role, sales staff, in charge.


Radio Cabinet Co., Indianapolis, Ind.—Orchestra speakers, all wood horn, cabinet and pedestal types. A. M. Kleeey, State representative, in charge.

Winston Furniture Co., Chicago.—Winston cone loud speaker console, loud speaker console in solid mahogany, radio and phonograph combinations. H. C. Role, sales staff, in charge.

Matherie-Sandberg Co., Chicago.—Hand crafted cabinets, Mathiesen, William Sandberg, in charge.


Resonata Corp. of America, New York City.—Resonata speakers. David H. Johns in charge.


Inland Electric Co., Chicago, distributor.—Rola come speakers. Timmons loud speakers and

ATWATER KENT DEALERS!

3 Out of 4 Users Will Demand a Console

Here is a beautifully finished Walnut console made especially for the Atwater Kent Model 30 and Model 20 Receivers. Every owner and purchaser of these sets is a prospective buyer.

$35 LIST—LIBERAL DISCOUNT TO DEALERS

Enter Your Order at Once

PLYMOUTH FURNITURE CO.

26 JUNEAU AVE. MILWAUKEE, WIS.
Chicago Brunswick Dealers at Get-Together Meeting

Harry B. Bibb, District Manager of the Chicago Brunswick Branch, presided over Luncheon Meeting—Outline Sales Promotion Plans

At noon on Friday, September 24, Harry B. Bibb, district manager of the Chicago Brunswick branch, presided over a get-together luncheon and sales meeting of over one hundred Brunswick dealers from Chicago and vicinity.

When the food had been thoroughly stowed away and amid the contented smoke of one hundred cigars, Mr. Bibb, after a few opening remarks pertaining to Brunswick and its products, introduced Paul S. Ellison, Brunswick's new advertising manager, who briefly outlined the company's extensive advertising program which is reaching an aggregate of over twenty-two million people through elaborate coverage of magazines and metropolitan newspapers on record and instrument copy. Mr. Ellison stressed the importance of dealer tie-up with this national copy, pointing out that such advertising, through creative of consumer appeal and acceptance, nevertheless required active dealer participation to localize the appeal.

C. T. McKelvy, sales promotion manager, the next speaker, spoke at length on the importance of trained salesmen, pointing out that the dealer hopes to be successful in present-day merchandising his success was dependent on the ability of his salesmen to intelligently present and demonstrate the merchandise co-ordinating this demonstration program with a constructive sales program. "The dollar is turning on the outside, gentleman," said Mr. McKelvy, "and it's up to you to go out and get your share." He illustrated that cost the Brunswick Co. $500.00 to train each salesmen in the territorial operator in the special Panatone Sales Course, and that this same training could now be had by dealers and their salesmen for the small amount of $10 per man through the medium of the Brunswick Panatone Salesmanship Course to which Brunswick dealers and their salesmen the country over are now actively subscribing. Practically every dealer in attendance signed on the dotted line, which speaks volumes for their desire to take advantage of this excellent opportunity.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

SALABILITY and a good profit are the outstanding features of MINERVYA RADIO. Of course, it proceeds without saying that each Minerva receiver is built rigidly and is designed to give a lasting satisfaction in every way.

Johners and dealers should write at once for the complete Minerva proposition, as it means more sales and greater profits.

Minerva Radio Company

154 East Erie Street at Michigan Blvd.
Chicago, Illinois
First Eight Months of Year Show a Profit of $1,200,000 for Brunswick Co.

B. E. Bensinger, President of the Company, in a Statement Declared That Sales for the Year Are Estimated at $27,000,000 and That the Outlook Is Bright

The Brunswick-Balke-Collender Co. profits for the month of August, after depreciation and other charges, but before taxes, were $35,350, and in the first eight months of 1926 profits amounted to $1,200,000 before taxes. This an-

B. E. Bensinger

ouncement was made by the Brunswick Co. shortly after the middle of September, when it was stated that the outlook for the remainder of the year was exceedingly bright.

B. E. Bensinger, president of the company, recently stated that he expected the Brunswick-Balke-Collender Co. to show net earnings of approximately $4 per share this year on the 500,000 shares of common stock outstanding, after taxes. Earnings for August were in excess of one dollar per share and for the balance of the year the company is expected to earn at least $500,000 net monthly.

In his statement Mr. Bensinger said: "Sales for the year are estimated at $27,000,000 compared with $23,321,968 in 1925. For the first eight months of 1926 sales totaled $15,750,000 compared with $13,000,000 in the same period last year. August sales were $2,850,000 and earnings before taxes for the same month amounted to $235,000, making total for the eight months of $1,200,000 before taxes. It should be borne in mind that 60 per cent of our entire year's vol-

B. E. Bensinger

ume is done during the last four months. It is expected that dividends on the common stock will be resumed not later than February next year, and it is probable the stock will be put on

Day-Fan Official Predicts Greatest Radio Season Ever

Charles T. Lawson, Vice-President of Day-Fan Electric Co., States That Manufacturing and Retail Conditions Are Improved

DAYTON, O., October 6.—Charles T. Lawson, vice-president of the Day-Fan Electric Co., after visiting the radio shows in New York, Boston and Cleveland and just before leaving to attend the show at the Chicago Coliseum, said:

"This season will easily be the greatest radio has known since popular broadcast put it in the big business class. With probably less than half the number of manufacturers it had a year ago, its volume will be much greater and there is no question but that the general quality will be much finer.

"The 'riff-raff' element has been largely eliminated. Most of the 'fly-by-nights' are out. The few who are left are teetering on the edge. I do not believe they will last out the season. The same clean-up that economic condi-

B. E. Bensinger

tions have forced in radio manufacturing circles have also reached into distributing and retail circles. All this is good, not only for the industry itself, but mighty good for the public.

"Henceforth they can buy with reasonable assurance of getting value for what they pay. By the time the Fall and Winter seasons are fairly advanced I think that assurance will be nearly absolute." Mr. Lawson said that in the near future there will be little talk of "stabilizing" the radio business. It is practically stabilized now, he said. All firms are evidently intense.

"His firm was working nights, Saturday afternoons and Sundays in an en-

B. E. Bensinger

deavor to keep up with orders. He expects this condition to continue until after the new year.

Without Question

America's Finest

RADIO CABINETS

New Catalog for Season 1926-1927

Just Off Press

Write Today

Unless You Have a Few of These High-

Grade, Quality Cabi-

nets on Your Sales

Floor You Cannot Serve Your Good

Cabinets, for Every Pur-

Use—Three Complete

Lines

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

Two Thousand Carryola Portables Made Each Day

Remarkable Business Being Done by This Institution—Great Results From the Extensive National Advertising Campaign

The present production of the Carryola Co. of Chicago, Milwaukee, portable phonograph manufac-

B. E. Bensinger

turer, is the largest in the history of the firm. The firm is running with the capacity of 2,000 machines per day and the production is increasing, according to statements of the firm, with the coming of the Fall.

H. Donaldson Leopold, sales promotion man-

ager, recently stated that Carryola records show a November and December boom in the months in which the heaviest orders are placed, and he further stated that the public is just beginning to recognize that the portable phono-

gram is an ideal addition for the home of to-day, since it can be purchased at a relatively low price.

The Carryola Co. has received thousands of consumer inquiries through its national adver-

B. E. Bensinger

tising in the Saturday Evening Post, Liberty, True Story and other leading publications. These inquiries are referred through the job-

B. E. Bensinger

ber to Carryola dealers and many are re-

ighted, assisted by displays, circulars for consumer distribution and a complete line of mats and electors for newspaper ads.

Aristocrat "Double Duty" Cone Speaker on Market

The Aristocrat "Double Duty" cone speaker, otherwise known as the "Musical Lamp," has been announced to the trade by Aristocrat Studios, Inc., New York City. This new speaker is said to have a mellow tone that rounds out the bass as well as the treble, due to the size and unusual depth of the cone and qualities in the cone vibrating unit. The two lamps that are used for lighting keep the cone dry and resilient in damp weather, thus insuring maximum performance with all types of weather. It has the added advantage of utilizing the table or radio upon which it is placed as a sounding board. The vibrating unit is of dustproof construction. The cone is made of potlastic, attractive colors with parchment shades of harmonizing tones. The lighting fixtures are standard design.

Ed. Brown, well known in the industry through his former connection with the Scovia Phono. Co. and the Pfanzlthil Radio Co., is sales manager of the Aristocrat Studios. The new product will be merchandised through selected jobbers and dealers. Mr. Brown states that he has already secured an exceptionally fine jobber representation in the East and Middle West, and additional territory will be opened up and new jobbers will be selected on an extended Western trip, which will prob-

B. E. Bensinger

ably take Mr. Brown as far as the Pacific Coast.

He reports that the Aristocrat has met with a favorable reception among trade and a very successful season is anticipated.

Success Batteries Popular

A comprehensive line of dry cell Certified B and C batteries and dry cell B and C Success batteries are being offered to the trade by the Success Electric Novelty Co., Brooklyn, N. Y. Mr. Jepsen, head of the organization, states that the Certified batteries are enjoying an exceed-

B. E. Bensinger

ingly fine reception, and a splendid business is also being done on Success batteries. Both are guaranteed to give good service.
Utah Radio Products Co.
1421 S. Michigan Ave., Chicago
We are manufacturers—not assemblers

"I WANT TO HEAR A UTAH"
Wholesale and Retail Trade Optimistic
Over Fall Business in Milwaukee Field


MILWAUKEE, WIS., October 7.—Local jobbers and wholesalers are enthusiastic in their reports of Fall business in talking machines and radios. Orders are coming in at a very good rate and dealers are finding their greatest difficulty in getting shipments.

Radio Exposition a Success

The Fourth Wisconsin Radio Exposition, which was put on by the Wisconsin Radio Trade Association September 25 to 26, re-attained the interest in radios to a great extent. Special entertainment was featured at this year's exposition in a Radio Revue produced and staged under the direction of the Orpheum circuit. Dancing and music played the important parts in this entertainment. Everything in the radio field was shown in the exhibits at the show. The most conspicuous displays were those of the wholesalers who aroused great interest by explaining new receiving sets and other items. A large Stewart-Warner exhibit gave a splendid showing of various cabinet housing which would add to the furnishings of a home. The Interstate Sales Co. gave a very complete showing of the Fried-Eisen tube line, as well as a very complete line of tubes. The Stromberg-Carlson Co. had a very attractive exhibit. The Kellogg Switchboard & Supply Co., which made a reputation as manufacturer of dependable radio parts, exhibited a receiving set of outstanding sensitivity, and in addition the Dyer radio receiver, which has been placed on the market, was shown in this exhibit.

Sonora Dealers View New Products

Sonora Dealers, who attended the exposition, were very much pleased with the new line and expect to have large numbers of sets into homes during this season.

Fred E. Yahr, of Yahr-Lange, states that they are having wonderful results with their Super-Ball antenna. Orders are being received from all over the world, and the company is making many carload shipments.

Badger T. M. Co. Busy

Harry Goldsmith, secretary of the Badger Talking Machine Co., jobbers on the Victor line, states that his firm is doing a wonderful business. "We couldn't be selling any better," Mr. Goldsmith said, "and still there is a greater outlook for the year. We are very much interested in all the musical affairs which are coming to Milwaukee this Winter, especially the grand operas which will be put on by the Chicago Civic Opera Company. It is bound to develop a keen aspiration in the public for good music, and we are loaded to the gunwales with good music. The new electrically recorded records are stimulated the buying campaign, and we are prepared to help them in the good work."

New Stores Opened

Herbert W. Mueller, manager of the Kilbourn Motor Co., has opened a store at 194 Teutonia avenue, under the name of Mueller's Radio Shoppe. He will handle radio receivers and accessories.

The formal opening of the Sandee Music Shop at 85 South main street, Fond du Lac, took place during the month. James A. Sander, owner, will feature the new Victrola for electrically recorded records. He will also carry a complete line of Atwater Kent radios, Baldwins, his tube, and Robinson band instruments. An efficient service department is featured. A quick service record department is one of the attractions of the shop. All records are kept on file in a special cabinet located in the shop.

The Hi-mount Radio Co. has been formed in Milwaukee to deal in wholesale and retail radio apparatus, equipment, parts and supplies, etc. Paul O. Pankonen, Ernest C. Engel, and John H. Schmitz are the incorporators, with a capital of $10,000.

Reports Good Brunswick Sales

"Business is exceptionally good, and there is no question that there will be a tremendous Fall business," stated Carl Lovejoy, Milwaukee representative for the Brunswick. "Dealers are not only selling, but they are selling, which is, after all, the most important thing. The Brunswick Panatrope is moving very well, but we are handicapped for shipments. There is no difficulty in selling, and I am looking for a very big year in Brunswick."
SANDAR—the new cone type Speaker—riding along on the crest of a wave of popularity that is sweeping all before it! There are plenty of reasons why—an uncanny ability to bring in the most elusive sounds along the whole range of the set, an attractive design that embellishes and adorns a set rather than simply filling up space, AND a sensational retail price—$27.50—which is lower than that of any other licensed speaker of its size on the market. No wonder it has registered so emphatically! There is still time for you to sail along with SANDAR. Write for name of nearest distributor.

SANDAR CORPORATION
Crescent Plaza Building, Long Island City, New York

$27.50

Licensed under Lektophone Patents
THE TALKING MACHINE WORLD

Canadian National Exposition Held in Toronto Was Greatest Success in History

Talking Machines and Radio Exhibited—Dates for Third Annual Toronto Radio Show Fixed for October 25 to 30—Columbia Viva-tonal Phonographs Create Trade Interest

Toronto, Ont., October 7.—A new high record for attendance at the recent Canadian National Exhibition during its two weeks of operation has been made this year, 1,520,000 people having passed through the turnstiles.

Under the auspices of the Canadian Radio Trades Association, the dates of the third annual Toronto Radio Show have been fixed for October 25 to 30. This year's exhibition will be held in the amphitheatre of the Coliseum at the Exhibition Grounds.

The Gray Music Co., recently opened up in London, Ont., has taken on the representation of the McLagan phonographs and Fada receiving sets.

Conrad LaBrecque, for ten years with the phonograph department of Orme, Ltd., Ottawa, has been appointed manager of the phonograph department of L. G. Fournier, Ltd.

A. Cross Co., Toronto, has been appointed Canadian distributor for the Bosch radio line.

Canadian Brandes, Ltd., Toronto, has sent out announcements of its new Fall line of radio accessories, which include the new Cabinet Cone speaker and fifteen-inch adjustable table cone with resonating chamber.

Two new Ampliton models of loud speakers have been announced by the Ampliton Corp. of Canada, Ltd., Toronto, and these new types were shown to the public and trade at the recent Toronto Canadian National Exhibition. Splidoff Electrical Co., Ltd., Toronto, has made the appointment of a large number of distributors for the line of Splidoff radio receivers, loud speakers, etc.

John F. MacNeill, local agent for Brunswick phonographs and records, in Dawson City (Yukon Territory), which is said to be Canada's farthest north city enjoying the service of a music dealer, recently introduced to the residents of that city and territory the Brunswick Panatrope, a shipment of which he received on the steamer "Whitehorse." A program was presented in the commodious A. B. Hall when Mr. MacNeill made an announcement explaining at length the many improvements embodied in the new inventions and what it would mean to Dawson music lovers.

The new Columbia Viva-tonal phonograph being introduced to the Canadian trade by the Columbia Phonograph Co., Ltd., Toronto, is being shown in five models ranging in price from $125 to $330.

Dealers all over the Dominion are very much enthused over the sales possibilities of the new Viva-tonal and are planning to feature the line.

Cooler Weather Stimulates Sales in the Montreal Territory, Reports Indicate

Trade Preparing for Third Annual Radio Show—Retailers and Wholesalers Report Stimulation of Business—Brunswick Popularity Continues to Grow—Trade Activities of the Month

Montreal, Can., October 8.—With the arrival of that chill in the temperature which marks the approach of the Fall there has been a revival of interest in matters relating to radio reception and as a result the dealers in radio sets report a big increase in business.

June's reputation as a bridal month has been shattered locally; phonographs and radio receiving sets played a prominent part in gifts to the newlyweds. This activity has spurred the jobbers and dealers to prepare for a record year and many of the larger firms are now getting ready for the Third Annual Radio Show, which will again be held under the auspices of the Montreal and District Radio Club at the Windsor Hotel from October 4 to 9, and which will officially open the season of radio.

C. W. Lindsay, Ltd., in one week recently sold four Brunswick Panatropes. This firm expressed itself to the effect that it cannot get enough of this particular type to supply customers, the demand always being ahead of the supply. Samples of the new Brunswick Cortex model have been received. The phonograph department has undergone complete interior renovation.

Victor Talking Machine Co. of Canada, Ltd., Montreal, is exhibiting at the National "Produced in Canada" Exposition to be held in the Morgan Building, Montreal, October 9 to 16.

Exhibitors at the recent Sherbrooke Fair included the Columbia Phonograph Co., Ltd., which had a most attractive display of Columbia Viva-tonal models.

J. W. Shaw & Co., Brunswick representatives, recently sold to Montreal's latest uptown restaurant the "Pagoda," a Brunswick Panatrope which will be utilized for dancing purposes.

Her Excellency, the Lady Byng of Vimy, received as a parting gift from the ladies of Quebec a Brunswick Panatrope phonograph and library of Brunswick records.

Harney Co., Ltd., one of Canada's greatest radio and talking machine dealers, announces the opening of a new radio department, considered as one of the largest and finest radio showrooms in Canada. J. S. T. Whitaker, a known to the radio public of Montreal, will be in charge. Among the lines handled will be the ArtworK Kent product.

Many new dealers throughout Quebec Province have signed up with the R. S. Williams & Sons Co., Ltd. (Montreal Office), whose parent company in Toronto has the Canadian distributing rights for the Magnuson Radio line.

Maritime Provinces A.K. Dealers in Convention

Halifax, N. S., October 2.—The first annual convention of Maritime Atwater Kent dealers took place recently in the Queen Hotel. The program included interesting addresses by Richard Smiley and A. Bauer, from the Atwater Kent factory in Philadelphia, and the purpose of their attendance was to give local radio dealers a chance to discuss their problems with trained men.

The convention also was addressed by manufacturers of loudspeakers, and with addresses of general interest to radio fans were given by the Atwater Kent representatives and the president of the Halifax County Radio Association.

A unique feature in the musical program and a special concert program was rendered by various Halifax artists.

Many valuable prizes were offered, among them a USL Storage "A" Battery offered by the U. S. Light & Heat Co.; and three sets of heavy radio "B" Batteries, 90 volts each, donated by the Canadian Columbia Co., to be presented in connection with the convention to radio fans listening in on the banquet program as broadcast by CHNS—one prize each for Nova Scotia, New Brunswick and Prince Edward Island. An Apco charger was offered to the Atwater Kent dealer traveling the farthest to attend this convention; and a USL Universal "A" and "B" charger for the best Atwater Kent window display in Halifax and Dartmouth during the convention.

In connection with radio matters, which now come to receive increased attention as the Summer season draws to a close, many people who attended the Nova Scotia Provincial Exhibition at Amherst were interested in the exhibit of the Atwater Kent and USL Storage lines made by Crowell Bros., Ltd., of this city. A similar exhibit was made by the Saint John Atwater Kent dealer at the Saint John Exhibition, and the Fredericton dealers exhibited in that city from September 18 to 25.

Winnipeg Annual Radio Show Stimulates Trade

Winnipeg, Man., October 5.—Winnipeg's second annual radio show, held recently, did a lot to stimulate local trade in equipment and accessories of all types. Scores of interesting exhibits showing the newest and best in the radio world attracted hundreds of people to the show every night, and dealers expressed themselves as being well pleased with the results of the show. Many direct sales were made through the show and hundreds of others will be made indirectly.

Messrs.-Halliburton Piano Co., Edmonton, Alta., has recently taken on the representation of Brunswick and McLagan phonographs.

The Alberta Radio Electric, Ltd., Calgary, Alta., has been appointed the exclusive distributor for Fada radio in the province of Alberta.

S. G. Allen, sales manager of the Western division of the Electrical Research Labs., Chicago, was a recent business visitor to this city.
Quaker City Retailers Placing Heavy Orders to Meet Rapidly Growing Demand

Manufacturers and Distributors Swamped With Orders as Fall Business Goes Ahead With a Rush—Brisk Record Demand Is Feature of Sales—Entire Trade Is Optimistic

Philadelphia, Pa., October 8.—Glowing accounts of the early Fall demand for talking machines, records and accessories foretell the turn in the tide of the industry to more prosperous times. All the local manufacturers, branch offices, distributors and dealers have been swamped with orders for the nationally known types of the newest instruments that have revolutionized the business within recent times. Orders are accumulating in such quantities that distributors cannot meet the immediate needs of the dealers owing to the congested factory facilities now taxed to capacity because of the tremendous Fall opening in demand for the machines of the latest types. However, there has been exerted every effort on the part of the producers to speed up production, new equipment having been added and plant extensions having been made for the purpose of adjusting manufacturing requirements to the needs of the trade.

Heavy Record Demand
Records have been heavily oversold and local manufacturers have been forced to add to their mechanical units to meet the urgent requirements of the dealers and distributors. The many new avenues of publicity that have been opened for the exploitation of records have added materially to the distribution of the dealers in the retail end of the business and this prosperity has been passed along to the distributors and manufacturers in sizable orders for the popular sellers in the record lists.

Among the distributors co-operating extensively with the dealers in the exploitation of recordings and machines, in original and entirely novel ideas, are the Philadelphia Victor Distributors, Inc., 835 Arch street. A snappy business has been enjoyed as a result of the brisker demand for both machines and records within the past month. The firm is oversold on machines as a result of the heavy national demand on factory production. However, it has been advised by the Victor Co. that additional presses have been installed in the record-making plant and soon production will be developed in line with the improved business situation, so that orders may be taken care of with despatch.

Successful Sales Promotion
Two helpful business promotion stunts were staged by the Philadelphia Victor Distributors during the month which resulted in increased profits for the dealers. When the Philadelphia Rapid Transit Co. gave a free admission program at the Sesqui-Centennial Exposition on its own special day it tied in with the Victor through the firm by arranging for a special recording of the P. R. T. Co-operative Band of 110 pieces, and directed by John Philip Sousa, at the request of the transit company, on the occasion, playing "March of the Mitten Men" and "Thunder Men," both Sousa compositions, arranged especially for the Transit Band. Special posters were made by the Philadelphia Victor Distributors for the dealers. The P. R. T. placed 3,000 announcement cards in as many busses and trolleys controlled by it. They further posted announcements of the records on 200 bulletin boards in offices and waiting rooms and repair shops. The P. R. T. Band played in the Auditorium to 15,000 people under Sousa's direction and announced the program of the two selections on Victor records from large streamers across the spacious entrance to the Auditorium, supplementing this with statements in 2,000,000 copies of Service Talks, its official publication, left in all public conveyances under its control.

Owing to the popularity of the Harry MacDonald Orchestra, playing in this city at the King Joy Restaurant, the Philadelphia Victor Distributors arranged for special records of "My Pal Jerry" and "Who Could Be More Wonderful Than You," by that organization, and aided in promoting sales among the dealers. Harry MacDonald, its leader, had posters made of "My Pal Jerry" and an originally designed poster was gotten up by the distributors, while streamer form announcements were put out by the publishers, Ted Brown Co., Chicago, tying up on "My Pal Jerry." These three display forms were widely distributed throughout the city.

(Continued on page 128)

Business is Good and Getting Better

Do not overlook the opportunity to sell Victor Orthophonic Victrolas and to tie up with the Advertising Campaign on Victor Electrically recorded records which will soon be started.

The determination on your part to get the business in your locality will bear fruitful results provided the proper effort is put forth.

We are prepared to serve every Victor dealer who should logically buy in Philadelphia.

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia
the State and city, where the band has been a popular favorite.

Dealers Stage Profitable Tie-ups

With Philadelphia the magnet for the sporting world during the big fight for championship fame on September 21, the Dempsey-Tunney bout was the means for putting across the Victor Orthophonic. Three of the local dealers entertained at the moving picture theatres, while fight reports were flashed on the screen with concert programs on the Electrola and radio combination machines. While the Radio brought in fighting reports as they were broadcast the Electrola gave concert selections as intermissions occurred. The three dealers were the R. C. Movie Shop, 4401 Main street, at the Empress and Dixie Theatres; Richard Ertelt, 5617 North Fifth street, at the Colney Theatre, and the Linton Co., West Philadelphia store, at the Nixon, Belmont, Kilato and Locust Theatres. Announcement was made by the theatre management of the dealers extending the courtesy and stating that the Electrola was used.

Out-of-Town Trade Visits J. A. Fischer Co.

The headquarters of the J. A. Fischer Co., the city manufacturer of Valley Forge mainsprings and talking machine replacement material, was the mecca of many members of the out-of-town trade during the past month. The Dempsey-Tunney fight was attended by many members of the industry from far and near and a large proportion took the opportunity to visit Valley Forge headquarters. It is reported that the visitor coming the greatest distance was from Vancouver, J. A. Fisher, head of the organization, reports that September proved to be the busiest month in the history of the organization. He states that this business was not centered in any one locality, but was national in scope.

H. A. Weymann & Son Feature Record

H. A. Weymann & Son, Inc., Victorian salesmen, lately co-operated with Victor dealers in the territory in featuring Victor record 20192, "The March of the Mitten Men." It might be explained that the Mitten Men operate the trolley service in Philadelphia and, therefore, this record, played by the Philadelphia Rapid Transit Co-operative Band, is of strong local interest. H. A. Weymann & Son, Inc., advertised this record in the local papers with their advertising carrying the sentence "Go to your favorite Victor dealer." It is interesting to note that the appearance of the ad resulted in a marked demand for this record. H. W. Weymann, head of the wholesale Victor department, in answering my criticisms reports that business is exceptionally good. The sales of the Orthophonic Victorica have reached the point where it is a question of supply and demand and the record business is reported exceptionally good.

Sonora Concert Demonstrations Score

The Sonora was made the instrument of broad popularity during the early days of October through a well-patronized series of concert demonstrations combined with social features of luncheons and dinners to the dealers with the Pennsylvania Phonograph Distributing Co., Inc., Jefferson Building, acting as host. In the leading hotels of Pennsylvania's important eastern cities the concerts were staged, the new models of the Sonora being used and including the Symphony, Prelude, Lyric, and Concert phonographs and radio combinations, Model D shielded 6, in three types, two of them consoles, the Standard at $185 retail, and the De Luxe at $225, over the counter and a straight radio model at $125.

The concerts were held in Penn Harris Hotel, Harrisburg; Brunswick Hotel, Lancaster; Berkshire; Reading; Traylor, Allentown; Rema, Shamokin; Ferguson, Shenandoah; Case, Scranton, and the Sterling, Wilkes-Barre. They were under the direction of L. E. Hildser, who covers the State in the sections represented in the list. Dealers and prospects were invited to the dual event. Announcements have been made by the Pennsylvania Phonograph Distributing Co. of the extension of its business to the distribution of the Red Top radio tubes and the addition of two new Sonora speakers in the cone cabinet and cone style models.

Heavy Columbia Viva-tonal Sales

The following a tour through the Trenton, N. J., territory, Manager J. J. Dibberty, of the Philadelphia branch of the Columbia Phonograph Co., has returned to his desk much gratified with the excellent reports of the dealers on the sale of the new Columbia machines recently introduced to the local trade. The Philadelphia branch has been oversold on the new machines and orders still are coming into headquarters in urgent appeal for the shipment of the new styles.

Oversold on Brunswick

Just as soon as shipments of the new Spanish cabinet models of the Brunswick phonographs are received at headquarters here they are sent out to help in meeting the heavy demand among the dealers in the eastern section of the State and city. The firm is so oversold on its new models that it will be several weeks before the needs of the dealers are met in full. The Panatrope 10, as the new type is known, has been a big favorite ever since shipments began to arrive here this month. District Manager George A. Lyon found upon his tour of the Harrisburg section and the coal region that the Brunswick has grown so extensively in favor since the new models appeared that orders he received will keep shipping departments busy for many months to come.

During the month the Brunswick was broadly exploited and many new dealers were added to...
the list of those who will carry it in the future through the campaign continued during September days. Among the most prominent of stores to add the Brunswick the past month was Lit Bros. department store, which featured it in its annual fashion show. Manager Alex Munchweller, of the Lit store, tied up with the Fashion Show by making it more lively with concert programs on the Orthophonic, Brunswick and Sonora. The novel tie-up was most effective as a sales builder for both machines and records and Lit Bros. talking machine department was materially benefited by the concert accompaniment to the showing of gowns as the models strolled down the aisles to tunes played on the various phonographs handled by the company. The machines were displayed on the platform where the fashion models made their bow to the crowds which gathered for the occasion, many of the purchasers remaining after the show to place their orders for records and machines.

A very effective sales appeal for the Brunswick was that given by the Weirley Music House, of North Fourth street, Allentown, Pa., during the month, when with the co-operation of the Allentown Band, under direction of A. L. Meyer, a public concert was given in the West Park with the Brunswick playing as part of the program. The band, which was organized back in 1858, staged its concert September 16 with the Brunswick Panatrope featuring Edith Mason's recording of "Good Bye," while the band accompanied the singing. Other Brunswick records were brought in as encores. Frank Esper, of the Brunswick sales organization, operated the Panatrope. The program was also broadcast over WFMN.

Millsburg Firm Remodeling
Under the remodeling plans the W. L. Donehower store, at Millsburg, Pa., will be transformed into one of the most attractive of town emporiums for the sale of talking machines. Six booths have been added, hardwood floors laid and comfortable as well as artistic combinations in furnishings installed to harmonize with the decorative scheme. Larger space, too, has been made available by the remodeling, so that business extension may be cared for.

Stages Effective Fall Opening
When Carlisle Taylor held his Fall Opening in the Music Room, State College, Pa., he sent out invitations to all students at the College and townsfolk with a full representation in attendance in response from the list of those invited to hear the demonstration of the Orthophonic, the program of the occasion. In addition the Ross Wiedener Band joined in with a few concert selections while luncheon was being served to the guests.

An Enterprise Selling Retailer
Enterprise was shown by the Hopkins Piano Co., of Chester, Pa., when during the month the company sent out leaflets with information on how the newest of dance steps, the Valencia, could be achieved. With the instructions for dancing the Valencia there were suggestions on Victor records that could be used to accompany the dance which came back in profits through purchases of the mentioned recordings.

Co-operate in Ad Drive
Largely through the combined efforts of the Philadelphia Victor Distributors and H. A. Weymann & Son, Inc., Victor jobber, and thirty-four local Victor dealers the stock of old type Victor records in the stores of this city has been rapidly disposed of. The above-mentioned distributing firms co-operated with the dealer in an advertising campaign in the Evening Bulletin and in the Inquirer to inform the public of the bargains which were available in records. A list of prominent artists whose recordings were available in the bargain offerings was given, together with a list of dealers' stores at which the records could be purchased. Both jobbers and dealers report that the campaign was highly successful.

Hepple Stages Exhibition
With wide advertising to exploit the special October display and exhibition of models, of the Brunswick Panatrope and Orthophonic talking machines, C. J. Hepple & Son Co. has been featuring a campaign of its own for these models during which a large number of orders have been given for Fall delivery. Heretofore but a few models have been carried in the Brunswick, but now a complete assortment of all is to be handled by the talking machine department under Manager Leo Crompton. In the attractively arranged exhibit there were also shown the RCA and Atwater Kent radio, the brands upon which Mr. Hepple will concentrate after much experimenting with radio sets to find out the most popular models. During the exhibition the store will keep open evenings until nine o'clock instead of the six o'clock closing schedule. Several Victor artists have called at the exhibition and Ben Bernie, whose records are made by the Brunswick Co., was on a concert tour. Mr. Bernie, with his orchestra, was a visitor on several days during the two weeks show.

Entertain Distributors
During the big boat at the Municipal Stadium when 18,000 attended the Dempsey-Tunney fight the J. A. Fischer Co., 730 Market street, manufacturer of Valley Forge main springs and accessories, entertained the fighters from Vancouver, Quebece, New Orleans and other parts of the continent who came here to witness the notable event. They were escorted through the factory, treated to luncheon and then were conducted by the Stadium by Julius A. Fishcer, of the firm, to see the big fight. Irvin Epstain, of the firm, is journeying through the Great Lakes region.

 Guarantee Line Widely Popular
To all parts of the Globe the Guarantee Talking Machine Supply Co., 35 North Ninth street, is shipping its Guarantee portable and parts for talking machine repair. Frairs for the Orient, South America and Central American part orders are coming to headquarters here along with European demands as a result of the overseas and intensive advertising campaign, which William Posner, its proprietor, has been conducting as service to the dealers and promotion.

THE TALKING MACHINE WORLD
THE TRADE IN PHILADELPHIA AND LOCALITY— (Continued from page 128)

It's A Beauty
Our Christmas design VICTOROLOID RECORD CLEANER. Finished in 6 brilliant colors, with the dealer's Holiday greeting neatly applied.

The cost will be no more than a good greeting card and the results more lasting.

Have them ready now so you can either present them personally or mail them to grateful customers at Holiday time.

The dealer can order in small quantities (one hundred) as he wants them, or direct orders through the jobber.

We will furnish a sample for 'jobbers' examination. How many? Do it early.

PHILADELPHIA BUDGE CO.
942 Market Street
Philadelphia, U. S. A.

Trilling & Montague House
Organ Enters Third Year

"Radio Talks," Published by Trilling & Montague, Has Become Very Popular With Trade—Contains Much Interesting Information

PHILADELPHIA, Pa., October 6—Trilling & Montague Radio Talks, published by Trilling & Montague, of this city, is now entering its third successful year as the house organ of this enterprising radio distributing house. J. Robel, sales and publicity manager of the company, is always filled with new merchandising ideas and a presentation of the many products distributed by Trilling & Montague. Among these products are Zenith, Grebe, Kolster and Crosley receiving sets, the Utah book load with Crosley Musicone, Brunswick, and a wide selection of radio accessories and parts. This issue also includes the 1926-27 wholesale radio condensed catalog and price list and a four-page supplement features the Tab "B" rechargeable dry cell radio batteries, manufactured by the Dry Storage Battery Corp., also of Philadelphia, and distributed in the Philadelphia territory by Trilling & Montague.

OPPORTUNITY in the Victor business is greater today than ever before.

Victor dealers in our territory should make the most of this opportunity by availing themselves of our service likewise greater today than ever before.

Victor Wholesalers

H. A. WEYmann & SON, INC.
of the company's business. The new portable model in the Guarantee De Luxe has been meet-
ing with huge success for the holiday stocking and present-day needs.

Strong Demand for Sonora

The Pennsylvania Phonograph Distributing Co. reports great activity in both Sonora phono-
graph and Sonora radio models. The new Pre-
lude, retailing at $93.00, and the Symphony, re-
tailing at $275.00, seem to be the outstanding
features of the line from the dealers' approval
and orders covering these two models. There
is every indication there will be a tremendous
demand for all Sonora models for the balance
of the year. John L. DuBreuil, vice-president
and general manager of the Pennsylvania Phono-
graph Distributing Co., accompanied by L. E.
Hilduster, sales representative, out of Phila-
delphia territory, will cover the most important
points included in the Philadelphia territory with
a display of the entire Sonora line. Judging from
inquiries already received from dealers and
prospects, there is a possibility of the Pennsyl-
vania Phonograph Distributing Co. not being
able to take care of all orders that are forthcom-
ning, but as Mr. DuBreuil says—"money is made
in turnovers and not leftovers," so they should
have a clean inventory at the end of the season.

News Brieflets

Gimbels Bros. talking machine department, un-
der Manager Waerlte, combined a concert on
the Orthophonic with the displays of the
"Miracle," which is the big feature in the the-
astral world now showing in this city.

M. Grass & Son, Sixtieth street below Market,
have branched out into other lines in the way
of musical supplies. The firm will in the fu-
ture carry sheet music to be distributed at
wholesale.

The Goldstein store at Oxford, Pa., has been
sold to Lester McCrery.

E. E. Sagars, formerly associated with the
F. A. North Co., is now manager of the
Whi-ey Music Store, in Easton, Pa.

Camden's most prominent hos-tery, the Walt
Whitman Hotel, has become the center of an
attractive display of Victoris through the ar-
 rangement made with Howard Dudley, a dealer
of that city, to employ the only store window
display in that handsome building. The window
display will be featured in the lobby and will
have an indefinite run.

J. Ralph Wilson, music dealer, president of
the Philadelphia Rotary Club, presided with
Mayor Kendrick of the Quaker City during the
banquet given at the Alpine House at the
Seventy-Centennial Grocers during the month
when that fraternal organization played an im-
portant part on Business Men's Day at the Ex-
position.

Max Lang, who already conducts three stores
in this city for the sale of musical goods, in-
cluding talking machines and records, is plan-
ing to open a new house at Twentieth and
South streets.

The Frankford avenue store of the Linton
Co., owned by Walter Linton, formerly presi-
dent of the Philadelphia Victor Dealers Asso-
ciation, is now undergoing alterations that will
transform the building into a very modern talk-
ing machine emporium.

All Lines Enjoy Satisfactory Demand
Throughout Salt Lake City Territory

Influx of Thousands of Visitors to Attend Semi-Annual Church Conference Expected to Have
a Markedly Stimulating Effect on Sales by Talking Machine Merchants

SALT LAKE CITY, Utah, October 6.—The talk-
ing machine business is in fine shape in all parts
of this territory. It is doubtful if it was ever
better. Everything seems to be selling in the
way of instruments and records, too. The de-
mand is so heavy that practically everyone is
behind on deliveries, though deliveries are be-
ing made more freely than they were, due to
the increasing ability of the factories to make
shipments to this territory. The outlook both
from the industrial standpoint and the stand-
point of demand for the product is exceptionally
good, and wholesalers and dealers alike are
cheered by the way things are shaping.

Many Visitors Expected to Boost Sales

As these lines are being written the city is
receiving visitors from all over Utah and the
Intermountain country and from the Pacific
Coast, Northwest, Canada, Mexico and else-
where, the occasion being the great semi-annual
Church of Jesus Christ of Latter-day Saints, or
Mormon, conference, an event that will fill every
hotel in the city to capacity for the next several
days and compel people to open up their homes,
too. Other attractions in the city at this time
are the annual State Fair and the horse races.
Most of the talking machine houses and music
stores have special window attractions this week
in honor of the visitors and not a little busi-
ness is being done by retailers over and above
their ordinary trade.

R. H. Perry at Store Opening

R. H. Perry, of the Brunswick-Balke-Col-
 lender Co., has just returned from Pocatello,
Idaho, where he has been attending the opening
of the new Glen Bros.-Roberts Piano Co.'s
store in that city, a store which will have a good
phonograph department. Mr. Perry said busi-
ness was most satisfactory in both Utah and
Idaho.

The John Elliot Clark Co. reports a big de-
mand for all products at this time. Several new
dealers are being appointed by the company, it
was stated. Shipments are being made more
rapidly than for some time, but they are still
somewhat behind orders.

The Viva-tonal Phonograph Popular

The Columbia Stores Co. reported business as
"Wonderful in September, the largest month we
have had in three years." Mr. Dezelz, manager,
said they were now getting the new Viva-tonal
instrument, concerning which the local phono-
graph trade appeared to be most enthusiastic.
He pointed out this was helping to make their
business so much greater than usual. He added,
however, that other instruments were selling
well, too.

Brunswick Demonstration for Women

Thousands of Salt Lake City women heard the
new Brunswick instrument at the recent
cooking school held in this city. The Bruns-
wick exhibit was through the Glen Bros.-
Roberts Piano Co., one of the local dealers.
The Jones Music Co. of Ogden, will here-
after devote all of its phonograph department
to the sale of the Brunswick, according to an
announcement.

Choir to Make Records

The Mormon Tabernacle Choir is to make
some new Victor records in the not distant
future. This choir, dating back to the late '50's,
made some Victor records about a year ago. It
returned some weeks ago from a successful
Pacific Coast concert tour.

C. C. Henry Now Sonora

Radio Sales Engineer

Will Deliver Series of Lectures to Sonora

Jobbers and Dealers—W. A. Thomas Is

Appointed Engineer in Charge of Research

Believing that Sonora distributors and dealers
would be in a better position to render greater
service to their clients if they had assistance
from headquarters in the technical end of radio,
the Sonora Phonograph Co. has appointed
Charles C. Henry to the post of radio sales en-
geineer under Frank V. Goodman, general sales
manager, where he will deliver a series of
lectures on radio to Sonora distributors and
dealers throughout the country. Hereafter he
will devote most of his time to effecting a
closer co-operation between the manufacturing
deptartment of the Sonora Phonograph Co. and
its distribution connections.

W. A. Thomas has been appointed radio
engineer in charge of radio research and en-
geineering work for the company, under the
direction of Joseph Wolff, first vice-president.
Mr. Thomas will be in charge of the radio produc-
tion and will carry on the same high-grade
principles of manufacturing which are charac-
teristic of all Sonora products.

We are distributors
of the famous
Farrand Speaker

LOCKWOOD RADIO CO.

637 Market St., Philadelphia

Distributors for

Philco, Mayolian, Modern Eliminators

Garod, Browning-Drake Sets

MORE Farrand Speakers

were sold last season than all

other licensed cone speakers

combined!
Charles Edison Introduces the New Long Playing Phonographs and Records to Trade

In Tour of the Country With Arthur L. Walsh, Vice-President and General Manager of Phonograph Division, President of Thomas A. Edison, Inc., Brings Important Messages to Dealers

The last two weeks in September were momentous ones for the Edison dealers of the country because of the fact that through meetings held in ten of the leading cities of the East, Middle West and Southwest, Charles Edison, recently elected president and chief executive of Thomas A. Edison, Inc., and Arthur L. Walsh, vice-president and general manager of the phonograph division of the Edison interests, came in direct contact with close to 4,000 retail Edison representatives, giving them first-hand knowledge of the great things that Thomas A. Edison is doing in the phonograph field and demonstrated for their benefit the new forty-minute records and four new models of Edison long-playing phonographs.

The tour started with a dinner in Cleveland, on September 13, where some 200 dealers were present, and Messrs. Edison and Walsh in turn held dinner meetings in Chicago, on September 14; St. Louis, on the 16th; Kansas City, 17th; and Denver, on the 18th.

Edison Console No. 1

Edison Console No. 2

Edison Console No. 3

Dallas, 20th; New Orleans, 22nd; Atlanta, 24th; Pittsburgh, 26th; New York, 29th, and Boston, September 30. The executives were accompanied on their tour by the well-known vaudeville team of Sherman & Ryan and by Miss Ethel Stanley, the talented singer and dancer. Alfred Hand and A. Barton, of the laboratory staff, also accompanied the party, to arrange the details of the meetings, which so far as possible were held under the auspices of the local Edison jobbing houses.

In his talk to the dealers Mr. Edison emphasized the permanence of the phonograph, and why the Edison Co., while apparently inactive during the recent upset conditions in the industry, had waited until the psychological moment to introduce to the public of the country the new forty-minute record and the long-playing phonograph to accompany it, emphasizing the fact that the new phonograph will also play all the Edison records that have been put on the market since the disc phonograph was introduced. He explained that by giving forty minutes of music for $2.50 the new record cut the cost of phonograph music practically in half.

Mr. Walsh addressed the dealers from the merchandising angle and outlined the possibilities of the new long-playing record, the first of which bears two complete programs of dance music by the Hotel Commodore Orchestra. The record can also be used for recording a full selection of Herbert melodies, popular Gilbert & Sullivan airs or selections from the operas, and can provide a complete musical accompaniment for the dinner without changing discs.

At the appropriate moment the new long-playing phonograph, which had been carefully curtained off, was disclosed to view and began the playing of the forty-minute record for the edification of the dealers, and the dramatic presentation had an immediate effect. The new instruments are produced in a new finish, known as "Trafalgar" brown. They are of the console type and the accompanying illustrations give some idea of their appearance.

Not the least successful feature of the Edison tour was the amount of attention it received from the newspapers in each city where a meeting was held. The long-playing record made a strong appeal to the news writers, with the result that in most cases the story of the meeting and the demonstration made the first page of the dailies and in several instances quotations by Mr. Edison were sent out by the Associated Press service.

In order to give dealers some idea of the activities at present prevailing at the Edison plant in Orange a motion picture was run at each meeting showing the various departments of the phonograph plant in operation.

On his return from the tour Mr. Walsh stated that the new long-playing phonographs and records made such a strong impression that a flood of orders was placed immediately for the new products, which will be officially released to the trade about October 15.

When you heard that wonderful Atwater Kent concert

last Sunday did you feel completely satisfied that you were receiving it at its best? Many a radio enthusiast has found a marked improvement in his set by installing the mellow

Music Master Horn Speaker

The Distinct Musical Instrument of Radio

No Mutilation of Tone

Music Master Horn Speaker stands out as the acknowledged amplifying musical instrument of radio.

The distinguishing feature is the amplifying bell—made of selected, seasoned wood, it insures the rich, mellow sweetness conceived by the old violin makers.

Do Not Accept a Substitute

Music Master Corporation

David S. Ludlow, Treasurer

Betzwood, Pa.

Port Kennedy P. O.

Music lovers who appreciate the artistry of Atwater Kent's delightful concerts will miss a lot these coming Sunday evenings if they do not own a Music Master Horn Speaker.

For the Better Merchant

High-grade Dry Cell CERTIFIED B. & C. Batteries and Dry Cell B. & C. Success Batteries Manufactured by SUCCESS BATTERY MANUFACTURERS

35 Broadway

Brooklyn, N. Y.
Leo Potter Re-enters Radio Industry With New and Improved Thermiodyne Receiver

Well-Known Executive, Formerly President of Thermiodyne Radio Corp., Has Acquired Trade Name and Control of Algonquin Electric Co.—New Receiver Has Many Outstanding Features

Leo Potter, formerly president of the Thermiodyne Radio Corp. and one of the best-known executives in the radio industry, has announced his re-entry into the radio manufacturing field. Having acquired the trade name Thermiodyne, as well as control of the Algonquin Electric Co., Poughkeepsie, N. Y., Mr. Potter is now preparing a forceful merchandising campaign on a new and improved Thermiodyne receiver, which is a seven-tube master control set, consisting of three stages of tuned radio frequency, detector and three stages of audio frequency, all shielded in a metal cabinet finished in popular shades.

Some of the outstanding features which Mr. Potter claims to be improvements over the old Thermiodyne are a new master control device which is so constructed that it cannot get out of order, operating a bank of new condensers with a 160-degree sweep, instead of 180 degrees, thereby permitting the tuning in of stations on a wave band of 190 to 550 meters and separate vernier controls, entirely independent of the condensers, thus insuring more delicacy in tuning. The new Thermiodyne is entirely shielded and designed to bring in stations within two or three hundred miles with an indoor aerial, according to Mr. Potter, who states that local stations may be received without any aerials and distant stations with an outdoor aerial to a far greater extent than the original Thermiodyne.

In housing the new Thermiodyne in a metal cabinet, Mr. Potter stated that the purpose of this innovation was, first, to attain better reception, due to the additional shielding; second, to cut the cost of shipment to the dealer by approximately 50 per cent; third, to eliminate breakage and damage through handling and shipping, and fourth, to manufacture the metal cabinet in the Algonquin plant. The Algonquin Electric Co. is entirely independent of all outside sources of supply except that of raw materials. Mr. Potter, who has manufactured mechanical and electrical devices over a period of twenty years, states that in his opinion the Algonquin plant is one of the best equipped in the United States for the manufacture of radio receivers, as well as other electrical appliances which the company will produce in the near future.

Associated with Mr. Potter in the new venture are many of his former assistants who helped to make Thermiodyne a success during his term in office as president of Thermiodyne Radio Corp. W. E. Steinback, former president of Eisemann Magneto Co. and Algonquin Electric Co., will have charge of manufacturing; Robert J. Hays, former chief engineer who assisted in creating the Master Control Thermiodyne, will be chief engineer of the new organization; Frank G. Jarabin, former assistant to Mr. Potter, will continue in the same capacity, and the rest of the organization will be composed of former leaders in the old Thermiodyne company.

Mr. Potter also proposes to put on the market a new loud speaker, which is said to incorporate features not to be found in any other speaker on the market. The new Thermiodyne set and speaker will shortly be ready for demonstration to the trade and deliveries will start soon thereafter.

Mr. Potter founded the old Thermiodyne Radio Corp. in November, 1925, and resigned as president of that manufacturing organization in November, 1925.

Majestic Music Shop Has a Fifth Birthday Party

Visitors to Store on Day of Anniversary Partake of Birthday Cake—Special Drive Builds Sales to Break Record

MINNEAPOLIS, Minn., October 4—The Majestic Music Shop, featuring the Columbia and Brunswick line of phonographs and radio receivers, celebrated its fifth anniversary with fitting ceremonies. A birthday party was given and everyone visiting the store was invited to partake of a piece of the huge five-layer birthday cake. By a clever plan the names, addresses and telephone numbers of all those entering the store were secured for addition to the store's mailing list.

In addition to celebrating the day as an anniversary, a record volume of sales was reached because there were a number of specials offered, in all of which the figure "five" was prominent. For instance, five packages of needles were offered, as were five records, five dollars down on a phonograph sale were accepted and skunks were offered at five dollars. The accompanying photograph shows the manner in which the window was attractively decorated to celebrate the fifth birthday.

Columbia Releases Complete "1812" Overture Recording

Featured on a recent Columbia release was Tchaikovsky's renowned composition, "1812" Overture Solennelle, commemorative of Napoleon's Russian campaign and retreat from Moscow. Recorded in five parts on three Columbia New Process records by Sir Henry J. Wood, it marks the first time that this remarkable musical work has ever been recorded in its entirety.

No Napoleonistic picture in the famous gallery in Versailles, in which is depicted the history of France, from its beginning down through the centuries, is more realistic than this sound picture of the debacle that changed the course of French history. There are tonal effects in the recording which, before the advent of the electrical process, it would have been impossible to obtain. Particularly is this true of the terrific finale. The bells peel forth and reverberate with a lifetime pother and sonority that are almost beyond belief.
Eckharmonic
Radio

Our private showing in New York during Radio Show week proved a sensation to Radio and Acoustic Engineers and Trade Journal Editors who acclaimed

Eckharmonic
the foremost new development in Radio. Six tubes—totally shielded—simplified control.

"A Radio That You Can Play"
Attractively set in a brown mahogany period cabinet with built in

Eckophonic Resonator
No other Radio has this distinctive feature—a loud speaker of an entirely different principle—

ECKHARDT CORPORATION
WALTER L. ECKHARDT, President
Cincinnati Branch of Brunswick Co. Moves to Larger and Better Quarters

Panatrope Course in Salesmanship Aiding Dealers—Approach of Cool Weather Has Effect of Increasing Sales—Columbia Viva-tonal Line Displayed at Convention

CINCINNATI, O., October 8—A splendid increase in the demand for talking machines, combinations and records came the last week of September, together with the arrival of a cold wave which caused people to forsake open-air amusements and seek entertainment in their homes. In other words, the sales of talking machines and records went up to a high point the minute the mercury went down to a low point. The only drawback is the fact that even with their increased production the manufacturers cannot fully supply the demand, and therefore there is still some shortage of instruments.

Brunch Branch in New Home

The Brunswick Co. has moved its Cincinnati branch from 701-3 Main street to 706-10 Broadway, where it has larger and better quarters than before. “The Brunswick Panatrope and what we still call the ‘New Brunswick Instrument’ are being snapped up just as fast as the factory can turn them out,” explained E. A. Wegert, an executive in the sales department. “The coming of the Panatrope increased the amount of the average sale of the dealer, and thus his receipts and profits have increased accordingly,” continued Mr. Wegert. “We found that it required trained salesmen to ‘put over’ the better types of instruments, and for this reason we have started the Panatrope course in salesmanship. Men are taught how to demonstrate, how to sell, how to reach a broader market and other necessary things. The dealers responded to this course in a wonderful way, and they report that they were greatly benefited.

‘Business Is Good. Says L. H. Ahuas

“Business is now wonderfully good,” was the report at the Brunswick Shop, of which Louis H. Ahuas is proprietor. “The only thing that is holding us back is the inability to get enough goods to supply the demand. Stock keeps coming in, but it goes right out again, and therefore we cannot show a very extensive line of instruments, and in fact it is hard to keep enough for demonstration purposes. Christmas inquiries are beginning to come in, and this early interest indicates plainly that holiday sales will be very large. Our record department is breaking previous records, and there is every reason to believe that the demand will continue to grow until the first of the year.”

Chubb-Steinberg Shop Busy

The demand for talking machines has increased wonderfully at the Chubb-Steinberg Music Shop, according to Howard L. Chubb. “The higher-priced talking machines are moving the most rapidly,” he explained, “and for this reason our sales-total would be larger if we were only making the same number of sales as before. However, we are now able to place the improved talking machines at homes where we could not place the old ones, and thus our field is broadened and the number of sales has increased, as well as the amount. Radio, too, is moving well.”

Successful Columbia Exhibit

Miss Rose Helberg, local manager of the Columbia Phonograph Co., is much elated at the success of their exhibit at the Columbus convention of the Ohio Music Merchants’ Association, at which the Cincinnati office was represented by her and C. E. Kramer. “It was a wonderful convention, and we did a lot of business there,” explained Miss Helberg. “Our sales have increased to a high point and we will be sure to break previous records this Christmas.”

Steinway & Sons in New Home

The store of Steinway & Sons is now in its fine new home at 26 East Fourth street, where it occupies four large floors. In the future, the firm will pay much more attention to talking machines, and in view of this the new store has been provided with several booths for demonstrations.

Featuring the Sonora Line

Frank’s Music House, an uptown store, is showing some handsome new designs of the Sonora. It is also carrying a line of pictures, banjos and other small goods, as well as having put in an increased stock of records.

Geo. P. Gross Co. Adds to Staff

Two new departmen are the line ap pointed by George Gross, head of the Geo. P. Gross Co., these being two charming young ladies, Miss Mary Bishum, in charge of the record section, and Miss Marie Fullilove, in charge of the radio section.

J. O. Adams Co. Prepares an Attractive Billboard

Advertising, in its admitted importance to the music dealer, is a problem requiring careful study and much planning in the development of new ideas and methods of presenting his

Get Your Copy NOW!

Big New Udell Catalog

You can make friends and money by stock ing and selling this line now! UDELL Radio Cabinets, Tables, Player Roll Cabinet s and Console Talking Machines. Our complete lines are on permanent display at BOTH the American Furniture Mart (space 1029), Chicago; and the Furniture Exchange (space 314), 20th Lexington Ave., New York. It will pay you well to see them there!

Write for Special New Radio Catalog No. 85 NOW!—The Greatest Values in Our Half Century Experience

The UDELL WORKS, Inc. Established 1875

28th St. at Barnes Ave., INDIANAPOLIS, IND.

A. W. Harris Goes Abroad

A. W. Harris, chief engineer of the Ampion Corp. of America, manufacturer of Ampion loud speaker products, sailed recently on the steamship “Princess of Canada,” of the Canadian Pacific Line, for a visit to the factories abroad. Mr. Harris will confer with the factory executives regarding various plans for the coming year and will probably return to his desk the end of the month.
What every woman wants in a speaker—

Women cast the deciding vote in 85% of radio equipment purchases. They want decorative as well as technical quality.

Stevens speakers capture their interest on both counts—obvious beauty and adaptability to interior decoration, and superior reproduction quality that is equally apparent. Just show them the line.

MODEL "B" 14½ inches
Similar to Model "A" but smaller. Has Burtex diaphragm, resonant wood sounding board, and powerful balanced armature unit, giving remarkable volume with highest tone quality. Ideal for a small room. Finished in rich, mahogany shades to match many of the standard sets.

Price $16.50
West of the Rockies and in Canada slightly higher

Stevens Speakers
Made by the Pioneers in Cone Speakers

Stevens & Company, Inc. 46-48 E. Houston St., New York City
Trade Activities in Los Angeles Field

Abe Lyman and His Orchestra, Brunswick Artists, and Paul Whiteman's Orchestra Stimulate Sales of Their Recordings

Los Angeles, Cal., October 4—Two great orchestras are now back in Los Angeles, the city of their origin. Abe Lyman and His Orchestra have returned to the Coconut Grove, Ambassador Hotel, while Paul White- man's Orchestra is performing every day at Graumann's Million Dollar Theatre. Big advertisements in the daily papers were made by the leading music stores and Brunswick and Victor record departments, respectively, have received increased business and sales for Brunswick and Victor records.

Sherman, Clay & Co. Give Notable Banquet

A most enjoyable and successful banquet was given by Sherman, Clay & Co. to Victor dealers of southern California and to the members of their staffs and sales departments. Griffith P. Ellis was host and chairman and during the evening he announced that over two hundred guests were present from forty-seven different dealers. Otto May, Pacific Coast representative of the Victor Co., was a special guest and later addressed the assembled guests on the latest plans and developments of the Victor Co. The banquet was held in the dining rooms of the Mary Louise in the Barker Bros' Building, and through the courtesy of J. W. Booth, manager of the music department of Barker Bros., the guests adjourned, after dinner, to Barker's Auditorium, where they were entertained by several members of Paul Whiteman's Orchestra and by Mr. Whiteman himself. Mr. Ellis' demonstration of the new Electrola, "Tuscany," was received with tumultuous applause from the audience.

Harold Jackson Resigns

Harold Jackson, manager of the phonograph and radio departments of the Wiley B. Allen Co., Los Angeles, resigned from his position on October 1. He is one of the most popular members of the music trade in southern California and has been for many years identified with the phonograph business. He is now busy in selling attractive lots in San Marino, a beautiful suburb of Los Angeles.

Irving Andrews, formerly partner in the Andrews Talking Machine Co., has been appointed manager of the phonograph and radio department of the Wiley B. Allen Co. by E. Palmer Tucker, Los Angeles general manager, and will prove a worthy successor to Harold Jackson.

Miss Brown Returns to Los Angeles

Mrs. Alice Brown, who is known throughout southern California phonograph land as "Miss Brown," has returned to Los Angeles after spending several months in Albuquerque, New Mexico, where she went with her son for the benefit of the latter's health. Miss Brown has been for a number of years in the phonograph record business, first in the wholesale—where she became known to numerous phonograph dealers throughout the territory—and latterly in the retail department of the Southern California Music Co., where she was in charge of the record department when she left for Albu-

For Talking Machines

Not the least of the reasons behind the popularity of the felts made by the American Felt Company for talking machine purposes is the service rendered.

Years of experience in advising talking machine manufacturers what grade of felt to use for this or that purpose—experience in answering scores of felt questions—these things count when felt purchases are to be made.

Specify American Feltsmade by an organization of felt specialists.

AMERICAN FELT COMPANY
211 Congress St., Boston
114 E. 13th St., New York City
325 So. Market Street, Chicago
Florida Dealers Report Large Hurricane Losses

Reports Show That Many Music Houses in Stricken Section Are Heavy Losers—Attitude of Dealers Is One of Optimism and Courage

The calamity which overtook the Eastern coast of Florida last month and roused the world at the terrific loss of life and capital took its toll of music establishments, which in some cases lost many thousands of dollars' worth of property and merchandise, yet, from the dozens of letters which have been received by The World from dealers who were located in districts that were in the path of the hurricane, the outstanding characteristic attitude of the dealers is that of thankfulness for having escaped with life and an optimistic spirit toward a quick recovery. Perhaps the attitude of the dealers can best be summed up in the words of J. A. Turner, proprietor of music stores in Miami, West Palm Beach, Tampa and St. Petersburg, who is also chairman of the State Committee of the American Red Cross, and in his official capacity Mr. Turner has had excellent opportunities to see the hurricane district and observe conditions in all lines. He states: "The situation is simply this: Everyone is rebuilding; there will be fifty-nine millions or more in insurance money sent into the hurricane district and rehabilitation work by the Red Cross will put everybody to work who is able to work, and will make business better than it has ever been. It will give Florida that sympathetic assistance she needs, and as the climate is the same as it always has been, the greatest in the world, the spirit of the people and the rebuilding will make it so that the effects of the storm could not be seen unless seen at the present moment."

Among the establishments which suffered heavy damages were S. Ernest Philpitt & Son, whose St. Petersburg store sustained a loss of over $10,000, and suffered a loss of $100,000 at the Miami Beach store, and a further loss at the Philpitt store in Miami proper; the Biscayne Music Co., whose Miami store was entirely wrecked but was fortunate in having the Coral Gables establishment intact so that business is being conducted there as usual; the C. J. McIntosh Music Co., Fort Lauderdale, was a heavy sufferer, Mr. McIntosh estimating his personal losses at about $15,000 and indirect losses at about $50,000, and the Paula Music Shop, of Coconut Grove, which was wrecked entirely, together with the factory in which Paula phonographs were made.

In addition to the losses stated all of the dealers indicate that they will suffer heavily from losses sustained on musical instruments sold on instalments and which were in homes that were badly damaged or totally destroyed. In every case, however, the dealers announce their intentions of immediately clearing away the effects of the calamity and resuming business as usual with high hopes that a bigger and better business will arise.

New York Firm Chartered

The Cantor Cabinet Co., New York, was recently incorporated at Albany to manufacture radio apparatus with a capital stock of $5,000. H. H. Komonol, S. V. Hirsh and H. Epstein are named.
Denton, Cotter & Daniels Take on the Columbia Viva-tonal Line and Records

E. L. Wallace Reports Strong Demand for New Columbia Product—Brunswick Panatropes and Records in Big Demand—Freed-Eisemann Dealers Hold Brief Convention—Other Trade Chat

BRUFALO, N. Y., October 6.—Preparations for the most active talking machine business in the history of Buffalo are being made by dealers here. Jobbers in all the leading lines are rushed with orders for early delivery, and indications point to a phenomenal instrument and record season. Radio also is playing a big part in the early fall prosperity of music dealers in this district. Interest throughout the entire Niagara frontier and the Chautauqua section has been stimulated by radio shows in the various localities.

Big Brunswick Demand

Brunswick mechanical instruments are leaving the distributing offices for dealers throughout the territory as rapidly as they arrive, according to George M. Jensen, who predicts a shortage in the popular models. The Panatropic P-1 model, made particularly popular here through its ability to operate on a twenty-five-cycle electric current, the prevailing current in cities of the city, is a leader in volume of sales, but many dealers are oversold. There has never been such a demand for Brunswick records as that of the past month, according to Mr. Jensen. Vocalion records also are in very good demand. Appearance of Paul Denton and His Orchestra stimulated sales in his Brunswick records recently. The volume of sales in Brunswick records in the Jamestown district has never before been equalled. The records are exploited weekly from station WOCL during Brunswick dinner hour, from that station, under auspices of the Stranahgan & Swanson music house of that city.

Distributors Are Optimistic

Curtis N. Andrews said business has never been better during the month of September, nor has the Fall and Winter outlook been brighter in this territory. Fada radio business has been very encouraging. Dealers are quite enthusiastic over the new Fada models, Mr. Andrews reports, and are greatly pleased over their reception by the public.

Record sales during the past two months have been phenomenal, according to M. O. Grimnell of the Buffalo Talking Machine Co. Dealers are accepting the new albums and October records with much enthusiasm and anticipate an unprecedented demand in the new records. The Buffalo Talking Machine Co. has placed its line, in addition to the Victor products and Federal radio, the Pathe film motion picture company. The company has exclusive distribution rights in western New York and northern Pennsylvania.

Important New Columbia Account

Opening of the Columbia account with Denton, Cotter & Daniels, by E. L. Wallace, caps all other achievements of this new manager of the local distributing offices for Columbia. This old and conservative music house has taken on the complete Viva-tonal line, together with a complete stock of Columbia records.

Mr. Wallace reports acceptance of the Viva-tonal by the public in general as astounding in its spontaneousness. Dealers who have placed the Columbia line in the past couple of months are doing a lively business. Records also are moving in good fashion.

Freed-Eisemann Dealers Meet

The Wholesale Radio & Equipment Co., distributor in this section for Freed-Eisemann radio sets, entertained 152 dealers from western New York and northern Pennsylvania at a half-day convention in the Lafayette recently. Thos. A. White, manager, presided at the convention. Alexander Eisemann, of Brooklyn, treasurer of the Freed-Eisemann Co., was the principal speaker. He predicted the present year would be the biggest year in the history of his company, or in radio in general. He said by October 15 the daily output of his factory would be 3,000 receiving sets. N. D. Patti, factory representative, said that more than 100,000 sets are now in use in American homes. Edw. Davenport urged closer co-operation between manufacturer, jobber and dealer in the company's advertising plans.

Iroquois Sales Corp. Oversold

"We are oversold in practically all models of phonographs," F. C. Clare, of the Iroquois Sales Corp., said. "The market for Victor and Columbia phonographs is exceptionally popular. We are also getting good results in the Berg line, which was recently added to our stock. The Vincennes is developing a good line, and offers an attractive dealer proposition." In records, Mr. Clare said, the Polish Okeh records are leading all others in demand. All foreign records are selling well.

Columbia is keeping up its proverbial popularity here.

A Bold Raid

One of the boldest raids yet reported in the radio industry was perpetrated recently in the offices of the Federal Corporation in this city, when K. L. Henderson, of the research laboratories, and H. E. Anderson, head of the order department, were kidnapped in broad daylight by a band of hayseeds. The tights were carried off by automobile to the Frontier Inn, at Lewiston, and there subjected to hours of amateur entertainment. The motive of the abduction seems to have been the fact that both men are soon to be married. Just before the kidnapping each received a letter of solemn warning, but it was then too late for escape. These letters offer the only clue to the ringleaders. The signatures are said to include the names of President L. E. Forbes, Vice-President L. C. F. Horle, and others as well known in the plant, and quite prominent in the radio industry.

Both victims were permitted to return unharmed to their homes. They maintain their original attitude, and are said to be making preparations to carry out their earlier plans to make the "I do" vow.

Brief but Interesting

J. J. McGehan, former Victor factory representative in the Buffalo district, has resigned, and returned to New York City. C. J. Fischer is manager of the music store of the J. N. Adam Co., succeeding H. R. Russell. O. J. Loewersch joined the sales staff of the Buffalo Talking Machine Co.

The Master Music Co., 263 Portage Road, Niagara Falls, recently moved east and N. S. Smith & Son have moved their music store from Mt. Morris to Dansville, N. Y.

Whinin Brothers, Sam and Paul, have opened an attractive music store at 740 Elmwood avenue.

The music trade of this vicinity was shocked to learn of the death of Charles Kurtzmann, member of the well-known family of piano manufacturers, which occurred recently. Mr. Kurtzmann, after serving many years in the piano manufacturing plant bearing that name, founded by his father, Christian Kurtzmann, opened a retail music store on Main street. It was operated up to the time of his death. He was seventy-four years old. The widow survives.

Edward Funk has opened a second radio store at 3037 Delaware avenue. He is head of the Bisson Radio & Specialty Co., 1509 Fillmore avenue.

For the Better Merchant

High-grade Dry Cell CERTIFIED B. & C. Batteries and Dry Cell B. & C. Success Batteries

SUCCESS BATTERY MANUFACTURERS

35 Broadway

Brooklyn, N. Y.
The Tungar line is now complete

For quick turnover, assured profits and satisfied customers, stock and push the entire Tungar line. It is now complete. There is a Tungar for every radio battery charging requirement—every one a quality product made by General Electric. And the 2 and 5 ampere sizes will charge auto batteries, too.

Ask your Tungar distributor today to ship you some of each. They will sell quickly and profitably.

Tungar
REG. U.S. PAT. OFF.
BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC
GENERAL ELECTRIC COMPANY MERCHANDISE DEPARTMENT BRIDGEPORT, CONNECTICUT
Annual Pacific Northwest Radio Show Is Feature of Month in Portland Trade

Exposition Attracts Crowds Exceeding 15,000—Practically All Manufacturers Are Represented by Exhibits—Wiley B. Allen Co. Discontinues Portland Branch—Other News

PORTLAND, Ore., October 6—The second annual Pacific Northwest Radio Exposition, held at the public auditorium September 21 to 25, inclusive, drew over 15,000 persons. The show was a complete success from every standpoint, the 100 booths exhibiting the finest and best from practically every important radio manufacturer in the country, while the entertainment features were of the highest standard.

The Oregon association was host to out-of-town radio men, on opening night, holding a banquet at the Hotel Portland in their honor, all attending the opening of the show in a body. Among the exhibitors were: Western Auto Supply Co., Air patrol receiving sets; Stewart-Warner Speedometer Corp., Stewart-Warner sets, speakers and tubes; Sherman, Clay & Co., Gilfillan receiving sets; Stubbs Electric Co., Kolster, Grebe receiving sets, Cunningham tubes and Eveready batteries; H. A. Killiam-A. S. Linderstrom Co., Apex receiving sets, Ballke trickle chargers and power units, Dudo wire and small parts; C. E. Gay, Ferguson and Thorola and Utah loud speakers, Silver-Marshall, Marco and other parts, Storad eliminators; Kellogg Switchboard & Supply Co., Kellogg receiving sets and speakers; Lipman, Wolfe & Co., Stromberg-Carlson, Freshman; Freeman's Radio Shop, Kellogg receiving sets and speakers; Vera L. Wenger Music Co., Kolster and Radiola receiving sets and loud speakers; Howard Radio Distributing Co., Howard receiving sets; Velttone Radio Corp., Veltcone; National Carbon Co., Eveready batteries; P. J. Cronin Co., King receiving sets, Peerless and Utah loud speakers, Majestic "B" eliminators; Gould Battery Co., Mifflinomah "A" and "B" batteries, Synchronous receiving sets, Thorola loud speakers; J. F. Morrell Co., Vesta batteries and accessories; Q R Music Co., Red Top tubes; Radio Headquarters, Atwater Kent, Fada, Howard and Radiola receiving sets; Portland Music Co., Radiola receiving sets and loud speakers; Marshall-Wells Co., Croxley and Freed-Eisemann receiving sets and loud speakers; Sunset Electric Co., Atwater Kent receiving sets and loud speakers; USL wet batteries, Eveready batteries; Cunningham tubes; Electric Corp., Federal, Magnavox and Stromberg-Carlson receiving sets and loud speakers; Northwest Auto Equipment Co., Croxley receiving sets, Utah loud speakers, parts; Meier & Frank Co., Atwater Kent, Radiola, Grebe and other receiving sets; Oregon Institute of Technology Y. M. C. A. radio school; Portland Broadcast Listeners' association; Hallock & Watson Radio Corp., Halowatt receiving sets; Bob Smith Antenna service; Brown's Radio Shop, Federal, Radiola, Crestfield, Stromberg-Carlson, receiving sets; Precision Electric Manufacturing Co., battery chargers, eliminators and parts; L. C. Warner Co., Fada receiving sets, Fada and Fandarr loud speakers; Majestic "B" eliminators; Willard Storage Battery Co., batteries and battery eliminators; Lockwood-Morrison Co., Globe, Shamrock and Spliford receiving sets; Standard and Western Electric loud speakers, Western Electric power units; Lectro Manufacturing & Sales Co., Magnavox, Kolster and Thorola receiving sets; Detsch & Co., Wadsworth, loud speakers, Sterling meters, etc.; Langborne Manufacturing Co., Custom built Infradyne receiving sets; Philbin Manufacturing Co., Philbin trickle chargers and "A" and "B" eliminators; All American 209, national batteries; E. L. Knight Electric Co., electric radio supplies; Grand Electric Co., Atwater Kent receiving sets and loud speakers; Pacific States Electric Co. and Radio Corporation of America, Radiola receiving sets, loud speakers and tubes.

After doing business in Portland for fifty-three years the Wiley B. Allen Co. announces that it will close out its local store at 148 Fifth street and retire from the Pacific Northwest field. For the accommodation of former customers the firm will maintain an administration and service office in Portland.

Arthur Bergh, of New York, musical supervisor of the Columbia Phonograph Co., paid Portland a visit for the purpose of recording with Cole McElroy's Spanish Ballroom Orchestra for the Columbia Co. This is said to be the first time that a recording expedition has been made to the Pacific Northwest. This expedition was sent out of New York City, made records last week in Seattle, before coming to Portland. Jackie Souders Orchestra, of the Olympic Hotel, and Douglas Richardson, radio singing star, were recorded there. Cole McElroy's orchestra was put under an exclusive Columbia contract for a period.

"When one stops to think that Paul White- man, George Olsen, Art Hickman and Paul Ash were Pacific Coast hits before they made their bows to the East, one realizes why we are out here making records of the outstanding orchestras," Mr. Bergh said. "We are using Pacific Coast compositions almost exclusively in these West Coast recordings, to give the records an additional Western tang. We are establishing a record-making plant at Oakland, so as to get the disks to dealers a good deal in advance of present practice." Assisting Mr. Bergh in the recording here were R. T. Fichbus, electrical engineer, and John Grelrner, recording technician, both of New York: W. H. Lawton, of Seattle, Northwest sales manager, and Randall Bargleit, sales representative of Portland.

L. D. Heiner, prominent distributor of phonographs, Okeh and Odeon records, radios and musical merchandise, announces having taken over the distribution of the Ultra-Phonic reproducer, made by the Audak Co., and reports splendid success with this little accessory, of which the first shipment is completely sold out, with advance orders already taking care of the second shipment. George K. Brown, formerly assistant manager of the Columbia Phonograph Co., of Los Angeles, has been appointed by Mr. Heiner to look after his southern California interests.

L. landsford, formerly of Wills Music Store, of Salem, Ore., and who opened a Portland store, "Pacific and Salmo," has bought the Portland Music Co., placing it under the management of B. H. Barber, has gone into business for himself in Salem and established an attractive and well-stocked store in that city at 335 North High street.

T. K. Pym, formerly with the Bush & Lane Piano Co., of Seattle, has been appointed field representative of the Spalding district for the Brunswick Co., according to an announcement of A. R. McKinley, Pacific Northwest district manager of the company.
Latest Freshman Product Has Outstanding Features

Freshman “Masterpiece of Masterpieces” is Equipped With Cone Speaker—Can Be Operated From Electric Light Socket

The latest product of Chas. Freshman Co., Inc., the “Masterpiece of Masterpieces,” is built in a richly grained mahogany cabinet of soft finish and equipped with a cone speaker. This model, known as 6-F-11, is illustrated herewith. It employs a circuit using tuned radio frequency, with which no extra compensating or adjusting controls are necessary. This is said to eliminate noises and tuning is made easier and selectivity increased.

Among the outstanding features of this receiver is the neatness and symmetry of the parts and layout. The 6-F-11 is designed for the use of power tubes and has an all-metal shielded front and sub-panel. In conjunction with the ABC power supply unit, which the Freshman Co. manufactures, the console can be operated directly from the light socket.

Announces Improvement to Saxophone Reproducer

The Mutual Phono Parts Mfg. Corp., New York City, has announced an important improvement in the Saxophone reproducer which this company manufactures. This reproducer is now made with a patented hand spun metal diaphragm. A. F. Frangipane, secretary and sales manager of the company, reports that the trade has manifested much interest in this new diaphragm and that heavy orders are being received for the Saxophone reproducer. Mr. Frangipane reports that patents on the new diaphragm had been obtained in the United States, England, France, and other countries.

E. J. Craine to Devote Time to Literary Work

Miss E. J. Craine, who has been publicity director for a number of leading radio set manufacturers, and who for the past two years has been associated with the Eagle Radio Co., Newark, N. J., has severed connections with that company in order to devote all of her time to literary work.

Miss Craine is the author of several books, and she recently contracted to write a series of stories for one of the larger magazines. During her association with radio set manufacturers Miss Craine succeeded in interesting many people of prominence in her firm’s product. Invariably she was able to get photographs of these persons operating radio sets and these photographs later gained wide circulation.

New York Edison Dealers at Meeting and Banquet

Greet Charles Edison, President of Thomas A. Edison, Inc., at Hotel Commodore, Inspect New Machines and Hear Forty-Minute Record

Edison dealers in the metropolitan territory gathered at the Hotel Commodore on September 29 to attend the dinner at which Charles Edison, president of Thomas A. Edison, Inc., was the guest of honor. Other Edison executives who attended the meeting and banquet were Arthur L. Walsh, vice-president and general manager of the phonograph division of Thomas A. Edison, Inc., and P. J. Burns, sales-manager of the Edison Phonograph Distributing Co., of Orange.

Mr. Edison made a brief address, after which the dealers listened to a demonstration of the new forty-minute record introduced recently, and inspected several new models of Edison phonographs which are now ready for the market. The dealers agreed with the company officials that public interest in the phonograph had been rejuvenated, a fact evidenced by increasing demand.

Window Sign for Dealers Prepared by Bruno & Son

The service department of C. Bruno & Son, Inc., Victor distributor, New York City, has been the originator of many valuable displays for Victor retailers. The newest development along this line prepared by C. Bruno & Son, Inc., is an attractive hand-painted window sign featuring the Orthophonic Victrola. This sign displays the phrase created by C. Bruno & Son, Inc., when the Orthophonic instrument was first produced, “A new creation for the nation.” Then follows the words “An Orthophonic Victrola — hear it.” This sign is painted in a number of blending colors and is cut out so as to place in its center a model of the Orthophonic Victrola. A number of these signs have been made and are being loaned to dealers.

“All-Sterling” Quality with a Wide Range of Prices and a Varied Selection of Eliminators

STERLING BATTERY ELIMINATORS MAKE Every Prospect a Customer

For the small set or multi-tube set—for the rich man or laborer—for the radio critic or non-technical mind—there is a model Sterling Battery Eliminator to fill the bill every time.

Remember, Sterling “B” Power No. 97 and 99 were really designed by thousands of radio dealers whose opinion on specifications was obtained before building the device itself. The “Sterling” is the RADIO DEALER’S OWN CHOICE for the staple market. A Sterling product never eats up your profits in “service after sales.”

Ask us to mail you the 32-page book showing “Radio Necessities” for service and home use.

Sterling RADIO EQUIPMENT

THE STERLING MFG. CO.
Cleveland, Ohio

MODEL RM

“B” POWER

Supplies up to 100 volts at 50 milliampere. Especially adapted for multi-tube sets using 211 or 218 power tubes. Features by adjustable "C" voltage tap. 540 volt. Absolutely undisturbed by hum or crackle. Extraordinary improvement in tone quality. Price $55

MODEL RT-41

For sets having 2 to 5 large tubes or any number of peanut tubes. Has adjustable detector and amplifier voltages controlled by knobs. The Model "B" eliminator for Radiolos 25-28 with or without 2D power tube. Price $22.00

Mr. Hunting Will Represent Pooley Interests in New York City and Mr. Phillips to Cover From Rochester to Minnesota—Both Well Known

PHILADELPHIA, PA., October 1.—The staff of the Pooley Co., Inc., maker of Pooley cabinets, has been augmented by the addition of two men well known in both talking machine and radio circles.

Russell Hunting, formerly with the Music Master Corp., has been appointed Pooley representative in charge of New York and surrounding metropolitan territory, New Jersey and Philadelphia. Mr. Hunting needs no introduction to the trade. Through the many years he was connected with the industry he formed a wide circle of acquaintances.

T. D. Phillips will represent the Pooley Co. west of Rochester to Minnesota. Mr. Phillips was formerly connected with the Crowley Miller Co., of Detroit. Mr. Phillips is a high caliber sales representative with wide acquaintance and an intimate knowledge of the industry.

John Wanamaker Adds Complete Columbia Line

Announcement was made during the past week that the New York store of John Wanamaker, Inc., New York, had taken on the complete line of Columbia Viva-tonal phonographs and Columbia New Process recordings and a vigorous campaign is planned to acquaint the buying public of the metropolis with the new Columbia products. In anticipation of a brisk Fall and Winter phonograph season seven new record demonstration booths are being installed in the Wanamaker music department.

Minnesota Atwater Kent Dealers Attend Meeting

Reinhardt Bros., Minneapolis, Minn., Atwater Kent distributors, held a meeting on September 29 at the Nicolet Hotel, with an attendance of 450 retailers from Minnesota, Northern Wisconsin, North and South Dakota. H. H. Reinhardt, president of the firm, acted as chairman of the meeting. T. Oasps, of Oaspit-Lee-Harvey, Chicago, advertising counsel for Reinhardt Bros., outlined the extensive advertising campaign sponsored by his client, starting October 2 in thirty newspapers. H. H. Humphries, of the Pooley Co., Philadelphia; Ward Perry, president of the Vesta Battery Corp., Chicago, and representatives of E. T. Cunningham, Inc., French Battery Co., Bankers Commercial Security Co., New York, and the Minneapolis Journal were also present. The meeting was climaxd by a dinner and dance held at the Nicolet Hotel.

Progressive M. I. Co. Is Jobbing Ware Receivers

The Progressive Musical Instrument Co., 319 Sixth avenue, New York City, distributor of radio and musical instruments products, was selected by the receiver for the Ware Radio Corp. as the exclusive distributor for the Ware.

Burt-Built Radio Cabinets

Let Our Cabinets
Sell Your Radios

Furnished with Cone or Unit
Prices From $19 Up
Write for Catalogue

BURT BROS., Inc.
2000 S. 9th STREET
PHILA.
New York Office and Showroom
Gramercy Bldg., 24 E. 21st St.

Truck delivery to New York

Phone
Philadelphia: Phila.
New York: New York
Oregon 7994
California 9229

Ask for "IRON HORSE" Insist on
PADDED PROTECTION COVERS
OLIVE DRAB DENIM

The representative line for all the new models of leading manufacturers of both talking machines and radio.

Perfectly made by a house specializing for many years in textiles.

Extra heavy padding, cushion-like, to prevent damages in making shipments.

Order now to insure prompt delivery for Fall business.

A. L. REACH TEXTILE CO., Inc.
Manufacturers
CANVAS SPECIALTIES
NEW YORK, N. Y.

Mrs. Corson and Her Radio Speaker

week of the Radio World's Fair in New York City with an R. F. I. balanced oval cone speaker, made by Radio Foundation, Inc. Mrs. Corson, after a careful test, heartily endorsed the product. Radio Foundation, Inc., has produced this R. F. I. balanced oval cone speaker as a scientifically constructed cone which will convey both the high and low notes in music. The model, which is shown with Mrs. Corson in the accompanying photograph, was designed by A. Kimball & Sons from pure Renaissance sources and is made in old gold or statuary bronze.

A new music store was recently opened at 140 West Merrick road, Amityville, L. I. N. Y., by Granville M. Fisher and Victor E. Olson.
Manufacturers of Musical Instruments and Accessories Meet in Buffalo, N. Y.

Many Important Matters Come Up for Discussion—Standardization of Ukuleles and Sales Promotion Plans Receive Attention—Raising Funds for Special Promotion Work

The most enthusiastic and successful meeting of the National Association of Musical Instrument & Accessories Manufacturers yet held took place at the Buffalo Athletic Club in Buffalo, on Friday and Saturday, October 1 and 2.

While a number of important matters were under discussion, chief attention was given to the standardization of ukuleles and the promotion of sales of fretted instruments and other products made by members of the association.

Under the action taken by the association, all members were asked to inspect models of ukuleles now in being, as well as any new models which may be put on the market in the future. These instruments will be inspected by a committee consisting of H. C. Lomb, chairman; W. E. Lyon & Healy, Inc., and H. L. Hunt, Charles H. Ditson & Co., and W. I. Kirk, Lyon & Healy, Inc. These men are all very favorably known in the industry and command the confidence of the entire association. They are, moreover, especially competent to decide whether or not a ukulele conforms to the standards which have already been adopted by the association. All models which pass the committee as standard will be so certified, according to the plan.

Instruction Sheets

William F. Ludvig, who with Walter Grover has been working since last March on a form of instruction sheet for playing ukuleles, as well as devising a trade-mark to be used on standard ukuleles, submitted copies of the instruction sheet and of a sticker reproducing the trade-mark. These were both approved by the association. Electrotype copies will be made of the instruction sheet, and they will be printed in lots of several hundred thousand and sold to members at actual cost of printing. A large supply of the stickers has already been prepared. Both the instruction sheet and the stickers will be copyrighted by the association, which will allow them to be used only by members in conjunction with ukuleles which have been passed as standard.

The standard ukuleles will all have a trade-mark sticker glued on the inside where it can be seen by the customer and an instruction sheet will be packed with each instrument. The instruction sheet not only provides simple directions for learning the rudiments of ukulele playing, but also urges the public to buy only ukuleles which have met the standards of the association.

Saturday morning was devoted largely to a discussion of co-operative work to promote the demand for fretted instruments and drums. Individually, all members present reported a remarkable increase in the demand for mandolins, and particularly for guitars. The discussion centered chiefly around methods of promoting the sales of ukuleles. Tentative plans for utilization of the radio were discussed, as well as a campaign of education with the music dealer to inform him of the possibilities of sales of fretted instruments and the proper methods to use. A committee, consisting of William F. Ludvig, Walter Grover and D. L. Day, was appointed to formulate definite plans to promote the sale of musical instruments.

To Raise Funds

A special appropriation was adopted which it is estimated will raise about $6,000 per year for two years for the purpose of financing the special promotional work. The assessment will be based upon sales, and will amount to approximately one-eighth of 1 per cent of annual sales. In order that the assessment may be properly handled, and at the same time prevent revealing the volume of business of any member, a classified system has been adopted. There are nine classes. The smallest is for those with sales under $50,000 annually and has an assessment of $62.50; and the largest consists of those with sales of $1,000,000 or over annually, and has an assessment of $1,250. The intervening classes have proportionate assessments.

Address of Walter M. Gotsch

The meeting opened Friday morning with a short address by Walter M. Gotsch, who said:

"This is the first meeting of the current association year and I understand it's customary for the president to render a report of the achievements. Making a confession usually relieves a fellow and I must admit I have accomplished nothing of importance and this very minute I feel just like the Governor visiting Charles Schwab at his country estate. After being shown around the grounds, Mr. Schwab asked the Governor if he would like to walk up to the house for a little drink, and the Governor's reply was, 'Walk, hell, let's run.'"

"The poet Burns tells us of the great advantage which accrues to us all if we could see ourselves as others see us, so if in my enthusiasm to further the interests of this marvelous industry a letter or remark should seem to be directed at any one particular firm or person, I pray none be offended."

"Eighteen years of affiliation with the music industries has made me feel more like an old-timer than a youngster, and in reviewing the respected members of our association, isn't it gratifying to point with pride to competitive members and say we never copy styles or designs of one another and know that when your customer tells you 'I am getting a confidential 5 per cent' the desk is stacked. The grass always grows a much brighter green in the other fellow's yard, and I can say in all sincerity that the members in this association represent equally as much brain and ingenuity as any industry in this great country of ours, as it certainly requires a goodly portion of gray matter to successfully manufacture and sell string instruments upwards of five hundred dollars each. So, with this nucleus we have to work with, let us adopt the war-born phrase of 'carry on' for officers and directors present and future and every member be a good soldier and set up a high record for ourselves in order that we may contribute more effectively to the great industry of which we are a part—carry on."


It was voted to meet again at the Buffalo Athletic Club on Friday and Saturday, March 4 and 5, 1927.

Report King Sales Increase

Denver, Co., September 4.—The Golden-Marsh Music Co., featuring the King line of hand instruments, made by the H. N. White Co., of Cleveland, O., reports an increase in the volume of sales of King band and orchestra instruments.
Bacon Banjo Co. Reports
Demand for Quality Banjos

GROTON, Conn., October 4—A quality market is noted by the Bacon Banjo Co., of this city, maker of B & D Silver Bell and B & D Super banjos. David L. Day, general manager of the company, reports that the factory has turned out a number of special high-priced instruments during the past summer. He points to this marked demand for the highest grade instruments as an aid to putting the banjo business on a higher plane than ever before.

Frederick J. Bacon, president of the company, and banjo artist, has just returned to headquarters from a trip throughout the Middle West, during which he broadcast banjo music from various stations. Upon his return he found the following communication from W. C. Stoess, studio director of station WLW, Cincinnati, operated by the Crosley Radio Corp.: “We wish to take this opportunity of thanking you for the pleasure you afforded the large audience of WLW on the occasion of your recent radio appearance from this station, and we hope to have the pleasure of again presenting you.” Mr. Bacon broadcast from station WLW through the courtesy of the Rudolph Wurlitzer Co., of that city.

Orders King Instruments

CLEVELAND, O., October 5—A large order for King trombones and French horns was recently placed with the Robert L. White Co., local representative of the H. N. White Co., manufacturer of King band instruments, by the East Cleveland Board of Education. These instruments will be used by the Shaw High School band, one of the crack bands of this section. A bassoon and oboe of Koechel make were also ordered by the Board for the school orchestra.

Band Instrument Sales

WASHINGTON, D. C., October 6—The United States Department of Commerce reports that during five months of this year, from March to July, inclusive, the sales of band instruments in the United States totaled $2,583,555. Of these, $942,590 were cup-mouthpieces, $1,310,900 were saxophones and $130,065 woodwind instruments.

Joseph Consentino Moves to New and Larger Store

Bacon Banjo Dealer Plans to Specialize Upon Higher Priced Instrument Business

LAWRENCE, Mass., October 5—Joseph Consentino, of this city, has opened a new and larger studio. During the past year Mr. Consentino, who sells Bacon B & D banjos, made by the Bacon Banjo Co., of Groton, Conn., sold a large number of gold and silver Silver Bell banjos, among them being several of the styles 4 and 6. It is his plan in the new studio to specialize upon the higher priced banjos. As he is a banjo artist himself he recently ordered a style 8 special deluxe B & D Silver Bell banjo which was made to order for him at a cost of $600. He was enthusiastic over the instrument and wrote a highly complimentary letter in regard to it to David L. Day and Frederick J. Bacon, of the Bacon Banjo Co.

Gaetz Music House Displays Handsome King Saxophone

COLUMBUS, O., October 7—The Gaetz Music House, of this city, recently displayed a beautifully-embossed King saxophone, which was one of the features of the H. N. White Co. exhibit at the annual convention of the Ohio Music Merchants’ Association, held in this city last month. The instrument is said to be the only one so elaborately engraved and it attracted a great deal of attention from musicians.

Ties Up With Sousa Band

BOSTON, Mass., October 7—John Philip Sousa and his famous band played to a capacity audience at a concert at Symphony Hall here recently. Mr. Sousa was given an ovation as he stepped to the platform to render the first selection. A comprehensive program of well-known band music was given, with march pieces occupying a prominent position. The Conn Boston Co. tied up with the appearance of the band, which is Conn-equipped, through a beautiful Sousa window which attracted thousands for days before the concert.

In Band Contest

The Slager Post Band and the Dowd Post Fife and Drum Corps, American Legion musical organizations of Rochester, N. Y., have combined to enter the band contest being held at the American Legion convention in Philadelphia, October 11 to 16.
Samuel Buegeleisen Discusses Better Methods of Promoting Sales of Violins

President of Buegeleisen & Jacobson, Well-known Musical Merchandise Wholesale House, Gives Some Merchandising Pointers That Should Prove of Vital Interest to the Trade

The proper merchandising of musical instruments, according to which Samuel Buegeleisen, president of the head of the wholesale musical merchandise house of Buegeleisen & Jacobson, is vitally interested. In referring to the opening of the Fall season, Mr. Buegeleisen states: "When people think of learning to play a musical instrument, 90 per cent or more think of the violin. When parents consider the musical education of their children, the first thing that enters their minds, especially if it is their boy, is the violin. And justly so, for the violin is the king of all instruments. The violin touches the heartstrings of every parent with the hope that their son will some time perform."

"Now is the season, timely in interest, for the music dealer to make the proper effort for his violin business. School has opened, the concert season is here and people's minds will be turned to music. The merchant who does not get his 90 per cent share of this business has no one to blame but himself."

"Violin sales cannot be made over the counter the same as a 10-cent article. The whole scheme of selling must fit. The slightest incident can spoil a sure sale. This brings to mind the time I was visiting one of the dealers in a Middle Western city. A gentleman walked into the store and asked to see a violin for his boy. The dealer had carried a fair selection of violins and should have made the sale. The father of the boy, who had some knowledge of violin playing, began to try the violin's tone as he began to play, as usually happens, the player-piano and phonograph were also being demonstrated to prospective customers. The result was bad for the violin player and buyer. The unhappy customer said "that he would come another day when it would be more quiet. That was a perfectly sure sale lost because of there being no provision made for trying instruments of all kinds away from the piano and phonograph."

"In most cases where phonographs are sold in connection with other musical merchandise the dealer is very particular to see that the rooms are soundproof in which he plays the various records, so that they will not interfere with each other. Does he give any such thought to his musical merchandise? Of those two booths would be a fine place to set aside for demonstrating the tone of instruments."

"In larger cities the music dealer usually has a separate room where he displays violins, bows, cases, in fact everything pertaining to the violin. This dealer sells good violins because they are properly displayed. Even though a prospective customer comes into the store with a fixed idea as to what to purchase, he is often induced to buy the one with the better tone. This can only be done when the scenery is set properly. A room of this nature will increase the violin sales of every store. It lends an entirely different atmosphere. Every farsighted dealer should set aside a portion of his store for his violins. With good violins, bows and accessories, a place of quietness and refinement, this part of his store will eventually become his best-paying division."

"A specific case of what was actually accomplished brings me back some years ago when I called on a very fine house in San Diego, Cal. At that time San Diego was not what it is to-day, but was growing rapidly. Our important dealer was making no particular effort on the violin line, but was doing fairly well because his line was complete and the goods well known. In fact, he had worked up quite a nice business in old violins. I suggested that he take a corner in the rear of his establishment, about eight or ten square feet, and put in everything pertaining to the violin into this one little room, where a prospective customer could try violins without being interfered with. The business which he worked up in the violin field was surprising. The store became the center of the musical activity of this town. This little extra effort more than doubled his sales at once. "It is surprising to note the psychological effect which large, well-chosen, well-displayed violin outfit assortments have on a prospective customer and the public in general. Herefore it was the custom to offer violins, bows and cases separately. Any dealer can imagine how much easier it is to sell a complete outfit as one item. The hand-to-mouth buying that has been going on in almost every line of business up to the present time is good enough for the dull months. But now, going on to the Fall season, is the time for the dealer to get out of his own way, to get things started. The dealer who will make a proper display and go after the violin business will get it."

Buescher Saxes Sell Big

SALT LAKE CITY, Utah, October 6.—The band instrument trade has been stimulated by the reopening of the school season, the band instrument and musical merchandise department of the Daynes-Bebee Music Co., Buescher representative, reports.

Why is the VEGAPHONE the Artist's Choice?

TONE—the most essential quality of any banjo. The characteristic rich resonant tone of the Vegaphone has made thousands of admirers, and renowned artists everywhere have chosen this banjo for that reason. Its carrying power has amazed artists of repute, retaining the rich resonant and true Vegaphone tone quality.

STYLE—the rich, flashy and artistic presentation places the Vegaphone as the leader of banjo style. The figured early maple finished in high, durable lacquer, engraved with gold inlays and nickel or gold trimmings place the Vegaphone as a subject of art.

POPULARITY—on every continent and in every state in the Union there is a Vegaphone. Orchestras, soloist and vaudeville presentations have made this banjo their ideal. The Vegaphone has become internationally known as "The Artist's Choice." Its popularity is unequalled.

CONSTRUCTION—choice materials, durability and superb workmanship are factors which have given the Vegaphone a reputation of withstanding every climatic condition and endless abuse.

A—The famous Tubaphone Tone Tube, a patented feature found only on the Vegaphone, rests on the laminated rim under the head, giving the Vegaphone that characteristic rich tone quality.

B—The patented Resonator Flanges give adequate resistance within the resonator. Fitted into a groove they strengthen the support of the resonator and emphasize the beauty of the Vegaphone.

C—The seven-lam, Laminated Rim construction assures safety from warping, and is the basis for Vegaphone durable qualities. It is not marred by screws or bolts, but leaves a perfectly smooth inside rim.

D—The Bracket Band unit is fitted tightly on the laminated rim and the counter-sunk bracket screw is therefore hidden from view, and does not mar the wooden rim, as shown in illustration D.

E—The Tubaphone Resonator back has five laminations for strength and durability, and is finished in eight sectional designs of early maple. The finish has a rich, golden hue that is not likely to crack or check, but retains its smooth, polished surface.

F—The Resonator Rim has also five laminations so as to strengthen the support of the flanges and maintain its shape regardless of climatic conditions or abuse.

The amazing popularity of Vegaphone Banjos is indicative of the sterling qualities which have made them the Artist's Choice.

Write for catalogs and prices.

The VEGA Co.

Write for free copy of "Voice of Vega," a review on leading banjoists.

161-73 Columbus Ave., Boston
Importance of High Caliber Men Shown by Success of H. A. Weymann & Son, Inc.

Success of prominent Philadelphia concern in a large measure is due to the fact that the sales organization is composed of the best men obtainable for the work.

Philadelphia, PA, October 6—H. A. Weymann & Son, Inc., of this city, makers of Weymann orchestra banjos, Weymann Keystone State string instruments, Buescher saxophones and band instruments, other nationally advertised musical merchandise lines and distributors of)

Victor products, are one of the better known houses in the music industry and enjoy an excellent reputation in the fields which they cover. H. W. Weymann, head of the organization, in a recent conversation with The World gave generous credit for the success of the Weymann organization to their traveling sales staff. Realizing that the traveling staff is the visible contact between the house itself and its many dealers, H. A. Weymann & Son have given careful attention to the selection of the proper caliber men for this important work.

Mr. Weymann stated in part: "Each representative is responsible for his own territory. A Weymann representative must not only be qualified to sell our own products and the products we distribute, but he must also be able to work with and co-operate with the dealer in his problems. Service has been the keynote of the Weymann organization, and although our service department and executive staff are behind the individual salesman, the salesman himself must be fitted to effectively serve the dealer."

The quartet whose pictures appear here with represent the present traveling sales staff of the Weymann organization. They are William H. Doerr, Ed. J. McCormick, Larry J. Urban and Roland Barrows. Mr. Doerr has been connected with the Weymann organization for the past thirty years. While the word quartet was used to indicate the number it is also representative of the close harmony that exists among the Weymann sales staff.

Officials of the Weymann organization and the members of the sales staff are unanimous in predicting that the coming season will be one of the best ever experienced.

THE QUICKEST SELLING MUSICAL NOVELTY ON THE MARKET

Played Like a KAZOO

No Tissue To Tear

Nothing To Break

Made of Aluminum

Easy to Play and Easier to Sell

Makes All Imitations

Compact and Can Be Carried In Vest Pocket

Packed 4 Dozen in a Handsome Lithographed Counter Display Box

$5.20 Per Box of Four Dozen—$13.50 Per Gross

A Handsome Lithographed Display Card with Orders for One Gross

BUEGELEISEN & JACOBSON

New York City, N. Y.

PLAYOL SELLS AT SIGHT

"Silver Bell" Banjos

Send for illustrated book of prominent orchestra and professional players.

The Bacon Banjo Co., Inc.

GROTON . . . . . . . . . . CONN.

Opening of Schools Renews Interest in Harmonicas

Interest in harmonicas is not, however, confined to children—adults studying to play—Hohner has display at Sesqui

Harmonica instruction in the playgrounds of various cities throughout the country during the Summer months has resulted in creating a heavy demand for harmonicas, according to Hohner dealers throughout the country. The opening of school and the resumption of the programs of school harmonica orchestras will do much to keep this strong interest throughout the Fall and Winter season. Although much has been said regarding school harmonica orchestras and the playground playing of harmonicas, the harmonica is in no sense of the word a child's instrument. Its popularity has reached to all ages and conditions in life. In Milwaukee evening classes in harmonica playing have been formed so that adults might learn to play this popular instrument.

The Hohner booth in the Palace of Liberal Arts at the Sesqui-Centennial Exposition has been visited by people from every section of the country. This attractive presentation has effected harmonica sales everywhere. The popularity of the harmonica at this world's fair is in no ways confined to the silent presentation, as the Sesqui Harmonica Band, which has traveled through several States continues to bring publicity, not only to the Exposition itself but to the harmonica as well. Hohner dealers are expecting exceptional harmonica business this Fall and are almost universally tying up with the many features of publicity which the harmonica is receiving.

Ludwig & Ludwik Issue New Attractive Banjo Catalog

Chicago, Ill., October 6—Ludwig & Ludwik, manufacturers of drums, drummers' accessories and banjos, recently issued to the trade an attractive folder, illustrating and describing the full line of Ludwig banjos, which includes the Kingston tenor model, the Kenmore plectrum model, two Ambassador models, tenor banjos; two Commodore models, plectrum: two Stratford models, plectrum: two Bellevue models, tenor; two Riviera models, plectrum, and two Capitol models, tenor banjos. The entire line is pictured and described in detail in this folder, which can be used by the dealer for counter distribution or to send to his mailing list.
**The Weymann Orchestra Banjo**

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty — have created an unparalleled demand for this instrument.

Write TO-DAY for a handsome catalog describing the Weymann line of Banjos, Mandolins, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H.A. WEYMAN & SON, Inc.
1108 Chestnut St.

**Ludwig Drum Scene Series**

Chicago, Ill., October 5—Ludwig & Ludwig, drum makers, recently announced a new series of Ludwig hand-painted and colored drum scenes for mounting on Ludwig bass drums only. Ludwig & Ludwig have developed a new process for hand-painting and hand-coloring figure scenes so as to flash brilliantly with blinker lights. The subjects of the new series are “Spanish Dancers,” “Nude Silhouette,” “Pirate and Clown,” “Jazz Pirates,” “Charleston Dancer” and “Bathing Girl.”

**H. N. White Co. Announces the New King French Horn**

Cleveland, O., October 6.—The H. N. White Co., manufacturer of King band instruments, announces an addition to the line in the form of the new King French Horn, which has a number of outstanding features and which is expected to prove one of the most popular instruments of the entire line. The rotary valves of this instrument have a piston of hardened bronze, ground into the case with a clearance of only one-thousandth of an inch — the fit so close that oil will stop free action. The metal in the bell of the French horn is of uniform thickness with not over one-thousandth of an inch variation at any point. Another feature is that the guards which come in contact with the hands are of sterling silver, so that they will last indefinitely and will not discolor the hands.

**Four Orchestras to Give Massed Concert in Austin**

Austin, Tex., October 5.—The success of the massed orchestral concert presented last year in this city has influenced the J. R. Reed Music Co., of this city, to arrange a similar concert this year. The event will take place some time next month at the Majestic Theatre and four local orchestras will combine for a joint program. The performance this year will last two hours. According to plans, each orchestra will play several selections. Solos, novelties and other specialties will be given between the orchestral numbers and the concert will end with the four orchestras playing en masse.

**Brook Johns Orders Deluxe Vega Banjo Made to Order**

Brook Johns, well-known banjoist, who has been a Vega enthusiast for many years, recently placed an order with the Vega Co. for a banjo deluxe, which has been aptly termed a $1,000 banjo. A pearl fingerboard and neck and gold-plated rim studded with brilliants — appeals to eye as well as ear.

**NYGRADE**

Musical Instrument Cases
Made of Three-ply Veneer

We are now making a new combination Sax Case to fit any Alto or C Mel. Soprano Clarinet and Music Stand; also for Alto or C Mel. Our Sax Cases fit Alto or C Mel. Send for our new price list.

**HYGRADE CASE CO., Inc.**

Manufacturers of

“NYGRADE” Musical Instrument Cases

Sold by All Leading Jobbers

345-347 South 6th St., Newark, N. J.

**Dealers**

WHO VIEW THE FUTURE WITH AN EYE TO PROGRESS SHOULD TIE UP WITH

**Leedy**

The New Professional FLOATING HEAD DRUM is conceded to be the most remarkable instrument yet achieved in “Drumdom.”

The Satisfied Drummer Always Comes Back

Leedy Manufacturing Co., Indianapolis, Indiana

**“World’s Finest Drummer’s Instruments”**

A New 96-Page Catalog “N” Mailed Free
H. Emerson Yorke Heads New Brunswick Department

General Publicity Department Is Established by Brunswick Co.—Will Have Wide Range of Activities—Manager Well Fitted for Post

CHICAGO, ILL., October 11.—A new department has been created by the Phonograph Division of the Brunswick Co. to the end that the name Brunswick be kept constantly before the eyes of the public. This department will be known as the publicity department and its activities will cover a wide range, including the exploitation of artists through newspapers, publicity on instruments, records and artists in trade papers, radio, orchestra and theatrical publications, and the preparation of promotional broadsides on Brunswick products, together with the handling of the new Brunswick magazine, Brunswick Topics, which is a picturized topical periodical of current events relating to Brunswick's national activities.

H. Emerson Yorke has been appointed head of the new department and his wide and varied experience fits him admirably for the position. For three years Mr. Yorke has been a member of the Brunswick organization in the posts of manager of the record department of the New York branch and in charge of sales promotion work for the Eastern Division of the company. More recently he has been engaged in the special demonstration program which is introducing the Panatrope to the country.

Before joining the Brunswick forces Mr. Yorke was for five years manager of the mechanical department of M. Witmark & Sons Co., during which period he formed innumerable friendships in the music trades, the theatre and associate businesses, which experience will undoubtedly stand him in good stead in his new capacity.

Record for Columbia Catalog

SEATTLE, WASH., October 5.—A recording expedition of the Columbia Phonograph Co. recently visited this city and made recordings of outstanding local orchestras and vocalists, including Jackie Sonders' Orchestra. The Columbia recording crew was headed by Arthur Berg, musical director of the company.

An auditorium model Victrola was an entertainment feature at the Oklahoma State Fair.

OPEETTA

Drum Loud Speaker

Victor's Newest Model

The Operetta is a beautiful instrument—well designed according to the most efficient principles and affords an excellence of reproduction far superior to any cone speaker. Literature describing the Operetta will be sent free upon request.

Height 13"  Diameter 12"
List Price $20

Operetta Unit

Victor's Operetta Unit excels in volume, quality of tone and clarity. Range 0 to 200 volts. Sample sent to any reliable Manufacturer or Jobber for test purposes.

List Price $8.00

VICTOR RADIO CORPORATION
4321 N. Western Ave.
CHICAGO

Mastro-Ortholian Receiver Is Comprised of Two Units

CHICAGO, ILL., October 7.—A new development in radio receivers was introduced when the new Mastro-Ortholian receiver was placed on the market by Richard T. Davis, Inc., of this city.

The Mastro-Ortholian is comprised of two units—a moveable master control cabinet and a full volume electrically operated reproducer.

The control cabinet, which weighs about fifteen pounds, is covered with Fabrikoid and trimmed with bronze metal castings. It can be placed anywhere in the room to suit the user's convenience. The radio frequency amplification and detector are located in the control cabinet which receives its power supply through a small cable running to the speaker cabinet. The speaker cabinet contains all the audio and power amplification, together with special power reproducer and power supply operating on the house lighting circuit.

The Wurlitzer Piano Co. had an interesting exhibit at the Dayton, O., radio show featuring the Tel-O-Air receivers.

Panatrope Attractively Shown in Window Display

North Carolina Brunswick Dealer Prepares Display That Attracts Much Attention

The C. H. Stephenson Music Company, of Raleigh, N. C., recently prepared the most intelligently arranged window display which has come to, our attention for quite some time. Essentially a Summer display, its brilliant and many-hued sunshades and hangings literally compelled the attention of everyone in the vicinity. The Brunswick Panatrope occupied the

Eye-arresting Window

most prominent location in the window and was backed up with especially prepared hangers to identify the instrument readily. Although the window primarily featured the Panatrope, the record appeal was cleverly introduced through several of the most attractive posters of the Brunswick Window Display Service and four records displayed on easels close to the front windows.

At night many lights transformed the window into a veritable blaze of glory and Mr. Stephenson was complimented throughout the town for his achievement. The window was decorated by Mr. Stephenson, Jr., and is a part of a series of unusually effective Panatrope displays he has designed to use for the next few months.

Walter Damrosch, directing the New York Symphony Orchestra, will begin his series of recitals on Saturday night, October 23, through a network of radio stations, comprising WEAF, WEEL, WGA, WFI, WCAE, WWJ, WSAI, WTAM, WGN, KID, WCOC and WDAP. This marks a new era in the broadcasting of high-class music which will be appreciated by owner of radios throughout the nation. It is an important move.
A BIG SALES LEADER
Model 125
OF
THE NEW
Pathéphonie
LINE

$125
List Price

$125
List Price

This popular model of the new Pathéphonie line although the lowest priced model has all the refinements and the Pathéphonie equipment to be found in the higher priced models. It is the only low-priced instrument on the market embodying the modern reproducing principle. It enables the dealer to offer the greatest value to be had in the new type of talking machine.

The new Pathéphonie line has gone over big. The demand has already exceeded our expectations. Pathe dealers everywhere are finding that the Pathéphonie line only needs to be demonstrated to be sold. "Only your ear will ever explain this instrument to you."

There are three other models at equally attractive prices

Model No. 175 . . . $175
Model No. 225 . . . $225
Model No. 275 . . . $275

Write to-day for full information

PATHE PHONOGRAPH and RADIO CORP.
20 Grand Avenue
Brooklyn, N. Y.

Chicago Sales Office: 533 So. Wabash Ave., Chicago, Ill.
Zenith Co. Announces Two Handsome New Models

The Electrically Operated Super-Zenith and Zenith De Luxe Models Contain Distinct New Features That Will Make a Wide Appeal

CHICAGO, Ill., October 8—The Zenith Radio Corp., of this city, is making its first trade jour-

nal announcement of the year of two of its new models at the present time, namely, the electrically operated Super-Zenith and the Zenith De Luxe model, which operates without aerial or loop. The electric model secures both "A" and "B" power supply from the electric light socket through easily removable "A" and "B" power units, which completely rectify and filter the current, making a practical and dependable battery elimination. The set uses no trickle charger, no storage batteries and no acids. The electrically operated six-tube Super-Zenith uses three stages of audio amplification, costs less than one cent an hour to operate, and is manufactured in three different models.

The Zenith ten-tube De Luxe model, one of them, the Spanish model, being shown here-with, contains the Zenith patented ten-tube circuit having five radio frequency tubes and five audio amplification tubes. All the De Luxe models operate from self-contained receiving plates, thereby eliminating the aerial and loop, Dual loud speakers faithfully reproduce all of the tones in the musical scale and every model has single control, electrically lighted dials and receives on wave lengths of 105 to 590 meters. Zenith De Luxe models were created by a famous designer of period art cabinets and are masterpieces of craftsmanship.

Fada Australia, Ltd., Is Capitalized at $250,000

The organization of Fada Australia, Ltd., a new company capitalized at $250,000, which will act as sole distributor for Fada radio products in the Commonwealth of Australia and in Tasmania, has been announced by F. A. D. Andrews, Inc., New York. Headquarters of the new company are in Adelaide, South Australia, and branches are being located at important distributing centers such as Melbourne, Victoria; Sydney, New South Wales; Brisbane, Queensland; Perth, West Australia, and Hobart, Tasmania. Outstanding figures in the broadcasting world in the Australian territory are included in the directorate of the concern.

This Australian sales outlet is the latest link in a world-wide chain, which includes Fada Radio, Ltd., of London and Fada Radio, Ltd., of Toronto, Canada. The initial order from the Australian distributing firm was said to be for 1,000 receivers and 1,000 Fada cones, including all models. The first shipment is on its way.

Announces Improvement in Carryola Master Portable

Instruments Now Being Delivered Are Attractively Finished in Striking Colors—Particularly Appropriate for Featuring in Holiday Season

Milwaukee, Wis., October 7—The Carryola Co. of America, a leading manufacturer of portables

"The Master" Carryola

Opened with headquarters in this city, has just announced to the trade, through its jobbers, an important improvement in "The Master." Masters, now being delivered, are attractively em-

Clemetsen Phonographs

Size: 42½" high 36" wide 22" deep

Style 80-B

The Improved Portable Closed

boxed and airbrushed in striking color contrast. The additional eye-value, and sales appeal, of the new instrument will undoubtedly be met with immediate favor by the trade. An improvement of this kind, coming as it does on the very eve of the big portable selling season, is important news for dealers.

"The Master" is the leading instrument of the Carryola line. It is available in five colors of Du Pont Fabrikoid, and contains a number of interesting exclusive features, such as "the Silent motor," "Add-A-Tone reproducer," etc., which are well known throughout the industry.

New York Firm Chartered

The Electrophone Record Corp., New York, was recently incorporated at Albany with a capital stock of $50,000. The incorporators are H. J. Sondheim, H. A. Cone and S. Bulmer.

Cotton Flocks

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

The Peckham Mfg. Co. 238 South Street
Newark, N. J.
SLEEPER
THE MOST TALKED OF SETS IN NEW YORK and CHICAGO SHOWS

Sleeper Again Leads in Modern Features Offered in This Year's Models

To prove superlunrity in fundamentals of tube quality, simplicity of control, fine selectivity, and long range power, Sleeper now adds semi-electric operation, provision for power amplification and many other latest developments in radio engineering.

1. Wired for electric power devices.
2. Wired for 171 power tube— with output transformer.
4. Five tubes with super-power transformers.
5. Customized detector socket.
7. Calibrated wave length scales.
8. Reduction vernier condenser drives.
9. Hinged panel for easy access.
10. Amplion adjustable unit for Serenader tone chamber.
11. Duco style two-toned brown mahogany cabinet finish.
12. Compartments for 96 volts of "C" battery and 45 volts of "D".
15. Brilliant distance performers.
16. Six months' guarantee.

Scout, Type 61, 33 inches long, 11 inches high, 11 inches wide. Shipping weight 50 pounds. Price $100.

Serenader, Type 62 with built-in loud speaker; 35 inches long, 14 inches high, 11 inches wide. Shipping weight 60 pounds. Price $125.00. Peluso f. o. b. Long Island City.

"A wonderful piece of engineering"—"The finest set in the show"—"The best real value I've seen"—were the comments of hundreds who saw the new Scout and Serenader models at the radio shows.

Sleeper engineering has been distinctive and original since the earliest days of radio, but never has Sleeper offered more downright values and exceptional performance than this year.

Consider appearance: The panel is of extraordinary richness and beauty, made by a process new to radio, destined to establish a new trend in panel design just as surely as Sleeper led the way in 1924 to the use of etched metal panels.

Look at the fine proportions of both models. Note the simplicity of two controls, gold pointers controlled by reduction drives operating over scales calibrated in wave lengths. One battery switch for all current. One rheostat and one vernier for the dual condenser.

Open the panel—the entire chassis tips outward revealing an engineering layout that is a delight to the eye and a clinching sales argument.

Look at the super-power audio transformers made by Sleeper to give equal amplification of every tone from 100 to 5,000 cycles. They have made Sleeper sets famous for quality of reception.

The Serenader with its Racon 40-inch air column and adjustable Amplion unit has no competition at $125.00 nor has the Scout at $100.00.

Prompt delivery to authorized dealers

SLEEPER Radio & Mfg. Corporation
GORDON C. SLEEPER, President
6th and Washington Aves. Long Island City, N. Y.
Mohawk One-Dial Set Popularity Keeping Factory Busy in Order to Supply Demand

MOHAWK One-Dial Set Popularity
Keeping Factory Busy in Order to Supply Demand

CHICAGO, Ill., October 6—The Mohawk Corp., of Illinois, manufacturer of the Mohawk one-dial receiver, is enjoying an exceptional demand for its entire line, and the factory is now working most enthusiastically with the buying public.

The company some time ago decided upon an aggressive manufacturing and merchandising campaign in behalf of its product and is using as its slogan "The Pioneer and Originator of One-Dial Sets." Apparently the campaign is meeting with success in every part of the country, for well-known and responsible distributors have signed exclusive franchises taking care of important territories and providing for the capacity output of the Mohawk factory.

Otto N. Frankfort, general sales manager of the company, who is widely known in radio circles, is in charge of all phases of the merchandising plans, and is also directing the Mohawk publicity campaign. The company is operating on a policy of exclusive distributorship, thereby permitting the jobbers to work intensively in his specific territory and co-operate with the dealers to the best possible advantage, a factor that means much in aiding dealers secure sales volume.

Peerless Album Co. Adds
New Portable to Its Line

New Instrument of High Quality Covered With Genuine Leather in Colors and Is Equipped With Double Spring Motor—Other Features

The Peerless Album Co., 638 Broadway, New York City, the well-known manufacturer of albums, which recently introduced to the trade a popular-priced portable talking machine, has now supplemented its line of portable instruments with a higher quality product. This new Peerless portable is covered with genuine leather in attractive colors and is equipped with a Helman double-spring motor, a quality tone arm and sound box and several added features which should assist substantially in developing sales.

Phil Raves, head of the Peerless Album Co., in speaking of this latest product, recently said: "Our popular-priced portable won such quick success that we decided to extend our activities in this line. Due to this early experience we believe that there is a market for a high quality product at not too high a price, and one built with exceptional care with an aim to add considerably to the refinements. Although our album business has been steadily growing, the fact that we have taken on the manufacture of portables will in no wise limit our activities on albums and allied products. The dressing of a

Major White President of Cheltenham Cabinet Makers

J. Andrew White, well-known broadcaster, has been elected president of the Cheltenham Cabinet Makers, Inc., New York City. This company has absorbed the Associated Radio Cabinet Manufacturers and taken over all the assets, designs, patterns and contracts of that company. Headquarters have been established in a new plant at 36 West Forty-fourth street, where Major White will also direct the sales of the Andrew White "B" power supply.

Euphonic Phonograph Is Awarded High Trade Praise

Wasmuth-Goodrich Co. Receives Many Favorable Comments from Trade Throughout Country—Product Has Outstanding Features

PEoria, Ill., October 5—The recent introduction by the Wasmuth-Goodrich Co. of the Euphonic phonograph has been commented upon very favorably by dealers throughout the country, for this company, which has been identified with the phonograph and cabinet industries for many years, has gained an enviable reputation that is well deserved. The Wasmuth-Goodrich organization has always held a prominent position in manufacturing circles and its latest product emphasizes the experience of the company in producing standard phonographs and the soundness of its manufacturing and merchandising policies. The company's plant at Peru, Ind., covers over 140,000 square feet of space and is one of the most modern and up-to-date plants in the Central West. Every facility for the production of a quality product is provided, and the factory employees are given ideal working facilities.

Through its long experience in the phonograph manufacturing field, the Wasmuth-Goodrich Co. has been able to conduct extensive experiments in search for the most advanced methods of sound reproduction. This year's instrument, the Euphonic phonograph, includes a newly designed tone chamber which utilizes the latest scientific principles and which, according to the company's dealers, gives splendid results. The latest type reproducer is also included in the equipment, and the executives of the factory have received many letters from Euphonic dealers referring to the quality of the reproduction and the lack of mechanical noises in the new Euphonic. Brown mahogany and walnut woods are being used extensively and this year's product with the advertising of an antique finish that gives unusual beauty to the instruments.

In its sales policies the Wasmuth-Goodrich Co. has always endeavored to render a complete merchandising service to the dealer. Every possible co-operation is given to aid the retailer to make the Euphonic line increasingly popular and profitable, and an advertising program is a part of the campaign to create consumer demand.

Among the radio expositions in the metropolitan territory which are scheduled to take place during the coming month is the annual exposition at Brooklyn, N. Y., which is scheduled for the week of October 20 to November 6 at the 100th Regiment Armory, Bedford avenue, and leading manufacturers, jobbers and dealers will participate.

PHONOGRAPH CASES
RADIO CASES
Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.

VAN VEEN SOUNDPROOF BOOTHS
are more necessary than ever before. You cannot demonstrate the wonderful volume and beauty of tone of the improved talking machines and records without booths. The new instrument has unlimited possibilities. Meet it half way by adequate demonstration.

Complete equipment for musical merchandise dealers. Write for details and catalogue.

VAN VEEN & COMPANY, Inc.,
313-315 East 31st Street, New York City
PHONE LEXINGTON 9560-563
Beauty -- Tone -- Range

The McMillan Tel-o-Air combines everything you want in a Radio Receiver. A one-dial set—it is simple to operate. A patented compensator on the antennae condenser makes fine tuning a reality. Impedance coupling gives it beautiful tone quality—equal to any set at any price. It is a 6-tube Receiver—equipped to use a power tube and has a very low “B” battery consumption. Distant stations come in easily and with wonderful volume. Cabinets of beautiful design and exquisite workmanship. In no other receiver can you get the same quality of reception—combined with beauty of design at near the same price. A demonstration will convince your customers.

McMillan Tel-o-Air

Table Cabinet
Genuine American Black Walnut. A real decoration for any room. Price, $100.00

DeLuxe Highboy
Beautiful in design—it is made of genuine Walnut, with Curly Maple decoration. Built-in speaker with Utah Unit. Price, $175.00

The Incomparable McMillan Five

A FINE 5-tube Tuned Radio Frequency Receiver—with specially made transformers and Vernier Dials. The McMillan Five means performance at a price below what you can get anywhere else. All models with built-in speakers have the famous Utah Unit.

McMillan No. 2
Console Type of genuine Mahogany. The greatest value in radio. Built-in speaker. Price, $71.00

McMillan No. 1
Table Cabinet in two-tone Mahogany. Price, $50.00
Also made in very beautiful Walnut, at $65.00

McMillan No. 3
Highboy Model. Two-tone Walnut of Colonial design. Built-in speaker. A big seller at $99.50
LITTLE DAVID PLAY ON YOUR HARP

THE LATEST ISSUE OF ANNOUNCER

The latest issue of the Stewart-Warner Announcer, which has just been distributed to the trade, contains a wealth of material of great interest to the dealer. Among the contents included in details of a new window display competition this Fall, a description of the fine points of the new one-dial Stewart-Warner radio sets, an interesting article on the use of color in window displays by W. L. Steinsgaard, manager of the window display division, and many other features.

Fine Issue of Announcer

An Exclusive Franchise

With Four Hour Delivery Service

Will Be Granted to Reliable Radio Dealer in

To Handle High-Grade

Nationally Advertised Radio Products

This is an opportunity to join the great business of a dynamic

imported line of radio equipment that has been

insisted upon by distributors nationwide. A powerful

dealer in your territory will be chosen from those who

submit best proofs of financial strength, territory

and radio experience. Write today. Address:

TULLY, LIBERTY, SHEFFIELD BROOKS, SAINT ALBANS, CT.

P. O. BOX 545, NEW HAVEN, CONN.

New England Mills Co.

Wholesale Distributors of High-Grade Nationally

Advertised Radio Products

Get 51-0 221 Washington Blvd., Chicago, Ill.

Distinctive Publicity for Columbia Race Recordings

Records for the Race Given Same Widespread

Publicity as Any Catalytic—

Striking Example of Race Newspaper Ad

The Columbia Phonograph Co., New York, has been the subject of high praise throughout the industry and trade for the manner in which it is keeping the public informed of the merits of the phonograph and new recordings through a series of full-page newspaper advertisements and advertisements in national magazines. These presentations in the leading advertising mediums have been devoted to the new Columbia line of Viva-phonot slug and the New Process

COLUMBIA

PROCESS Record

THE RECORDS WITHOUT SCRATCH

Columbia: Quality Media

Columbia recordings of Masterworks recordings and the latest in popular dance and vocal music. The Columbia Co., however, is not content with putting these products before the public. The foreign language ads for the new personnel feature many of the station which has become very popular in the Ohio Valley and surrounding territory.
HARMO-SONIC is not merely a name—it is an amplification principle that opens a whole new field of radio enjoyment. It is a revelation in sound reproduction—rich, clear, full tones—high notes and low notes—so real, so natural, as if the broadcaster were in the same room with you. It is the latest triumph of Amplex engineers, backed by scientific production methods which have brought the price down to an amazingly low level.

* A type of amplification that synchronizes the overt tones and the middle tones as well as the rich, sonorous beauty of the basso profundo.

HARMO-SONIC

6 Tubes—2 Dials
Shielded Chassis

NOW AVAILABLE
You can now install the Amplex Harmo-Sonic Chassis in any Console Cabinet. The same highly efficient Chassis as found in the table models, but especially SHIELDED
Constructed for quick and easy mounting. Panel size 7 x 10".
Made in two models:
Plain
$35.50 list
Vernier
$42.50 list

Model No. 49 . . $49.50
Model No. 49 the biggest and fastest seller. The Amplex Harmo-Sonic Chassis with vernier dials and in an attractive sloping front, ornamented, walnut finish cabinet. Sturdily and "tool proofly" designed.

Model No. 39 . . $39.50
Model No. 39 the efficient Harmo-Sonic six-tube, two-dial control Chassis in a sloping front cabinet. Easy to tune yet giving such tone quality, selectivity and DX that can only be secured with the most expensive radio receivers.

Some exclusive territories still open—write.

AMPLEX INSTRUMENT LABORATORIES
88 West Broadway
Dept. W-10
New York City

This invention relates to mechanical coupling devices, and more particularly relates to a driving device for acoustic vibrating systems such as telephone transmitters, receivers, phonograph reproducers and the like. An object of this invention is to provide a non-rigid elastic and non-coupling fastening arrangement between a driving member and a driven member whereby the moving system will transmit mechanical vibra-
tory effectiveness without undesirable resonance effects. A further object is to provide an improved mounting for phonograph reproducers and the like.

Figure 1 represents this invention embodied in a telephone transmitter. Fig. 2 is a modification of this invention in which the foil sheets are disc shaped. Fig. 3 is a modification in which the foil packing comprises annular rings having openings of different sizes. Fig. 4 is a modification in which the pack is composed of discs of varying diameters. Fig. 5 discloses a form of this invention in which solid discs alternate with annular rings to form the packing arrangement. Figs. 6 and 7 represent this invention as adapted to piezo-electric crystals. Figs. 8 and 9 show an alternative arrangement for employing this invention with piezo-electric crystals. Figs. 10 and 11 illustrate this invention in a phonograph reproducer. Fig. 12 illustrates a push-pull phonograph reproducer employing this invention.


This invention relates to a loud speaker horn for radio telephones or for phonograph repro-
ducers, and an object of the invention is to pro-
duce a very effective horn without unduly in-
creasing its size.

Another object of the invention is to so ar-
range the horn as to make use of the sonorous qualities of the wood of which both sides of the initial part of the horn is made to improve the effect of the tones produced.

Another object of the invention is to provide a casing for the horn which will have an improved appearance over many such casings, and to provide the space within which the radio apparatus may be installed, or inside of which the driving mechanism of the phonograph may be installed if the horn is used on a phonograph.

Another object of the invention is to provide means whereby the entire area of the bottom of the case may be used to improve the tone effect of the sounds passed therethrough, and since the inner and the outer bases are both made of thin wood, they act as extensive sound- ing boards to prevent the common metallic sounds of such apparatus.

Another object is to provide means whereby the power of the horn may be regulated, holes with an adjustable damper being used to vary the tone effects.

Still another object is to provide a wooden tongue in the sound box of the horn which will be connected to the diaphragm or to the phonograph reproducer box diaphragm to damp the vibrations and thereby reduce the metallic sounds produced.

Another object is to provide a casing for the apparatus which can be easily removed when necessary to examine the apparatus mounted on the base. Figure 1 is front elevation of apparatus with portions shown in section for purposes of illustration. Fig. 2 is a top view of the complete apparatus.


The present invention has reference to a mounting for the stylus bar of the sound box for phonographs or similar talking machines. An object is to produce a stylus bar from a single piece of suitable metal connected to the diaphragm of the sound box of a talking machine in such manner as to prevent rattling or pressure on the diaphragm either upon down or sideways.

Figure 1 is a view showing the improvement applied. Fig. 2 is a sectional view showing the construction of the stylus bar. Fig. 3 is a sectional view approximately of the line 3—3 of Fig. 1. Fig. 4 is a perspective view of the stylus bar.


This invention relates in general to phono-
cabinets, and more particularly to the

projection and amplification of sound repro-
duced therein, one object of the invention be-
ing to provide an improved construction for projecting the sound upwardly and outwardly above the motor and tone arm supporting board or partition of the cabinet, and improve the projecting and amplifying of the sound and the quality of the talker.

Another object of the invention is to provide a cabinet having a horn-like recess above the motor supporting partition, a portion of the walls of said recess being formed by said motor supporting partition and the remainder of said walls being formed by a structure having a con-
figuration similar to a half horn formed by dividing a horn on its base to form a cutout or forming a continuation of said motor board, means being provided for admitting the sound from the tone arm of the instrument into the inner end of said recess, whereby the said horn-like recess amplifies and projects the sound outwardly above said motor board.

Figure 1 is a fragmentary vertical sectional view through the upper portion of a phono-
cabinet constructed in accordance with the invention showing the cover in closed posi-
tion. Fig. 2 is a similar view showing the cover in open position for access to the reproducing mechanism, and for projecting and amplifying the sound. Fig. 3 is a horizontal sectional view taken on the line 3—3 of Fig. 2. Fig. 4 is a front elevation on a reduced scale of the invention shown in Fig. 1—3 showing the cover in a closed position, as shown in Fig. 1. Fig. 5 is a view similar to Fig. 4 showing the cover in an open position, as shown in Fig. 6. Fig. 6 is a view similar to Fig. 1 showing a modified form of the invention in which the sound is pro-
jected both above and below the motor board, the horn portion as shown in Fig. 7 being provided with relation to the cabinet and an additional movable cover similar to that shown in Fig. 1 being utilized for enclosing the reproducing mechanism. Fig. 7 is an elevation on a reduced scale of the invention shown in Fig. 6 with the cover in an open position. Fig. 8 is a view similar to Fig. 6 showing a modified con-
struction of the horn beneath the motor board. Fig. 9 is a transverse sectional view taken on the line 9—9 of Fig. 8. Fig. 10 is a view similar to Fig. 2 showing another modified form of the invention. Fig. 11 is a sectional view showing the construction shown in Fig. 10.

Unique Stationary

Putting novelty into the stationery of a retail establishment oftentimes has the effect of impressing the store and its products on the mind of the recipient of a letter or some other form of mail matter. Mars & Mars, Sacramento, Cal., phonograph record dealers, recently issued a unique letterhead in which the entire left side of the page was given over to "A Modern Dictionary of Some Musical Terms." Twenty-eight humorous definitions are given, a few of which are: Sharp,—One who writes music that sells; Double Sharp,—The publisher's brand on the

music written by sharp; Largo,—Slow motion of a musician on the way to pay a bill; Presto,—Lively gait of some musician en route to collect money.

A Winning Sales Plan

A talking machine dealer in the Middle West who entered the field a little more than a year ago has outstripped in sales volume many of his competitors who have been in business for years. This dealer will be one of the oldest on earth, determined to make his establishment the music center of the section of the city in which he was located. He encouraged the young people to patronize his store, and when artists visited the city he made it a point to be on the committee of welcome and he had visiting artists play in his store.
Richard T. Davis Introduces—
Mastro-Ortholian

Movable Master Control with Power Reproducer

The Mastro-Ortholian has been pronounced "the only really new development in this year's radio." Remote or Master Control gives the greatest utility of any system yet devised because the small control cabinet can be placed at your finger tips—alongside your favorite lounging place. No more jumping up to go over and tune your set.

The control cabinet contains only the radio frequency, station selector and volume control. The station selector is of the new localized drum type and there are two volume controls, one of which automatically controls the complete power supply. Perfect shielding—metal cabinet and complete separation from all audio. Power is received from Reproducer Cabinet through a small cable.

Power Unit Also Has Exclusive Features

The Mastro-Ortholian has a depth and fidelity of tone that is maintained at any stage of amplification. A double point cone is mounted in a specially designed resonance chamber which gives a superior reproduction of speech. Separating the audio and radio amplification in two cabinets eliminates any chance of howls from audio feed-back.

The Reproducer Cabinet contains all audio and power amplification (using tube CX-310) with special reproducer and power supply operating on 110 volt, 60 cycle A. C., also trickle charger and space for storage battery. List price Mastro-Ortholian (two units) less tubes and storage A-battery, $345.00.

New—Vogue Speakers

Modernize any Receiving Set


Model 30—ORTHOLIAN REPRODUCER—the same cabinet described in connection with the Mastro-Ortholian—contains new specially designed wood horn having tonal travel of over seven feet. Employs principle of metallic kick-off, essential to clear enunciation. Tonal reflex adds beauty and depth to base notes. List price $55.00.

Model 32—LIGHT CIRCUIT POWER REPRODUCER—described in connection with Mastro-Ortholian, which can be used on any set, List price (less tubes) $175.00.

Write for Dealer Proposition

RICHARD T. DAVIS
INCORPORATED
MANUFACTURERS OF
Vogue Radio Products
Davis Building, 5252 Broadway, Chicago, U. S. A.
Buffalo Victor Dealers
Have Interesting Meeting

More Than 200 Dealers Gather at Meeting and
Banquet Held Under Auspices of Buffalo

BUFFALO, N. Y., October 6.—More than two hun-
dred Victor dealers attended a very interesting
and successful meeting and banquet held on
September 30 at the Hotel Statler in this city,
under the auspices of the two Victor jobbers in
Buffalo, Curtis N. Andrews and the Buffalo
Talking Machine Co. In addition to Victor deal-
ers there were also present at the meeting fac-
tory representatives of the Victor Talking Ma-
chine Co., with Roy A. Forbes, manager of sales
and merchandise for the Victor Co., as the prin-
cipal speaker.

The toastmasters at the dinner were O. L.
Neal, president of the Buffalo Talking Machine
Co., and Curtis N. Andrews, whose introduc-
tion of the various speakers gave the dealers an
adequate idea of the purpose and aims of this
interesting meeting. The new Tuscany Elec-
tro, the latest product of the Victor Talking
Machine Co., was demonstrated at the dinner
and was the subject of enthusiastic applause.
In presenting Mr. Forbes to the dealers, Mr.
Andrews paid a deserved tribute to the present
status of Victor activities, stating that every
factor of the Victor industry was looking for-
ward to permanent prosperity. He also related
briefly some of Mr. Forbes’ past activities in the
Victor industry, pointing out that his many
years’ association with the retail sale of Victor
merchandise had qualified him admirably to dis-
cuss dealer problems effectively.

Mr. Forbes in his address gave the dealers an
intimate idea of the aims and desires of the Vic-
tor Co., so far as dealer co-operation was con-
cerned, and he also pointed out that the four
fundamentals for the successful merchandising
of Victor products are open-mindedness and
study, clean stocks, quality, and sustained effort.
Using these four fundamentals as the basis for
his talk, Mr. Forbes offered an inspiring and
most interesting address which was received with
keen appreciation by the dealers.

Among the other speakers on the program
were the two Victor jobbers in Buffalo, R. S.
Cron, Victor district sales manager in the New
York division, and W. D. Andrews, well-known
Victor jobber in Syracuse, who was an invited
guest at the meeting.

Announce Vita-Phonic Brass
Tone Arm and Reproducer

Joseph E. Rudell Places New Products on Mar-
ket—Both Tone Arm and Reproducer Are Being Sold Direct to Dealer

The Rudell Vita-Phonic brass tone arm and the
Vita-Phonic reproducer are two new prod-
ucts which have just been introduced to the
trade by Joseph E. Rudell, New York. They
are not being sold through jobbers, but direct
to the dealer, and Mr. Rudell states that both
new products are enjoying a splendid volume
of sales.

The Rudell Vita-Phonic tone arm is made of
brass, with a continual taper from the repro-
ducer to the base, similar to that of band
instruments. This outstanding feature provides
perfect sound waves from the reproducer to the
amplifier. The base is constructed to give
the tone arm a ball-bearing action, thus elimi-
nating unnecessary friction. The finish of the
base is in ebony black.

The Vita-Phonic reproducer is equipped with
a highly sensitive diaphragm, which is said to
give faithful reproduction to all high and low
notes in the phonograph record. Mr. Rudell
states that surface noise is reduced to a mini-
um, the large diaphragm permitting longer
vibration, which produces lifelike tone.

R. K. Smith Visited Gotham

R. K. Smith, radio sales manager of the Kel-
logg Switchboard & Supply Co., Chicago, III.,
was a recent visitor to New York, making his
headquarters at the offices of the Babey-Oliver
Co., Eastern representatives for Kellogg prod-
ucts. Mr. Smith was on his way to Chicago
after a very successful trip which included a
visit to the Pacific Coast, where he appointed
the well-known house of Sherman, Clay & Co. as
a Kellogg dealer. He also called on the trade
at Philadelphia, Indianapolis, Kansas City and
Boston, returning to Chicago in time for the
opening of the Radio Show at that city.

In a chat with The World, Mr. Smith stated
that business conditions throughout the country
were excellent, the majority of the dealers re-
porting an increase of approximately 50 per
cent in their radio sales as compared with last
year. He found the new Kellogg sets enjoying
marked popularity wherever he visited.

A Correction!

In the advertisement of the Utah Radio Prod-
ucts Co. in The World of September, the height
of the new Utah “Cone” speaker was given as
12½ inches. This should have read 17½ inches.
In passing it might be noted that this “Cone” speaker, which is the latest addition to the Utah
trade and orders have been pouring into the fac-
tory in a most satisfactory fashion. Other Utah
speakers include the “Book” model, the
“Standard,” the “Junior,” “Superflex” the
“Supreme” and the Utah “Phonopeaker.” The
line has won the wide-spread approval of deal-
ers and public, the many distinctive features of
the products being responsible for their popu-
lariry.
Attractive Window Displays of Sheet Music Have Proven Their High Value

A Well-arranged Window Not Only Serves to Attract the Attention of the Public to the New Publication but Can Be Developed to Encourage Self-service Within the Store

In recent years the sheet music industry has been fortunate in having a number of window display contests for retailers. Aside from the prizes for the winners there is considerable value in the interest that is aroused in the value of such displays which demonstrate the importance of the store front.

Publishers and others appropriate funds for window contests because they realize the value of such displays. Naturally it is not advisable to have such contests too often for some of the interest would thus be dissipated. The window, however, and all other store-front space are valuable and important in the weeks when there are no contests. One of the big features of the contest is the educational value connected with these special showings.

A demonstration of the value of the window has been given in recent years by many new modern designs for retail store fronts. The trend is to enlarge the window space and arrange the whole store front so that not only does the window attract passers-by through the space that is flush with the street, but also through tricky entrances which give much window space in what would ordinarily be the foyer.

In the large business centers there is no question about the value of frontage. Therefore, to design the front of the store in a manner that gives window space to an elongated entrance proves that the modern architect and progressive dealer considers the advertising value of such entrances in expensive locations as an investment which furthers the interest of the shop and lures a greater number of people to the counters.

Relative to the manner of arranging store fronts is the planning of the interior scheme. The store fronts are valuable in luring prospective purchasers, but the arrangement of stock and counters certainly is just as important. After a prospective customer is lured into the store, many sales are closed through the attractive manner in which the goods are offered.

It is true that all material in the stock of a sheet music store does not lend itself readily to display purposes and it is the devising of methods for showing such goods that marks the difference between a progressive and a non-productive dealer. Popular sheet music does lend itself for display purposes. So do music books of all kinds. It is the standard material, teaching pieces and music issued for particular groups that are more difficult to show in the attractive manner.

Some of the more modern stores have available for the perusal of persons interested in particular type of offerings a grouping of such material in binders. Thus the customer is able to inspect the material in a leisurely manner and to some extent be a self-salesman.

Any method that can be designed to encourage customers to serve themselves adds considerably to the yearly volume of sales. Such activities do not, of course, dispense with the need for specialized salesmen. A stock of standard sheet music particularly covers so many phases and is produced to meet such varied tastes that it is hardly possible with such a voluminous amount of goods to simplify selling methods. But making as much of the material as possible readily available and encouraging self-service is advantageous and doubtless adds to volume. As a matter of fact, the simplification of such sales gives the sales staff so much more time to take care of the more difficult clients.

The publishing public is attracted to stores which serve them with the greatest ease and in the least time, so as much material as will lend itself to direct sales methods should be arranged accordingly. Probably the most successful direct merchandisers of modern times are the syndicate stores. Here practically every customer waits upon himself. The sales girl only wraps up the goods and rings the register. Everything is displayed on open counters so it can be picked up, handled and selected by the customer. All sheet music stocks, of course, cannot be handled in this manner, but some of them can, and that portion should be arranged in a similar manner to aid sales.

Popular Music Business on Upward Trend According to the Jobbers

September Sales Proving Greatly in Excess of Those of Corresponding Month of 1925—Situation Creates Optimism Regarding Fall Possibilities

Popular publishers, like other producers of goods, are naturally enthusiastic over the sales possibilities of their products. They must be optimists because they are dealing in goods of uncertain quantities, for there is no way for them to tell, other than through public response, just how large a sale particular offerings will have.

The jobber of popular music is, because of his position, the best judge of the sales situation as it affects the entire industry. While none of the larger publishers is given to exaggeration it is quite possible during specific periods that one specific house would be operating along more successful lines than would some of its contemporaries.

To have, then, every jobber in the industry state that the September sales of this year are far exceeding the sales of 1925 is good evidence that there is distinct revival in sales of popular music. This renewed activity in sales was felt in the late summer months and, continuing over into the early Fall with a normal season ahead, is a most encouraging situation.

This renewed activity is reflected in the plans of Fall campaigns. The arrangements for Fall campaigns are generally under way and these are marked by a feeling of assurance in the months to come. Practically all of the publishers announce the addition of Fall releases to their catalogs and in every instance these are accompanied by plans to further the exploitation of these selected offerings. There is much other evidence of the return of unusual interest in popular music. The manufacturers of popular records all announce substantial increases in sales. One chain of syndicate stores increased its popular record sales during the month of August 40 per cent over the previous month. This is a huge increase and represents something other than a mere sales spur. The increase is so large that with the usual allowance for sale fluctuations the gain will still be tremendous.

The Edward B. Marks Music Co. announces that William Wiemann, formerly associated with the theatrical field, has joined its organization.
Many Interesting Publications in Feist Catalog for Fall Promotion

Comedy Songs, Ballads and Production Numbers All Represented in the Catalog Developed by That Prominent Publishing House for Coming Activities

Leo Feist, Inc., has just issued a comedy song by Gus Kahn and Ted Fioritto called "My Girl Has Eye Trouble." This number was recently tried out in vaudeville and the response was so enthusiastic that the professional department of the Feist organization immediately arranged a campaign to further its interests.

Other Feist numbers that are being used in opening up the Fall campaign for that house include "Just a Bird's-eye View" (Of My Old Kentucky Home), another number by Gus Kahn and music by Walter Donaldson. This is the type of song that has achieved fame for Donaldson and it bears all the earmarks of duplicating the popularity of some of his earlier successes. Donaldson is also responsible for "It Made You Happy When You Made Me Cry." In this case the composer has contributed both the words and music.

A dramatic waltz ballad called "I've Lost All My Love For You" is also among the early Fall offerings. This number is by Lewis and Young, Harry Akit and Al Pluntadoái, all sure-fire writers. Lewis and Young, together with Mark Wayner, are also responsible for "In a Little Spanish Town" (On a Night Like This). A popular standard ballad by John Golden and Raymond Hubbell called "Your Heart Looks So Fine, Mine" also is in the Feist new list. This song will not only be heard in vaudeville, but from present plans it will be heard frequently as an encore number in concert programs.

Two other numbers are on the Feist schedule for exploitation. One is a new mother song of original type entitled "Calling Me Home" and the other is entitled "Beside a Garden Wall," a melodious fox-trot song.

The above activities on new issues in the Feist catalog, following the close of the Summer season by that house which established a new record in sales, assures unusual activity to the professional and sales department of the organization.

It might be pointed out also that besides having one of the feature songs, "Adorable," in this season's "Vanities," and with the musical show "Castles in the Air" playing both New York and Chicago, and several productions on the road for which Feist published the music, the company's activities are to be added to through the early opening on Broadway of several other musical comedies which give every promise of scoring a success.

Musical Comedies Again Coming Into Their Own

Announcements of Four New Productions Indicate a Revival of Interest in Operettas and Better Classes of Musical Shows

A critic in one of the New York Sunday papers recently remarked that of the opening of the new Fall productions the musical shows were of a better standard than the dramatic productions. Viewing the musical successes of last year and those already open and scheduled for early presentation, it can be readily seen that there is a new era for the musical comedy in America. It is true that some of these are of the operetta type with foreign background, but modernized sufficiently to meet American tastes.

There is some sign of the passing of the musical revues which were in a measure only glorified vaudeville and elaborate girl shows. This is not to say that there is no further room for this type of offering. There are several productions in this category that are American institutions and doubtless these can be continued but hardly with many profitable additions to the ranks.

The success of the operetta type of show brings back to the musical comedy two distinct values. First, a libretto which leaves something that can be remembered and, secondly, some outstanding vocal gems. The first has an educational value, appeals to the mentality and makes for an evening well spent, or at least not a total loss, and the second would indicate that we have reached a period of higher musical taste, the public demanding something more than a current topical song as its musical food.

As far as the music publisher is concerned and the trade in general the new type of musical comedy brings the larger returns. The songs last much longer, making possible wider interest and larger gross sales. The productions themselves have a longer life, as witness the continuance of "Blossom Time," which has been a huge money-maker for all concerned. This show really was the cause of the renewed interest in the operetta, as its unusual success aroused the interest of other producers and justified investments in this type of offering.

Weymann Features "Dawn" in Special Window Display

Philadelphia Concern Makes an Effective Tie-up With Presentation of Successful Pallina Number by Benjamin Franklin Orchestra

Philadelphia, Pa., October 4—H. A. Weymann & Son, Inc., of this city, recently featured "Dawn" in a special window display, and tied up with the presentation of the num-

IF MY BABY COOKS AS GOOD AS SHE LOOKS

(‘Til I Be Hungry All the Time)

AND THE TUNE IS EVEN BETTER THAN THE TITLE

EDW. B. MARKS MUSIC CO., 223 W. 46th St., New York
Constant Supplies of Fresh Music Will Help Keep Instruments in Use

The Part That the Sheet Music Dealer Can Play in Supplying Professional and Amateur Musicians With the Necessary Music and Keeping Their Interest as Musicians Alive

Late reports from the Middle West, where orchestras have been on strike in the photoplay and other theatres, show that despite the fact that the exhibitors and other theatre owners lowered their admission prices, a large part of their clientele refused to be lured into the theatres. This again demonstrates the part that music plays in conjunction with the showing of motion pictures.

An Eastern daily paper, recognizing this power of music to fill theatres, has announced to its readers a questionnaire through which it is hoped to get a cross-section view of how much credit is given to the musical features by the average photoplay enthusiast.

Some years ago several prominent motion picture exhibitors admitted that music was 40 per cent of the attraction. Inasmuch as at the time this statement was made there was a dispute between a music publishers’ organization and an exhibitors’ association the figures certainly could not be considered an overestimation of the value of music.

S. L. Rothafel, known as “Roxy” and who is building a $7,000,000 theatre in New York, said to be the largest such playhouse in the world, has in his tentatively arranged programs made music about 80 per cent of the attraction. As Roxy is considered a genius and is noted for not going very far wrong, his figures bear unusual weight.

Music plays a far larger part in the life of the country than the average person admits. We are prone to think of the United States as a nation that if not unmusical is only going through its primary period of education in this direction. On the other hand, there are figures to show that we have advanced much further than is generally acknowledged. Some time ago it was estimated by an authority in the “Musical Observer” that over 30,000,000 people in the United States played musical instruments. That means that over 25 per cent of the entire population are some sort of musicians. These figures are based upon the amount of musical instruments that have been sold through legitimate music dealers and cannot be described as an overestimation.

Now the majority of musical instruments must have music in order for the owner to get the most good out of such property. If the music dealer can sell millions of instruments to musicians and the musically inclined, he is the one that is most fitted to keep up the interest and arouse the enthusiasm in a continuation of the instrument’s use. This can best be accomplished by selling that the instrument owner has new music.

All too many instruments have been sold in recent years without any record being kept of the purchaser’s name and address. Some of this failure to keep such records has been due to carelessness on the part of the sales force. Another weakness has been the fact that many instruments were sold through dealers who had sheet music department, therefore were not always particularly interested in how much enthusiasm was shown later for the cause of music by purchasers.

All dealers handling educational material should find a list of the owners of musical instruments most valuable in creating sales for musical publications. As a co-operative move these dealers who do not handle music publications of any type should compile a record of the owners of such instruments and see that the same is placed in the hands of a retailer who is able to serve such owners with further wants in sheet music, books, etc.

This has an important bearing on the future interest in music by present-day purchasers of instruments. Many sales are made to the young and it is only by having a record of such purchasers and seeing that the interest in the instruments is kept at a healthy pitch that the market for future musical instrument sales can be enhanced.

When it is said that there are over thirty million owners of musical instruments in the United States that does not necessarily mean that there is a continuation of interest in the instruments purchased. It might be well to take a census of these sales and see what became of the instruments or just how much present-day interest is shown in music by past purchasers. Having three million owners of musical instruments and thirty million people playing such instruments are, of course, two different propositions. It will probably be found that too large a percentage of this great total of musical instruments is lying idle. Here, however, is a large market for much sheet music, books and educational material, but is a fertile field also for the sale of other musical instruments after owners have thoroughly mastered their past purchases.

Such sales certainly denoted a first interest in music and having that early interest it is up to the industry itself, through its manufacturers, publishers, distributors and retailers, to find a means of arousing secondary and continued interest.

The Xint Music Publishing Co., formerly of Hinsdale, Mass., has opened a professional office in the Columbia Theatre Building, New York City. The company is introducing through vaudeville performers two songs, “Sweetest Girl” and “Love Me As I Love You.”
FORSTER EDITION

An Edition Designed to Satisfy the Average Music Demand

CONSISTS OF

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Most Liberal Terms Ever Offered to Dealers

WRITE US

New Feist Song by
Gus Kahn and Joe Burke

"While the Years Go Drifting By" Likely to Be Hit Number—Publisher Enthusiastic Over Its Retail Sales Possibilities

The new Feist song, "While the Years Go Drifting By," is an offering by Gus Kahn and Joe Burke. These two writers have been responsible for many hit songs of the past, and Gus Kahn is more recently remembered for his American lyrics to the European success, "Barcelona."

It is said that Leo Feist, Inc., had this song for the past several months but was awaiting the opening of the Fall season before presenting it. The professional department of the Feist organization is enthusiastic over the possibilities of this new contribution and, considering the fact that the personnel believes sincerely in the Feist slogan, "You can't go wrong with any Feist song," the extra emphasis they place upon "While the Years Go Drifting By" should add to the immediate interest on the part of the dealer.

The song is said to be an unusual combination of lyric and melody. It is most easy to play and a type that should be welcome in every home.

Milton Weil Music Co.
Increases Capitalization

The Milton Weil Music Co., Inc., the popular Chicago publishing house, recently increased its capitalization from $25,000 to $50,000. The company plans to extend its activities and the enlargement of its capital stock is to care for expansion.

This company has had unusual success during recent years and at present is exploiting several popular numbers which are having a wide sale. These include "Looking at the World Through Rose Colored Glasses," "Stars" (Are the Windows of Heaven), "Talking to the Moon," "I'd Love To Call You My Sweetheart," "Sorry and Blue" and others.

Irving Berlin, Inc., Has Large Catalog for Season

"How Many Times" Proving Particularly Successful, but Several Other Numbers Are Setting Interesting Popularity Records

Irving Berlin's fox-trot, "How Many Times," is one of the most popular numbers of the season, in both song and dance form, and its sales have been steadily increasing. Despite the fact that "How Many Times" is only one of the many numbers in the Irving Berlin, Inc., catalog that are helping sales, it would appear from present indications to be one of this company's outstanding numbers this Fall.

Other popular numbers in the Berlin catalog which are having unusual activity are "When the Red, Red Robin Comes Bob, Bob, Bobbin' Along," "Trudy," "Tonight's My Night With Baby," "And Then I Forgot," "Old-fashioned Sail" and "Pretty Cinderella."

"Neapolitan Nights" Is Featured by Clark

Los Angeles Hotel Biltmore Orchestra Gives Special Interpretation to Popular Number

California has long been noted for its popular dance orchestras. Many of these have achieved national fame and not a few of them have arrived at such importance as to be given long contracts for public appearances in Chicago, New York and elsewhere. A mention of those orchestras which were original California combinations but which later were among the outstanding orchestras of the country would include many of the familiar names.

At present in Los Angeles Don Clark and His Los Angeles Hotel Biltmore Orchestra is among the most popular on the Coast. The name of this combination is already familiar to the East and doubtless later will make appearances in the East and Middle West while on a tour.

One of the numbers the Don Clark Orchestra featured last week in the Hotel Biltmore ballroom is the waltz, "Neapolitan Nights." It gives a special interpretation to this number which has done much to add to the success of "Neapolitan Nights" in Los Angeles.

New Publishing House

The State of New York has granted a certificate of incorporation to the Lewis Music Publishing Co. The incorporators are B. Roth-enberg and L. Van Pelt.

Golden and Hubbell
Write Waltz Ballad

Well-known Theatrical Producer Co-author of "Your Heart Looked Into Mine."—Number Is Published by Leo Feist, Inc.

John Golden, who in recent years has made over a million dollars in the theatrical field as producer of "Lightning." "Seventh Heaven" and other dramas, was formerly a most successful writer of songs. In his earlier days he understood the public's taste in popular music and was able to write some unusual commercial successes. With this background and considering the fact that he no longer needs to make his livelihood through music, it can be taken for granted after leaving off song writing endeavors for so long a period that anything that he would produce would be through inspiration.

John Golden has returned, at least temporarily, to the writing field, as the firm of Leo Feist, Inc., announces a waltz ballad called "Your Heart Looked Into Mine," lyric by John Golden and music by Raymond Hubbell.

Past history must be delved into once more, for his collaborator in this instance, while long a director of the Hippodrome Orchestra, New York City, has not written any songs in recent years. He will be remembered, however, over a decade ago as the writer of some musical shows and his name is indelibly marked in songdom as the composer of the famous "Poor Butterfly."

The Feist staff believe "Your Heart Looked Into Mine" is a high-class ballad, which will have a wide popular appeal. Both lyrically and musically it will command attention and every one in the trade will doubtless eagerly wait to see the results attained by these writers in catering to modern taste.

Frank Damrosch, director of the Institute of Musical Art, and Mrs. Damrosch returned recently from their annual visit to Europe on the Hamburg-American liner "Deutschland." Mr. Damrosch said conditions in European musical circles had improved since his previous visit.

TUNES YOU'LL ENJOY

Sordini Mine
For You For Me
For You For Me
Senorita Mine
For You For Me

For You For Me

Tunes You'll Enjoy

CHARLESTON HOUND

Come On, Come On, Come On

What About Now

How Could I Be Blue

What About Now

How Could I Be Blue

35 variety s.

CHARLESTON HOUND

Come On, Come On, Come On

What About Now

How Could I Be Blue
General Distributor Gaining in Importance in the Standard Field

His Services of Particular Value to the Buyer of Publishers Much Detail Work—Ability to Buy From One Source Appreciated.

Music jobbers who up to recent years only carried the most needed publications of the standard type for distribution to dealers are developing this division of their business on a more elaborate scale. The plan is to be able to serve the dealer more efficiently and in cases wherever possible pick up what are termed in the trade “shorts” for quick delivery.

One distributor has been able to enlarge his activities in this direction considerably and doubtless with profit, although in many instances the orders require more than the usual labor and are often small in size. Many of the standard publishing houses have encouraged the legitimate jobber to carry full stocks of their catalogs, though this service is not always advantageous to the large buyer of standard music, who particularly wishes to take advantage of special stock offers, etc, from the original publishing source.

In the popular end of the sheet music business the publisher appreciates even more the activities carried on by the distributor. With the exception of large buyers of popular music the jobber is able to serve the dealer much more quickly and efficiently than the publisher. Naturally, throughout the month the dealers’ orders of popular music are often small in size and the cost of keeping such accounts can be more advantageously passed on to the distributor, who is not only able to fill the small order for the individual publisher’s prints but is able to complete the order by including the numbers from all catalogs. Thus there is a saving in shipping cost, time in checking over the goods and in delivery.

Publishers in recent years, particularly those in the popular field, have often expressed the opinion that the dealer did not buy in sufficient quantities to care for the needs and the sales created in his community. This problem of buying goods as needed is not exclusive with the sheet music industry. In fact, all lines of manufacturing and distributing have recognized this situation as a post-war deflation period situation.

There has arisen a new school of thought among some of the manufacturers and other well-known bankers executives who deem this new method of buying as the most healthy one. They produce figures to show that the situation is working out to the advantage of the country and to all manufacturing and producing interests. If this is so, and there is considerable evidence to support this contention, the present method of buying by the merchant will likely remain a permanent feature of present-day business practices.

Such buying methods have been in effect in the popular sheet music industry for several years and there is very little likelihood of its changing in this particular channel unless distribution and sales methods change in other fields. This situation brings more and more into prominence the activities of the music distributor, who is generally located in large centers and who can in most instances make overnight deliveries. The jobber, therefore, from present indications will continue to enlarge his interests and add to his importance. He seems to be an ideal factor when considering present-day music distribution.

"Beside a Garden Wall” Wins Wide Popularity

New Feist Number Being Played Widely by Orchestras and Selling Well From Counters

"Beside a Garden Wall,” one of the newest issues of Leo Feist, Inc., looks like a surprise success. Recently Abe Lyman and His Orchestra playing in Chicago had to respond seven times when playing “Beside a Garden Wall” which would indicate that, besides orchestra leaders, the general public has shown a decided preference for this new offering.

The song has been demonstrated in some Eastern stores with the result that it has been a magnet for music counters. This, of course, is welcome news to every sheet music dealer, as songs that will lure folks to music counters mean not only sales of the particular number being demonstrated but invariably result in additional sales as well.

A New Forster Hit

During the last week in September Jesse Crawford, organist and Victor record artist, introduced “Within the Prison of My Dreams,” a ballad fox-trot, at the Chicago Theatre. The number was written by Mrs. Jesse Crawford, who is also a featured artist at the Chicago Theatre, and was published by the Forster Music Publishers, Inc., Chicago.

The Youngstown Music Co., of Youngstown, O., successor to the McMahon Piano Co., announces a sheet music department will be installed soon on the main floor of the store located in the downtown district. G. C. Lydickson is general manager of this handsome establishment.
Optimism Permeates British Industry
in Spite of Handicap of Coal Strike

Announcement by the Columbia Co. of its New Viva-tonal Phonograph Stimulates the Trade

London, England, October 3.—Despite the long-continued coal dispute and the consequent paralyzing of industry generally throughout the country, but which, however, shows signs of an early collapse, there is more than mere optimism in talking machine circles. Fresh impetus to the wonderful activities of the leading companies and indeed of the trade generally has certainly been given by the tremendous publicity obtained by the Columbia Co. for its new "Viva-tonal" instrument. Last month's record issues, too, held further examples of the great strides in recording art that the recording companies continue to make, and the influence for good on sales that the improving broadcasting programs afford is still being felt. Foreign markets are being increasingly exploited, as figures recently issued show. British musical instruments in general are finding their way in the overseas markets in rapidly increasing quantities, but the leading place in these figures is easily taken by gramophones and records. Not the least satisfactory of these figures are those relating to Germany which for years figured as the overwhelming opponent of the British music trade. Now she is buying British-made gramophones and records. Other Continental countries are also buyers, and in quite a number of cases—in spite of almost prohibitive import duties, the purchase of British-made gramophones and records is in excess of the actual local manufacture, a very satisfactory condition.

New Edison Bell Shares

Messrs. Edison Bell Ltd., which until a few months ago traded under the name of J. E. Hough, Ltd., and when with the change was made a public company, has just invited applications at par for the whole of the company's Preference capital comprising 150,000 seven and a half per cent Cumulative Preference shares of £1 each. The ordinary capital of £1,500,000 is already issued and it is stated that the directors have underwritten 25,000 of the Preference shares, of which they have taken 55,000 shares, which will be allotted in full. There are outstanding £40,000 first and £28,100 second debentures, but these are to be paid off out of the proceeds of the present issue, which will also provide additional working capital to enable the company to take full advantage of the increasing demand for its products,—the well-known Edison Bell "Winner," "Velvet Face," and other gramophone records, gramophones, "Edison Bell" specialties, radio instruments, etc. The prospectus shows total net assets amounting to £269,211, including the net proceeds of the present issue, but excluding good will, and after deducting the dividend of 10 per cent declared on the ordinary shares since June 30, 1926. Thus the amount of the Preference capital is covered nearly twice. Profits are certified to have increased from £16,922 in the year to June 30, 1922, to £40,520 in 1925-1926, the figures being arrived at after providing for depreciation, but before charging Government taxation, interest, etc. The prospectus also states that the average annual profit for the last five years is sufficient to cover the Preference dividend nearly two and a half times, while the profit for last year was more than three and a half times the amount of such dividend.

With the changes of personnel and management that have occurred recently and the well-maintained prestige of the firm during its long career, together with the boom for records that has been experienced these last two or three years and which shows no signs of diminishing, the additional new capital should enable the company to launch out on larger and even more ambitious schemes than it has done in the past.

The Columbia "Viva-tonal" in England

The much-talked of Columbia surprise that has engaged the interest of talking machine circles here for the last few months has at last materialized, and, as far as the general public is concerned, has created quite a sensation. The company secured for the launching of the new machine the utmost publicity, obtaining the attendance at a lunch in the Connaught Rooms on September 16 of nearly five hundred musicians and journalists. The result was reflected in the
next day or two in prominent editorial space being devoted to the new instrument in all the leading journals of the country. Sir George Croydon-Marks, C.B.E., J.P., the chairman of the company, occupied the chair, and was supported in his introduction of the new instrument by Sir Henry Wood and Sir Henry Coward, after which a public demonstration of the machine was given in conjunction with new Columbia electrical records. Comparison was afforded with Grafonola introduced to the trade in 1923 in the same luncheon chamber, and the improvement was marked over the 1923 machine as the improvement of that machine was over previous models.

The Duophone Unbreakable Records

Within a day or two of mailing this "letter" the first issue of the new Duophone Unbreakable records will be made. The list of artists to appear on the records has already been given and forms an imposing array. Supplies will be available early in October, and I understand that practically all the first year's supplies are already booked up. I have heard some of the first pressings and can say without hesitation that, if the subsequent issues are as good as these samples, the company should do an extremely fine business.

British Industries Fair

Despite the serious effects of the coal stoppage, applications for space in the London section of the British Industries Fair, to be held in February next from the 21st to March 4, are reaching the Department of Overseas Trade daily. I understand the total area applied for already amounts to over 90 per cent of the whole area occupied at the last fair. Among the Gramophone firms who have already booked space are: A. J. Balcombe, Ltd., G. A. Bryan, Ltd., The Cabinet Gramophone Co., The Crystallate Manufacturing Co., Ltd., The Garrard Engineering & Appointment Co., Ltd., The Golden Melody Co., L. E. Jaccard, The Johnson Talking Machine Co., Ltd., The Peter Pan Gramophone Co., Ltd., Portable Gramophone Co., Ltd., The Gramophone Co.'s Branches, The S. M. T. Gramophone Co., Ltd., J. Stead & Co., Ltd., The Vocalion Gramophone Co., Ltd.

Lectures in Gramophone Evidence

I have the importance of the gramophone in the music trade scheme of things is reflected in the syllabus recently issued for the 1926-7 session of The Music Trades School. Ethberto, the subjects taught have had mainly to do with the pianoforte, string and brass instruments. For this session is also arranged a gramophone department, and pupils taking the full time daily classes will take gramaphony as part of the curriculum. The syllabus covers: Principles of sound production and amplification, reproducers, motors and regulation of mechanism, adjustments, replacements and maintenance. For evening students there is a general course in applied acoustics, pneumatics and gramaphony divided as follows: 1. Principles of tone production, treated experimentally. 2. Function of the loudspeaker. 3. Graphic treatment of resonance, peaks, etc. 4. The pneumatic principles involved in the player-piano. 5. Commercial and general purpose wireless sets. A representative of the Columbia Graphophone Co. is to sit on an advisory committee of the school.

The Leipzig Fair

According to reports, the Autumn Leipzig Fair was poorly attended, and although still a pretentious exhibition, as far as the music industries are concerned, it is gradually assuming less importance. Although buyers from South America, Greece, Australia, China, Japan and the Baltic States placed occasional orders, the extent of business done was small. The report goes on to say that the gramophone and small goods sections of the industry were very thinly represented. A new gramophone, called the "Ultraphon," of which as yet I have been unable to obtain full details, was shown. It is in the shape of a tube, reminding one of a clumsily built iron stove, about a yard high, and built after the style of a gramophone, for use with ordinary gramophone records, but with two horns and two control needle-holders.

Brief Paragaphs of Interest

Scotland is holding its second Music Week as this issue of The World goes to press. The leading Gramophone companies are taking a big share in the activities. Both the Columbia and His Master's Voice companies are giving lectures and gramophone recitals all over the country, and the Gramophone Co. has issued a special "Music Week" record, retailing at 6d. Messrs Perphone Ltd., of City Road, this city, announce a new cabinet gramophone, the "Perphone," with distinctive-Peronophone," and features, and the trade awaits its actual appearance with keen interest, for H. J. Cullum, the managing director, is one of the keenest as well as one of the most experienced gramophiles in the country, and has done a tremendous business with his well-known "Pixie Grippa," and "Grippa" models.

Louis Sterling, managing director of Columbia Gramophone Co., has written an editorial, the editor of a prominent music trade paper here, to be distributed as price lists for the best window displays of gramophone goods representing a general class of paper during the next months. The competition will start in November and no restriction is placed on the display of any line of goods. Retailers can dress their own windows in their own fashion.


Regarding reports via Germany, the Austrian market for musical instruments is in a parlous condition, however, there is a strong demand for gramophones and records. The home production cannot satisfy the demand and orders are going mostly to Germany, Czechoslovakia and England despite heavier import duties.

The position of Gramophone shares on the market as I write is as follows: Columbia Graphophone Co., 10s shares, 54s 6d., Gramophone Co., £1 shares @ 65s, the Vocalion Graphophone Co., 5s shares, 6s 8d.

The "Gramaphone" is the name given to a new style of gramophone recently put on the market by the True-Note Gramophone Manufacturing Co., of 7, New Compton street, London. It is a combination of table and instrument, made in three styles of dining tables, Queen Anne, Rectangular and Jacobean, four feet by three feet one inch, and which unfold as the book is out of the way, revealing a Phonos attachment (of which I wrote in a recent issue).

Probably the most notable record issued during the month was the third Master Voice recording of Marcel Dupre, the world-famous French organist, playing on the Queen's Hall organ Cesar Franck's "Pierce Heroique." It is certainly a remarkable organ record.

Quick Thinking Often Closes a Difficult Sale

It often takes quick thinking to make a sale, hold a sale, or keep the customer satisfied, and at times logic does not combine with a quick imagination in framing the answer that brings the desired results. Radio salesmen have what may be called a stock series of answers for those who want to know why salesmen do not bring in distant stations regularly, but the prize would seem to go to a snappy youth at the Radio Show. A determined-looking young man, the booth of a prominent manu- facturing company and explained that she had owned one of that particular make of receivers for something over a year, had succeeded in bringing in Los Angeles in very clearly some months ago, but had been unable to duplicate the performance. Her idea was that the company should make good by exchanging her old set for a newer model. "Did Los Angeles come in loudly?" inquired the salesman. Her response was affirmative. "Did you increase the volume after picking up the station?" queried the salesman. "Oh, yes," said the customer, and it came in as loudly as WEAR." "That's your trouble right there," replied the salesman. "You strafled the set by making it too loud on the distant station. After it has rested a year you should be able to get Los Angeles in very clearly," he explained. "You should not to make it too loud or your set will be ruined." The woman expressed her sincere thanks for the information and passed on just in time to prevent salesmen and dealers in the booth from passing out from laughter.

**POINTS ABOUT SPRINGS (12)**

(We have been asked to give our opinion on the "knocking" that often happens in the spring-barrel whilst a motor is running. In our opinion this is caused by the small margin of space allowed for the spring to swing freely. The "knocking" often disappears when a smaller spring is fitted, and it is absent in the case of motors not fitted with a barrel. To overcome this trouble, it is a good plan to force a liberal amount of good grease between the coils and also smear the bottom of the barrel liberally before fitting. We should, however, like other opinions, and we cordially invite you to write and give us your ideas on this question.

**USE VULCAN MAINSPRINGS**

**Best in the Long Run!**

Note the Greaseproof Wrapper.

Made by J. STEAD & Co., Ltd.

MANOR WORKS SHEFFIELD, ENGLAND
The Rudell Vita-Phonic Brass Tone Arm
Equipped with the Vita-Phonic Reproducer

The Rudell Vita-Phonic tone arm is made of high grade brass with a continual taper from the reproducer to the base. It is similar to that of band instruments. This outstanding feature enables the full deliverance of perfect sound waves from the reproducer to the amplifier. The base is constructed to give the tone arm a ball bearing action, eliminating unnecessary friction. The finish of the base is in ebony black, which harmonizes beautifully with the nickel or gold tone arm.

The Vita-Phonic Reproducer

The Vita-Phonic Reproducer is equipped with a highly sensitive diaphragm that gives faithful reproduction to all the high and low notes in the record. The natural tone qualities are rendered with increased tonal quality and volume, while surface noise is reduced to a minimum. The large diaphragm permits longer vibrations which produce the life-like tone. The Vita-Phonic Reproducer is of rigid construction and made to give utmost satisfaction.

Dealers write for Special Proposition—Dept. D.

JOSEPH E. RUDELL
83 Greene Street New York, N. Y.

Distributor in Canada: Standard Phono Supply Co., Montreal, Canada
Victor Talking Machine Co.

LIST FOR OCTOBER 1

1922 Tannenbaum—J. Farmer—Chorus—Okeh

1923 Stars and Stripes Forever—March, Va. State Guard

1924 The Rite of Spring—Chorus—H. S. Y. Orchestra

1925 Midnight Serenade—Conducted by L. R. Miller, Victor Orch.

1926 Napier—Encore, Vancouver Choral Society

1927 In the Garden (C. A. Linker)—Chorus—L. R. Miller, Victor Orch.

1928 That Dandy Old Blues—J. B. Y. Orchestra

1929 When the Red, Red Robin Comes Back, Bob, Bobby—Along—Fox-trot, J. J. Johnson

1930 It's All Over—Tango, J. B. Y. Orchestra

1931 I Must Have It—Concerto, with Piano, Clarinet and Banjo Accompaniment, by Ralph W. Tobey, Victor Orch.

1932 That's My Girl—Fox Trot, with Vocal Chorus, by Paul Whiteman and His Orch.

1933 I'm Gonna Do My Song—Tango, I'll Take You For A Ride (Old Time Mountain), with Vocal Chorus, by Eddie Cummins and His Orch.

1934 I Can't Get Over a Girl Like You—Waltz, by R. C. Murray

1935 I've Got the Blues—Singing, with Vocal Chorus, by Eddie Condon and His Orch.

1936 I'll Take You For A Ride (Old Time Mountain)—Tango, with Vocal Chorus, by Eddie Cummins and His Orch.

1937 That's My Girl—Fox Trot, with Vocal Chorus, by Paul Whiteman and His Orch.

Gennett Lateral Records

PAPULAR DANCE RECORDS

1914 Chris Jones—My Melody of the Night—Fox-trot, Okeh

1915 That Night in Araby—Fox-trot, with Vocal Chorus Accompanying, by Ray Swenson, Victor Orch.

1916 My Melody of the Night—Fox-trot, with Vocal Chorus Accompanying, by Ray Swenson, Victor Orch.

1917 Do You Roll Those Eyes—Fox-trot, with Vocal Chorus Accompanying, by Willie Craggs and His Orch.

1918 This Is My Lucky Day—Fox-trot, with Vocal Chorus Accompanying, by Lengo Mantia

1919 Stop (The Windows of Heaven)—Fox-trot, with Vocal Chorus Accompanying, by Walter Bingle and His Orch.

Champion Records

1915 There's a New Star in Heaven to-night (Ru Paul)—Tango, Aladdin

1916 My Melody of the Night—Fox-trot, Okeh

1917 That Night in Araby—Fox-trot, with Vocal Chorus Accompanying, by Ray Swenson, Victor Orch.

1918 Do You Roll Those Eyes—Fox-trot, with Vocal Chorus Accompanying, by Willie Craggs and His Orch.

1919 This Is My Lucky Day—Fox-trot, with Vocal Chorus Accompanying, by Lengo Mantia

1920 Stop (The Windows of Heaven)—Fox-trot, with Vocal Chorus Accompanying, by Walter Bingle and His Orch.
This document appears to be a list of dance records and related information. It includes various dance records, record numbers, and details about the performers and music. The text is not grouped into tables or figures, and it looks like a typical page from a music periodical or catalog. The content is focused on dance records, possibly from around the 1920s or 1930s, given the style of the text and the record numbers referenced.
Frederic Hermann Thoren Visits L. H. Junod & Co.

Representative of Swiss Motor Manufacturing Firm Plans Several Weeks’ Stay in This Country to Arrange for Representation

Frederic Hermann Thoren, of the well-known firm of Hermann Thoren, St. Croix, Switzerland, manufacturer of the Thoren phonograph motor, arrived in New York recently. His visit at this time is due to the sudden death of L. H. Junod, former consul general of Switzerland and head of the firm of H. Junod & Co., New York. Mr. Thoren will here for several weeks studying conditions with a view to making new arrangements for the continued representation of his firm.

In an interview with a representative of The World, Mr. Thoren paid a remarkable tribute to the outstanding personality and ability of Mr. Junod, and expressed the opinion that his personal and international relationships would be exceedingly difficult to fill.

Mr. Thoren, who is the eldest son of Hermann Thoren, founder and active head of the firm, is now working at full capacity, employing approximately 1,000 workmen. The Thoren phonograph motor has always enjoyed increased sales in the United States, and Mr. Thoren fully anticipates that the future will be as successful as the past.

Ingenious Folder Announced Viva-tonal Columbia Line

Beautifully Executed Piece of Sales Promotion Material Makes Direct Tie-up With Columbia Co. Double-page Advertisement

An original piece of Viva-tonal Columbia sales promotion material has made its appearance in the form of an unusually attractive, cleverly constructed folder that makes a direct tie-up with the Viva-tonal Columbia double spread, two-color advertisement which is to appear in the Saturday Evening Post issue of October 2.

 Lithographed in six colors and gold, it is undoubtedly one of the most delightful pieces of printed matter ever distributed by the Columbia Co. Its beauty is equalled by the ingenious manner in which the product is presented, for in this there is outstanding evidence of very careful, clever planning and artistic production.

For its Saturday Evening Post advertisement, Columbia has taken its dominating point the fact that a hearing of the Viva-tonal Columbia reveals a heretofore unknown quality of music that is like “the opening of doors long closed.” The tie-up to this “opening doors idea” is accomplished in the Columbia folder by a unique series of folds.

Opening the first fold, one is confronted with a beautifully colored reproduction of two massive Gothic doors—closed; the heading predicts “The opening of doors long closed.” The two flap “doors” open at a touch and there revealed in the doorways are striking illustrations of characters, from the opera “Faust.” In one door stands Mephistopheles, singing and representing the dearest of basset. In the other

Louis S. Sterling, Home From Europe, Discusses Foreign Business Situation

Expanded Sales Afford a Vital Trade Radio Is Needed

Newly Formed Dayton Association Aims to Eliminate Profitless Service

Glorifying Appearance of Record Artists

Interested Analysis of Trade Conditions

Value of Special Course of Technical Instruction

Launching the Musical Instrument Review

The Question of Junking Trade-ins.

Blue Sky Claims Versus Straight Facts in Petroleum Profits by Quick Turnover Plan

Opening and Closing the Installation Sale

How Jackson Increased Sales

Columbia Co. Buys Okeeh-Odeon Record Division of General Phonograph Corp.

Store Door Record Plays Coupled With Attractive Displays Brings Big Profits

Cashing in on the New Talking Machine Trend, How Down Reduces Radio Sales Resistance


Gillespie Profits by Unusual Advertising

Truck Demonstrations of Radio Receivers to Solve Problems and Aid Sales

Phonographs Play Part at Convention of Music Merchants Association of America—Selling Radio Sets Under Conditions in Canal Zone

Predicts End of Uneven Radio Sales Trend

Some Practical Pointers on Salesmanship

Sees Radio as Economic and Cultural Force in Future

How the Patterson Music Co., Denver, Makes ‘Phone a Business Producer

Record Demonstrations Aid Sales of Other Merchandise

Huge National Advertising Campaign of R. C. A. to Utilize All Mediums

Featuring the Musical Possibilities of the Talking Machine

Education of Retail Dealers on Proper Methods of Selling Radio Is Needed

International Broadcasting Plans Told by David Sarnoff

Features Talking Machines in Universal Advertising

Radio World’s Fair Draws Record Crowd

500 Enthusiastic Stromberg-Carlson Dealers at New York Convention

Columbia Phonograph Co., Inc., Announces Record Return Privilege Covering 1926 Cut-out Columbia Records

Stromberg-Carlson Inaugurates System of Registering Names of Set Purchasers

Other Home Study Course in Panatrope Salesmanship

Radio Exposition at Boston a Feature of the Month in New England Trade

Seventy-five New England Brunswick Dealers Attend Two-Day Convention

Trade in Middle-West Territory Enjoying Mid-Season Sales

National Radio Exposition in Chicago Attracted Large Interests in Attendance

First Eight Months of the Year Show a Profit of $1,200,000 for Brunswick Co.

Quaid City Retailers Hold Orders to Meet Rapidly Growing Demand

Charles Edison Introduces the New Long-Playing Phonographs and Records to the Trade

In the Musical Merchandise Field

Managers of Musical Instruments and Accessories

Buffalo

Samuel Buegeleisen Discusses Better Methods of Promoting Sales of Vitaphone

Gleanings From the World of Music

Attractive Window Displays of Sheet Music Have Proved Their High Value

Popular Music Business on Upward Trend According to Publishers

Constant Supplies of Fresh Music Will Help Keep Instruments in Use

General Distributors Gaining in Importance in the Standard Field

News From Our Eastern and Western-quarters

Advance Lists of Talking Machine Records for November

CORRESPONDENCE FROM LEADING CITIES

The Starr Portable Phonograph or Gennett Portophone with Gennett Records

The Starr Portable or the Gennett Portophone with Gennett Records offers an unbeatable combination to launch forth on a big fall selling campaign.

The new Gennett releases with their timeliness, vivacity, smoothness and excellence of recording and the smart clean-cut appearance and clear far-carrying tone of both the Starr Portable and Gennett Portophone present all any dealer could desire to meet the season's selling opportunity.

These Portables may be had either under the Starr or Gennett name plate. Colors are black, brown, red, grey, green and blue. Light in weight, ruggedly constructed, handsomely finished, attention compelling. Will meet the demands of the most critical.

The Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

THE STARR PIANO COMPANY

Established 1872

BIRMINGHAM
DETOIT

BRANCHES IN:

Boston
Indianapolis
Chicago
Kansas City

Cincinnati
Los Angeles
San Francisco

Factories: Richmond, Indiana

CLEVELAND

NASHVILLE

DAYTON

NEW YORK
A NEW Type of Phonograph and Record

24 to 40 Minutes of Music on a Single Record!

New Long-Playing Phonographs that cost no more than old-fashioned, short-playing phonographs.

Symphonies, operas and complete recital programs—formerly requiring an album of records—may now be contained complete on a single Edison Record.

No jumping up every few minutes to change records.

Cuts the cost of phonograph music in half.

A revelation in cabinet design in the new fashionable shade—Trafalgar Brown.

Watch for further announcements!

THOS. A. EDISON, Inc.
Orange, N. J.
Now Is the Time to Advertise

The Panatrope and the $5,000 contest for a name for Brunswick's New Musical Instrument

Brunswick
BELIEVING that eighty per cent of the New Reproducing Phonographs are bought by people who are in their dance loving days, Sonora designed the Concert expressly for these happy youngsters whose income has not yet reached maturity but who want the Highest Class Talking Machine in the World—an instrument that reproduces every moan of the baritone sax—every boom of the deep bass—each treble trill—in short, a veritable night club dance orchestra in their home.

The New Reproducing

Sonora

CLEAR AS A BELL

Sonora Distributors listed on page 72
The Talking Machine World

Vol. 22. No. 11
New York, November 15, 1926
Price Twenty-five Cents

Otto Heineman, President and General Manager of the Okeh Phonograph Corp.

New Corporation Starts Business With Headquarters in New York City—Company Is Sales Agent for Products Made by General Industries Co., Elyria, O.

On Monday, November 1, the Okeh Phonograph Corp. started business with headquarters at 25 West Forty-fifth street, New York. This company, which is owned and controlled by the Columbian Phonograph Co., Inc., took over the Okeh-Odeon record division of the General Phonograph Corp., and the latter company will discontinue the record business. The Okeh Phonograph Corp. is also acting as the sole sales agent for the phonograph products manufactured by the General Industries Co., at Elyria, O., which include the famous Heineman motors, tone arms and sound boxes and various popular makes of steel needles, such as Okeh, Trustone, etc. The Okeh Phonograph Corp. is also functioning as the sole representative for Odeon records in America, bearing the same relationship to the Lindstrom Co. of Germany as the General Phonograph Corp. did in the past.

The stockholders of the General Phonograph Co. held a meeting on October 22, at which the purchase of the Okeh-Odeon record division of the General Phonograph Corp. by the Columbian Phonograph Co. was ratified and endorsed in the highest terms of approval. Otto Heineman, one of the leaders of the phonograph industry, is president and general manager of the Okeh Phonograph Corp. Allan Fritzsche is vice-president and David Goldman treasurer. Both of the latter executives are well known to phonograph jobbers and dealers throughout the country, for they have been identified with the General Phonograph Corp. for many years and have worked in close co-operation with Mr. Heineman and his many activities.

The Okeh Phonograph Corp. will concentrate its activities on the development of Okeh-Odeon record business and the success of these products is reflected in the fact that the jobber organization comprises some of the leading wholesalers from coast to coast. These jobbers have given exceptional co-operation and loyal representation to Okeh-Odeon records and the new corporation is formulating liberal merchandising plans which will represent a tangible and definite recognition of the support accorded to the Okeh-Odeon record library by its jobbers.

Otto Heineman, president of the Okeh Phonograph Corp., needs no introduction to the phonograph industry in any part of the world, for he has been associated with phonograph developments for nearly twenty-five years and has won the esteem and friendship of every factor of the industry both here and abroad. An exceptionally capable executive, with an unsurpassed knowledge of manufacturing and merchandising as applied to every phase of the talking machine trade, he is recognized everywhere as a constructive force in the growth and expansion of the industry itself.

One of the factors that have contributed materially to Mr. Heineman's success is his recognition of the importance of the dealer in the successful merchandising of any product. As president and general manager of the General Phonograph Corp., he has worked in close cooperation with dealer activities for many years, visualizing their problems and assisting the retailers wherever possible in solving these problems profitably and advantageously. As president of the Okeh Phonograph Corp., Mr. Heineman will continue this same policy of dealer cooperation, and in fact the plans now being developed by this company provide for an even greater degree of dealer service than has existed in the past. This co-ordination of plans and dealer plans is being worked out under Mr. Heineman's personal direction and will be announced soon.

Odeon records, which are famous the world over, are now being recorded entirely by a highly efficient method of electrical recording and it is planned to have the Okeh library recorded similarly. The Odeon repertoire comprises recordings by world-famous orchestras and musical organizations, and the new method of electrical recording now utilized in the making of these records bring out faithfully the remarkable beauty of the selections. Okeh-Odeon jobbers are greatly enthusiastic regarding the current releases of these records and have promised their heartiest cooperation and support to the plans of the Okeh Phonograph Corp.

Tampa Co. Gets Crosley

Tampa, Fla., November 5—The Tampa Hardware Co., of this city, has been appointed a distributor for the Crosley Radio Corp., of Cincinnati, O., manufacturers of Crosley radio receivers and Crosley speakers.

Annual Radio Exposition Held in Brooklyn, N. Y.

Manufacturers, Jobbers and Dealers Join in Presenting Latest Radio Products to Crowds of Visitors—Dealers in the Majority

The annual radio exposition in Brooklyn, N. Y., was held at the 16th Regiment Armory, Bedford and Atlantic avenues, during the week of October 30 to November 6, and attracted thousands of radio enthusiasts and prospective radio purchasers. The Wireless Corp. in Brooklyn differs from that held earlier in New York in that a great majority of the exhibitors were dealers who show the lines which they carry, G. J. from the Automobile of the product, the sales staffs of these dealers grasp the opportunity of selling the people who visit the booths. The exposition was opened by Borough President James J. Byrne, and his talk was broadcast from a specially erected studio in the center of the armory. This studio was erected by stations WAHG and WBOQ and nationalized radio artists appeared during the week, so that visitors to the exposition had an opportunity of seeing in person the entertainers who have added so much to their home pleasures during the past years.

Among the manufacturers and distributors who exhibited were: Marko Storage Battery Co.; 20th Century Radio Corp., showing the General line with the power of the Crossley, and Magnavox line of sets and speakers and the Mayolian “B” supply units; the Weber-Rance Corp., showing among others the following lines: American Bosch Magnet, the Crosley and the Ferguson; American Wireless Corp. distributor for the Reichmann Co., the Thorola line of sets and speakers; Borough Hall Radio Co., distributor for Burns speakers; G. J. from the Automobile of the product, a distributor for the following lines: R C A. Grebe, Amplion speakers and Balkite products; the C. E. Mfg., Co., makers of CeCo tubes, and Sanford M. Bookler, Erla products.

A. M. Farrier Resigns as Edison Vice-president

Gives Up Post as General Manager of Edison Phonograph Distributing Co. to Enter Building Line—A. L. Walsh Takes Over Activities

A. M. Farrier, vice-president and general manager of the Edison Phonograph Distributing Co., which organization controls the distribution of Edison phonographs and records in many sections of the country, has resigned that post and, according to present plans, will enter the building field.

Arthur L. Walsh, vice-president and general manager of the phonograph division of Thos. A. Edison, Inc., will take over Mr. Farrier's duties in addition to his own, and in future will be in charge of both production and distribution of the Edison phonograph products.

Columbia Staff to Be Entertained at Luncheon

An entertainment and luncheon is to be given in the Green Room of the Hotel McAlpin on November 20 by the Columbia Phonograph Co. to its staff. The committee in charge of the affair has made all arrangements for what promises to be a gala time. Prominent artists will entertain and there will be dancing.

See second last page for Index of Articles of Interest in this issue of The World
Plan Holiday Drive to Build Sales Volume

Trade in Better Position Than Ever to Meet Keen Competition of Other Lines During Pre-Holiday Season—Time to Start Drive

The pre-holiday buying season is at hand. In a little more than a month the business year will be history. The record of sales during these closing weeks of the year will be measured largely by the efforts of the talking machine trade to create a demand. The trade will be in keen competition with retailers of all kinds of items appropriate for gifts. In addition there will be competition between dealers, and then, too, there will be the competition between the legitimate retail merchants and those of the gyp variety.

Enough Business for All

There is enough business to tax the capacity of the entire trade, not only during the pre-holiday season when buying reaches its height before the close of the year. The prime reason for slow seasons lies largely within the trade itself. The business of the retailer is to buy and to sell. In order to sell he must convince his prospects that the product he handles is the best. This eliminates a slice of the competition. He must also sell the public on the worthwhileness of doing business with a concern that lives by creating customer satisfaction and extends service. This will eliminate the gyp to a large extent because most gyp concerns cannot afford to undersell legitimate retail houses and at the same time extend a high type of service. Service and cut-price do not go well together.

The salient point for the dealer to remember is that the proportion of the money spent for gifts in talking machine stores will depend to a great extent on how well each dealer does his job of selling the public on the desirability of owning one of the new talking machines or radio sets. Then, there are musical instruments for the youngsters. In any sales promotion plan designed to promote holiday business the younger members of the family must not be overlooked. Records make excellent gifts, and should be sold for that purpose this year in greater volume than ever before.

Creating Interest Through Advertising

That the dealer must create a wide interest in the lines he handles is evident. How he can do so is another matter and one that is of vital importance. Undoubtedly publicizing on a large scale is the most practical solution of the problem. Usually during the few weeks preceding the holidays dealers spend more money than at any other time during the entire year, but after all the question is not how much money a dealer spends in advertising and other forms of publicity, but how effectively he spends his money. Certainly the well-rounded publicity drive consists of more than a certain number of inches daily or semi-weekly, whatever the case may be, in the local newspaper. What the dealer, or rather each dealer in each community throughout the country, must do is to sell his products to the public through his publicity, whether it be newspaper advertising, window displays, direct mail, etc. He must first of all strive to create general interest. He must "sell" the public on the suitability of the products he handles as Christmas gifts. He must then be prepared to follow up this advertising by some real salesmanship.

Turning Shoppers Into Buyers

Talking machine stores in common with most other retail establishments will be crowded with shoppers. How many of these shoppers are turned into buyers is up to the dealer and more directly to the members of the sales force. Poor salesmen will let slip by many opportunities to make sales. Good men will reduce the number of shoppers and increase the list of buyers. Then, too, it is not impossible to sell some of these shoppers a talking machine, radio, or whatever they may be interested in, at some later date. Each one of these individuals proves by entering the store of a dealer that he or she has some interest in the product. That is the best reason in the world why the salesmen should take down the names and addresses for the purpose of follow-up. Many people stop around for a talking machine or radio set. They are going to buy but they want to be convinced that they are getting the best product for their money. A visit to the home of such a prospect may provide just the required force to turn uncertainty into a sale. That is good business. It is business that would otherwise be lost.

One point stands out clearly: The talking machine dealer is in a better position than he has been in years to do a big holiday business. The new and improved talking machines and records provide new and larger opportunities for volume sales. Much of the uncertainty that has characterized radio in the past has been removed and most dealers now have established radio departments in which are featured carefully selected lines. The trade has gained knowledge of radio merchandising and has eliminated many of the profit-killing practices of the past and can go ahead with the assurance that there is a profit in each sale. The field for small musical instruments has been growing by leaps and bounds and until now sales volume is merely a matter of intelligent merchandising. The field awaits exploitation. Holiday money will flow into retail stores, but, as has been emphasized, just how much of this money will be spent depends upon the efforts of the talking machine dealers will be determined by the efforts of the merchants to promote interest in their lines.

E. W. Dahlberg in New Post

ATLANTA, GA., November 5.—E. W. Dahlberg recently assumed the management of the talking machine department of the Cable Piano Co. Mr. Dahlberg has a wealth of experience which well qualifies him for the position, having been connected with the retailing of talking machines for about eighteen years.

A LEADER FOR 1926-27 RADIO

Nyang Lyric

This instrument has been designed with 3 major factors being considered:

1. PERFORMANCE
2. APPEARANCE
3. PRICE

Added to these features we emphasize the FACT that the LYRIC is sufficiently selective to meet congested broadcasting conditions in the Metropolitan areas.

The LYRIC is embodied in a Mahogany Cabinet. The front panel is bakelite, size 7 x 18, and very attractively lithographed in gold.

The Rheostat and Tuning Knobs are also made of bakelite. Indicators and arrows engraved with gold. The condensers are of the S.L.F. type.

This receiver covers all stations ranging from 200 to 600 meters. Mr. Jobber, write or wire us for details on our exclusive territorial proposition.

Dealers are requested to inquire of their Jobbers regarding the LYRIC or Address:

NEW YORK ALBUM & CARD CO., Inc.
23-25 Lispenard Street
NEW YORK
An Astounding Achievement

WE'VE harnessed the 8-tube Radiola Super-heterodyne to the De Luxe Panatrope (P-3 type) in this beautiful cabinet. This achievement is unquestionably the outstanding attainment in Music and in Radio. For the proud owner of the Panatrope & Radiola 148-C may now hear, as faithfully as in life, great orchestras . . . priceless voices . . . the whole world of musical art. Then, at the mere turn of a switch, he may tune in the excellent programs of Radio with the finest Radio known—the Radiola.

The PR 148-C is the musical instrument which those able to afford the best will want to own. To the Brunswick dealer it offers the greatest sales opportunity of the year in the fields of Music and Radio.

Brunswick
Panatropes  Phonographs  Radiolas  Records

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO
F. A. Cotton Now Eastern Manager of Bell & Howell—New York Headquarters

Rapidly Growing Business Made Addition of Branch Office Necessary—New Eastern Manager Formerly in Charge of Sales Promotion and Advertising at Firm's Chicago Office.

The Bell & Howell Co., Chicago, pioneer manufacturer of motion picture cameras and equipment for professional and individual use, has announced the appointment of F. A. Cotton as Eastern manager, with headquarters at the New York branch office, 220 West Forty-second street. The appointment is the result of a rapidly growing business, making it necessary to expand the branch office quarters and increase the executive personnel to aggressively carry on the extensive merchandising plans the Bell & Howell Co. has inaugurated.

Mr. Cotton, who formerly handled sales promotion and advertising for the company at the Chicago office, is very enthusiastic about the benefits he believes will be derived as a result of the new plan, not only by his company but by dealers who are qualified under the newly established policies to promote the sale of Bell & Howell products. In a chat with The World he made clear the reason for the remarkable progress his company has experienced in the last several years, saying:

"From the time that the Bell & Howell Co., which for nineteen years has specialized in professional motion picture cameras and equipment, was organized, and placed on the market the remarkably compact, light-of-weight, automatic motion picture camera and projector for individual use, there has been an increasing large demand for this equipment. The idea of the individual being given the opportunity to take motion pictures that compared favorably with those seen at the better theatres, as easily as he had formerly taken snapshots, met with instant response.

"Our factory in Chicago, although being constantly increased in size, has been crowded to capacity and working overtime to meet the demand, and just recently a new six-story building was erected, which, it was believed, would provide sufficient space for quite some time. Although this new addition to our factory more than doubled our floor space, and the building has been completed and occupied for a period of only three months, it is already almost filled to capacity, which is some indication of the rapidity with which the demand for our products is increasing and of the growing interest in the sport of taking personal motion pictures.

"Our extensive national advertising campaign, just recently launched, including monthly full-page, four-colored advertisements in the New York Evening Post, has already greatly stimulated the consumer demand and is bringing additional Filmo business to the dealers' stores. Our recently established policy providing for the inclusion of the radio and talking machine retailer in the category of Filmo dealers has enabled many up-to-the-minute retailers in this classification to add a new and profitable department to their business, which is not only enabling them to increase their profits at this time, but to prepare to 'take up the slack' during the dull months in their other business and to now become necessary to expand our New York branch office and service quarters, which is being done by taking more than double the space formerly occupied. Our new office, located at 401-022 Candler Building, will enable us to increase our personnel and facilities for rendering a more complete service to our dealers and customers in this territory. In view of our increasing facilities for service and contact with dealers, and because of our new restricted dealer franchise arrangements, it is anticipated that there will be a brisk demand for information concerning representation, and this office will endeavor to take prompt action on all applications received in order that there will be no undue delay in the granting of the authorized dealer franchise in localities where we are not adequately represented, provided qualifications are satisfactory."

Clark Music Co. Adds the Columbia Viva-tonal Line

Large Central New York Music House Stocks the Entire Line of Machines and Records

Syracuse, N. Y., November 4—An announcement of considerable interest was recently made by the Clark Music Co., 416 South Salina street, this city, one of the largest retail music houses in the East, stating that the store had added the complete line of Columbia Viva-tonal phonographs and the Columbia New Process records. The growing popularity of the Columbia line of phonographs and records is mainly responsible for the addition of the line to the merchandise stocked by the Clark Music Co., and the officials of the store are putting themselves wholeheartedly behind the new line so that its merits are becoming widely known to the residents of central New York who are served by this retail firm. The accompanying photograph, showing the large window display of the Columbia line which occupied the show space of the Clark establishment, indicates how the Viva-tonal is being presented to the public.

Perryman Tube Prices Drop

Price reductions in three types of Perryman tubes have been announced by H. B. Foster, general sales manager of the Perryman Elec. Co., New York. Type PD 200 A formerly listed at $5 is now $4; PA 171 heretofore $6 is now $4.50, and PA 112 formerly $6.50 is reduced to $4.50. The splendid volume of business which the Perryman company is enjoying, with consequent economies in production costs, makes possible price reductions, according to Mr. Foster.
Longer-Playing Records

Are You Capitalizing on This Latest Brunswick Achievement?

Brunswick's 12-inch longer-playing records are the biggest value in records today. Eleven minutes of music for $1. And don't forget that Brunswick's 10-inch records offer more music than old records ever did. They play longer, and better! And the price remains unchanged!
Arollo Lindi, Opera Star,  
Recording for Columbia

Famous Continental Opera Singer Who Has  
Appeared in Leading European Capitals  
Listed on Columbia December Releases

To a long list of famous singers the Columbia Phonograph Co. has added the name of Arollo Lindi, whose sensational singing has endeared him to the opera-loving people of the European countries. Although born in Sweden, Lindi was reared and educated in America. It was in this country that he began the career which has led him to the capitals of Europe, there to gain great fame. After studying in New York Lindi sang "Aida" and "Pagliacci" with outstanding success in many cities of the United States. His masterful singing in these operas won for him high praise from many prominent critics.

From New York Lindi went to Italy and sang "Aida" at the Dal Verme Theatre of Milan, where he created a sensation. After this triumph he won further renown by singing throughout Europe to most enthusiastic audiences. After a career of only three years Arollo Lindi's successes cover such theaters as: La Scala, of Milan; Covent Garden, London; Costanzi, of Rome; San Carlo, of Lisbon; Royal Opera of Madrid; Reggio, of Parma; Royal Opera of Stockholm; Massimo, of Palermo; where he has sung the roles of "Tosca," "Il Trovatore," "Aida," "La Forza del Destino," and "Pagliacci."

America's first chance to hear the young singer will come in the December release of the records which he has recorded for the Columbia Phonograph Co.

G. A. Barlow's Son Co.  
Completely Reorganized

The music house of G. A. Barlow's Son Co., of Trenton, N. J., has been completely reorganized and several new officers have been elected. Frederic Barlow remains as president and Summer Barlow has been elected secretary, C. E. Beith, assistant secretary and Mrs. J. C. Traver- ton, treasurer. H. A. Glasser who was formerly connected with Barlow's, but who more recently occupied the post of manager of Landay Bros.' Newark store, has been elected vice-president, general manager and member of the board of directors. Mr. Glasser is well qualified to take over the active management of the business, having had many years' experience in the retailing of musical instruments.

The Brunswick Shop of Evanston, Ill., recently completed extensive alterations, including a handsome new demonstration room, in anticipation of busy Fall and Winter seasons. This concern is enjoying a rapidly growing demand for the lines it handles.

Initial Payment Must Give  
Buyer Sense of Ownership

Interesting Remarks on Principles of Installment  
Sales Contained in Address by Robert G.  
Paine Before Credit Men's Association.

Some interesting remarks on the fundamental principles which underlie an installment sale were recently contained in an address given by Robert G. Paine, vice-president of the Commercial Investment Trust, Inc., before the Albany Association of Credit Men. In part, he said: "The purchaser must make sufficient initial payment to create an equity and the sense of ownership, rather than a feeling that he is renting the article. The initial payment must be large enough to leave a deferred payment below the value of the commodity. The term of payment must not go beyond a point where the value and utility of the commodity ceases to encourage the purchaser to retain it as an article of real worth to him, in which he retains a real substantial equity. The amount of each partial payment must not exceed the ability of the debtor to pay as related to his income and his other expenses. The installment payments must be large enough and frequent enough to keep the value of the commodity well above the remaining unpaid balance.

"Proper investigation is essential before approving installment credits. Upon the thoroughness of this investigation and efficient weighing of the facts disclosed will determine, in great measure, what success or difficulty is to be subsequently experienced in collecting the account. When judging the soundness of a purchaser's credit, his moral character must be carefully weighed in addition to his financial position, for after all it is the fundamental credo that the question of a borrower's willingness to pay is just as important as his ability to pay."

There is food for thought in this talk for retailers of talking machines.
Sell Stromberg-Carlson Receivers - Stromberg-Carlson Equipped

The same engineers who produced the famous 6-tube "totally-shielded" receivers; the "Universal" models and the 5-tube "coil-shielded" receivers now present an equally efficient line of essential accessories.

Spurred by the need of accessories which would obtain from Stromberg-Carlsons the splendid reception that they are capable of yielding, these engineers were forced to develop certain units specifically for Stromberg-Carlson Receivers - and for these Receivers alone.

And because there was no necessity to compromise in the design of these accessories by building them to fit all kinds of sets, it was possible to give them full efficiency for Stromberg-Carlson Receivers.

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

Stromberg-Carlson
Makers of voice transmission and voice reception apparatus for more than thirty years.
THE TALKING MACHINE WORLD

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, INC.

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Long Distance Telephones—Numbers 2664-3-4-5-6-7-8 Vanderbilt Cable Address: "Elibil," New York]

NEW YORK, NOVEMBER 15, 1926

Better Class Records Now to the Fore

No more important development has followed the introduction of the new and improved phonographs and records than the demand from every side for records of better class music. In many cases this demand has made itself evident without any great amount of work on the part of the dealer, but, where the retailer has given thought to cultivating this most desirable type of business the results have been surprisingly satisfactory. It is claimed by those who have been in the talking machine business for many years that at no time has the record buying public shown such a spontaneous interest in the classics and in opera and concert records.

Several reasons can be ascribed for this improved class of record demand, but fundamentally it is due to the growth of musical appreciation on the part of the public generally, developed by various means. The radio, for instance, is given full credit for making the listener in acquainted with the better things in music. Not only do the stations themselves offer these high-class attractions, but individuals and organizations have shown a strong inclination to hire the facilities of one station or chain of stations for programs featuring artists of international prominence, which means featuring also the class of music those artists naturally favor. Then, too, there are the municipal concerts by bands and orchestras, the work of school musical organizations, the music memory and Music Week programs, which lean noticeably towards standard and classical selections. The most important point, that cannot be overlooked, is that the phonograph itself, through improved recording and reproducing media, has been able to give to this music in reproduction a value not heretofore possible. Even the old style machines, properly equipped with new type reproducers and supplied with new records, can be depended upon to present good music as it should be presented.

This leaning of the public towards better records is not casual but is actually making itself felt in volume record sales, for what some dealers are doing with special sets of high-class records, such as the Columbia Masterworks Series, Victor Album sets, etc., is little short of astonishing. It means that there lies before the dealer an opportunity for realizing upon the standard section of his record stock, as well as upon the popular section. It will take a little effort to get the best results. He must develop, as other successful dealers have developed, methods for bringing these good records to the attention of those most likely to be interested, which may be done through announcements in the concert columns of newspapers, in concert hall programs, and even in the radio sections of local newspapers when concerts of good music are programmed. It means also that there must be intelligent salesmanship on the part of the sales force equipped by special training to talk sensibly regarding good music and meet the discriminating customer on his own ground.

The organization in various sections of the country of phonograph and gramophone societies, composed of phonograph owners who get together at regular intervals for the purpose of discussing musical material available through the medium of records, is a movement that can well be encouraged by the dealer and in fact is being encouraged for the reason that the retailer can do much to guide the society members in their selection of material and can likewise profit himself in a business way through the contact. These society members, too, are devotees of good music, and that they think well enough of the possibilities of the phonograph to meet together to discuss this music speaks well for the new public attitude towards the improved products. Although such societies have been more or less common in England for two decades or more it is only recently that Americans apparently took their phonograph music seriously enough to form special groups for its discussion.

The demand for good records and the various movements to improve the public taste in records are to be welcomed and supported by the dealer, for it is the sort of business that insures the permanency of interest in the phonograph as it is constituted to-day. This interest is what insures the record sales of the future.

What the Radio Census Indicates

According to figures of the United States Census Bureau recently issued, there were manufactured in 1925, 2,180,022 radio receiving sets, as compared with 190,374 for 1923, representing an increase within the short period of two years of something over 1000 per cent. Some trade members do not agree with the Government's totals for 1923, claiming that they are far too low, and there are some who also disagree with the 1925 figures, but the fact remains that the census report represents the only official survey of the industry and as such takes precedence over all surmise.

The census also reports that the value of all the products of the radio trade in 1925 was $170,390,572 (manufacturers' prices), as compared with $54,000,470 in 1923, representing a gain in value of 215 per cent. This is significant in view of the fact that much lower prices prevailed last year than during 1923. In fact, the actual gain based on comparative prices would be several times as great as that reported.

Even the census figures, regardless of how low they may seem to trade enthusiasts, give radio credit for producing in 1925 products exceeding $300,000,000 in value according to consumers' prices, which represents a most respectable figure for an infant industry.

The growth of the radio trade affords an object lesson of the willingness of Americans to loosen up their purse strings to the tune of a billion dollars or more within a comparatively few years for the purpose of a new medium of entertainment.

Using Business Judgment on Trade-ins

In relaying to the readers of The Talking Machine World last month the suggestion of an active trade member that it would be a matter of business efficiency to junk certain types of machines taken in exchange for new style instruments rather than endeavor to put those machines again into salable shape at a cost that meant at least an increase in the loss on the trade-in, it was stated specifically that only a portion of exchanged machines were in a condition warranting junking.

The suggestion in no sense recommended the destruction of all exchanged machines, for, as a matter of fact, a substantial majority of them can be repolished, equipped with new and modern sound (Continued on page 11)
Columbia

Announces

The second of a series of advertisements/

2 pages facing in color in

THE SATURDAY EVENING POST
RECOGNITION of the Viva-tonal Columbia's revolutionary improvement in all tone effect is instantaneous, but the hearer will be especially impressed by the increased richness and authority of the bass notes. Once but faintly and blurringly heard, it is as if the veil of obscurity had been withdrawn from these notes, leaving them in full balance and perspective. The entire musical range has been widened, every limitation to perfect reproduction removed.
The Viva-tonal Columbia has found the chords once thought to be forever lost to the phonograph.

It is more than a phonograph. It is the successor to the phonograph—a true super-phonograph.

It makes superb music even more superbly musical than any you ever before listened to on a phonograph.

It gives to music a brilliance—a grandeur—that makes it almost indistinguishable from that produced by musicians themselves playing in your actual presence.

All that music is today, the Viva-tonal Columbia is. It is the orchestra itself playing; the voice singing—“like life itself.” Every vibrant passage, whether from the impassioned heights of intensest musical feeling, or from the cool, sombre depths of slow, soothing melody, is rendered exactly as the composer meant it to be rendered.

Hear the Viva-tonal Columbia. It will astonish and thrill you with its amazing volume, its wonderful interpretation of the tempo and rhythm of band and orchestra, its clarity and resonance, and the sheer beauty it can bring forth from those almost hidden grooves in the records you play on it.

Columbia New Process Records—
Viva-tonal Recording, Electrical Process

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

The dealer who will demonstrate the Viva-tonal Columbia for you will also play for you these vastly superior Columbia New Process Records—

THE RECORDS WITHOUT SCRATCH
COLUMBIA PHONOGRAPH COMPANY
1819 Broadway, New York
The Electric Records Without Scratch!

TED LEWIS

Every audience in "Rufus Le Maire's Affairs" wants to hear Ted Lewis and his band play "The New St. Louis Blues" at least twice. You'll encore when you hear it too. In the coupling, "My Mamma's in Town," Ted sings the vocal chorus.

Columbia Records

[New Process]

["Viva-tonal recording "life itself""]

recorded

Electrically

the one great advance in the recording art in twenty years

Columbia

The records without scratch

PAUL ASH

Folks with a good pair of "dancing dogs" under them prick up their ears when they hear Paul Ash and His Orchestra play "Precious" and "Oh! If I Only Had You." Simply can't make your feet keep still. Paul Small and Milton Watson trot out the vocal chorus for these popular fox trots.

"TRUDY"

Gertrude Ederle swam the Channel and made a record. Now we've made a record for her. "Trudy" is a great fox trot—vocal chorus by Ray Stillwell. The coupling, "Ting-A-Ling the Bells'll Ring," a sentimental fox trot, also with vocal chorus, is by Irving Berlin, just written for "The Cocoanuts." Both played by Fred Rich and His Hotel Astor Orchestra.

Columbia New Process Records include all the popular dance, vocal and instrumental hits. Also "Masterwork" album sets of imported and American recordings of the works of the great composers.

Columbia New Process Records are sold wherever good music is appreciated. Your dealer displays the familiar trade-mark. Ask him or send direct for complete monthly catalog-list of recent Columbia records.

COLUMBIA PHONOGRAPH COMPANY, 1819 BROADWAY, NEW YORK CITY
boxes and resold on a basis that will mean at least a small profit to the dealer and a fair deal to the customer in giving him an excellent musical instrument at a moderate price.

If the retailer watches his trade-ins and accepts only those machines that can be re-equipped without great trouble and resold at a price that will at least enable him to break even with the allowance, then he need not worry of disposing of unsalable instruments. On the other hand, if, in his anxiety to make a sale, he accepts an old instrument that has been misused and needs extensive refinishing and repairing to enable him to realize even a part of his allowance, then he is wasting time and money in endeavoring to make it presentable.

It is up to the dealer himself to judge machine quality. When he is making an allowance he is offering cash for a definite piece of merchandise, but if that merchandise is not worth what he offers for it, or cannot be made to bring that amount on resale, then he is throwing away money. If he will buy old machines from prospective customers for new ones, on the allowance plan, as carefully as he buys new machines from the factories, the question of junking will have no need of entering into his plans.

Is the One-Line Phonograph Dealer Passing?

THE idea of exclusive representation among talking-machine dealers of the country, that is the tying up with one particular line, appears to be passing, for within the last few months a very substantial number of one-line dealers who might be termed real stand-patters have seen fit to introduce into their phonograph departments one, and sometimes two other lines, and have found that the move proved beneficial from a business standpoint.

This plan of carrying two or three different lines is declared to have various advantages. First, it serves to meet competition to a certain degree by making it possible for the prospective buyer to make comparisons between various makes in one store. Secondly, it provides a wider range of records both by popular artists and the artists and musical organizations of the higher type, and, thirdly, it enables the dealers as a rule to keep on hand a sufficient number of instruments in popular price range.

There are dealers who have clung, and still cling, to one particular line of machines and records, feeling that they can thus conserve capital and, by proper effort, do a sufficiently large volume of business. In many cases their success has backed up their logic, but the fact that numerous retailers are broadening their lines presents a new trade angle that is worth considering and watching.

Exports of Talking Machines and Records

EXPORTS of talking machines and records show a steady increase, particularly to South American countries. In the latest report published by the United States Government for the month of August it is interesting to note that Mexico purchased talking machines and records to the amount of $51,166; Cuba, $40,448; Argentina, $42,487; Brazil, $45,549; Colombia, $33,415; Peru, $13,328; Uruguay, $14,997; Chile, $15,736; Venezuela, $13,562; Costa Rica, $5,001. This is entirely apart from sales of machines and records that range in total value from $1,000 to $5,000 to other of the South American countries.

The South American market is one full of promise. The orders just referred to have largely come without effort, because there have been no extensive campaigns or propaganda carried on by our manufacturers in foreign countries to emphasize the wonderful values embodied in talking machines and records of American manufacture.

After South America the biggest buyer is Australia, which purchased talking machines and records to the amount of $32,457. Next come the Philippine Islands, which purchased goods to the amount of $18,911, and Canada, whose purchases amounted to $13,106. New Zealand's purchases amounted to $6,000, and China, $5,191. British South Africa, Hong Kong and Kwangtung purchased goods of almost similar value.

All in all the exports of talking machines and records for one month reflect a very healthy condition of business and manifest an increasing appreciation of American-made instruments and records, particularly in South America, and for that matter throughout the world.

Logic of Early Ordering Proving Itself

FOR some months past, and in fact early in the Spring, factory representatives of the leading talking-machine companies, together with the distributing organizations, urged upon the dealers the wisdom of ordering, well in advance, a sufficient quantity of popular models to insure adequate supplies for the Fall and Winter season. As often happens, these warnings were too frequently regarded as propaganda designed to fill the order books of the distributor and the factory, and too many dealers sat tight and ordered meagerly in the belief that when larger supplies of machines were required they could be obtained without great difficulty.

This year, at least, the factory men and the wholesale representatives were not bluffing. They were acquainted with production facilities and in a great measure with prospective demands and realized that even with normal business prevailing, there was bound to be a shortage of those models in the medium price range. That shortage is already apparent, and is going to grow more serious as the holiday season gets closer.

Authorities agree that successful business depends in the greatest measure upon good buying, and good buying means having salable merchandise on hand when the call for it develops. The retailer who expects to stay in the talking-machine business need not plunge in buying but he can and should at least anticipate what might be considered normal requirements. That means that he is assured of his ability to care for a fair proportion of the business offered. When he holds back and orders from hand-to-mouth, he has no one but himself to blame and possible sales walk out the door and to his competitor. Warnings of approaching possible shortages of stock coming from responsible manufacturers and their representatives should receive at least fair consideration from the retailer, but whether or not he heeds the warning and protects himself by estimating his probable requirements and placing orders to meet them depends on his business acumen.

National Record Albums

are

Good Albums

Nationally known because they give real satisfaction.
They require less selling effort.
Made to contain all makes of disc records including Edison.

Write for our list of 1926
styles and prices

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.
Radio Corp. of America Arranges for Broadcasting of Symphonic Concerts

Series of Symphonic Concerts to Be Broadcast Every Saturday Night Throughout the Winter Months by the Boston Symphony Orchestra and the New York Philharmonic Orchestra

Following out its policy of broadcasting the highest grade musical programs, the Radio Corp. of America has concluded arrangements to broadcast symphonic concerts every Saturday night throughout the Winter. The two renowned orchestras that will be heard during this series are the Boston Symphony Orchestra, under Serge Koussevitsky, which will be broadcast from Symphony Hall, Boston, by Stations WIZ, Springfield and Boston, Mass.; WJZ, New York City; WGY, Schenectady, N. Y.; and WRC, Washington, D. C., and the New York Philharmonic Orchestra, under Willem Mengelberg, Furtwängler, Toscanini and Hadley.

In the twelve Students' Concerts by the New York Philharmonic Orchestra, on intermittent dates, the last of which is scheduled for the early part of April, Wm. Mengelberg will conduct the full orchestra of 110 men. The concerts will be given in Carnegie Hall, and are especially designed to fit the needs of the student musician, the series being arranged in educational form, tracing music from the days of the early masters to the more modern composers.

The opening concert of the twin series was given on October 9 by the Boston Symphony Orchestra and was so successful that arrangements were made to continue the series until the latter part of April.

The complete schedule of Saturday night symphonic concerts is as follows: October 9, Boston Symphony; October 16, Boston Symphony; October 23, Boston Symphony; October 30, New York Philharmonic; November 6, New York Philharmonic; November 13, New York Philharmonic; November 20, Boston Symphony; November 27, New York Philharmonic; December 4, Boston Symphony; December 11, Boston Symphony; December 18, New York Philharmonic; December 25, Boston Symphony; January 1, New York Philharmonic; January 15, New York Philharmonic; January 22, Boston Symphony; January 29, Boston Symphony; February 5, New York Philharmonic; February 12, New York Philharmonic; February 19, Boston Symphony; February 26, Boston Symphony; March 5, Boston Symphony; March 12, New York Philharmonic; March 19, New York Philharmonic; April 2, New York Philharmonic; April 16, Boston Symphony; April 23, Boston Symphony; April 30, Boston Symphony.

Dealer Uses Color Effects to Add to Effectiveness of Record Demonstrations

Snyder Music Store, of Wilkes-Barre, Pa., Finds That the Appeal for Different Types of Records Is Heightened or Lessened by the Use of Different Colored Lights

Does color have anything to do with selling records and musical instruments? This is a question that has been answered in the affirmative by the Snyder Music Store, of Wilkes-Barre, Pa., which has found the use of color effects in demonstrating records and musical instruments so profitable that it has made it a regular feature of their establishment.

The first experiments in this line of salesmanship showed such good returns that the company has had a salon installed in the store where all musical instruments are demonstrated and where concerts of the new records released by the producing companies are given. No admission is charged, and when the instruments and records are played certain color effects are flashed on to illuminate the salon.

Blue-tinted lights are used when classical records are played. Modern Oriental music is featured with reds and yellows, and for the modern compositions of the jazz type the salon is lighted with the glare of high-powered incandescents. This lighting plan imparts an influence that acts on the subconscious senses of the audience and emphasizes the composer's appeal in the instrumental or vocal rendition.

This firm has also gone in for amplification of this idea so far as the children are concerned. The little folks appear to be demonstration-proof, but they have special booths for them which are arranged with nursery furniture and made up in such a way that the children's records are more attractive and the youngsters ask the older folks to buy them.

In addition, the firm has won attention from music lovers by its special school of "educational propaganda," acquiring the name of being a conservatory rather than a mere retail establishment through its fostering of talent. Recital rooms, auditorium and salon are open to local and imported artists. Any person desiring musical instruction is admitted free to special sessions of the school and is given an opportunity to hear music and compositions in which he is interested.

GIANT "TALKER" ATTRACTIONS ATTENTION AT THE SESQUI

Huge Instrument on Balcony Over Main Entrance to U. S. Government and Transportation Palace Fills Structure With Music

Advances made in musical recording and reproduction in the last two years are being demonstrated in a spectacular manner in the U. S. Government and Transportation Palace at the Sesqui-Centennial Exposition in Philadelphia. A gigantic talking machine is installed on a balcony just over the main entrance to the building and its music fills every part of the vast structure. Programs, changed daily, are given on the instrument at intervals throughout the day and until the closing hour in the evening, and they never fail to cause a crowd to gather. Designed upon the orthophonic principle, which makes possible reproduction of the full range of musical sound, the huge instrument was developed especially for use in churches, theatres and other large building where it is desired not to duplicate, or even exceed the volume of the original production.

Not only does the Sesqui-Centennial Exposition Instrument reproduce the complete range of musical sound with fidelity, but it gives as well the exact effect of a band, an orchestra, a pipe organ or an instrument. When it was first installed, and before it was identified by an explanatory sign, attendants were kept busy by visitors who wanted to know where the band or the pipe organ was.

The great horn or sound passage measures eighty by ninety inches at the opening. The usual ten-inch and twelve-inch disc records are used, the mechanical vibrations being picked up from the record groove by means of a needle. The needle bar, vibrating in an electro-magnetic field, sets up pulsating electrical currents, which are amplified to the desired volume by vacuum tubes of the most improved type. The output is a specially designed loud speaker assembly and the great horn.

So ingeniously has the instrument been installed that visitors have difficulty at times in locating the exact source of the music. The horn opening is covered by a silk screen and the operation and amplifying equipment are concealed.

The sign on the instrument designates it as the Auditorium Orthophonic Viatra and it was built especially for the U. S. Sesqui-Centennial Exhibit by the Victor Talking Machine Co.

Talking Machine Co. of Birmingham Adds Fada

The appointment of the Talking Machine Co., Birmingham, Ala., as a Fada distributor, has been announced by Louis J. Chatten, sales manager of F. A. D. Andres, Inc. The appointment covers exclusive representation for the entire line of Fada products in Alabama and western Florida. The Talking Machine Co. has been a Victor distributor for many years.
The WORLD'S LARGEST SERVICE INSTITUTION

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

Makers of Honest Quaker Products
Presenting Art Products in a Fine Setting

Progressive Dealers Are Giving More Thought to the Interior Display of Instruments — Spanish and Gothic Interiors Are Favored

In the circus they call it the "flash," in certain social circles it is termed "putting up a front," in the retail establishment it comes under the head of "attractive equipment," but when all is said and done the purpose of the "flash," the "front" or the equipment is to attract attention and make a favorable impression. The circus would probably be quite as efficient without tinsel, brilliant uniforms and myriads of lights, and merchandise could still retain its quality even though shown against a plain and ordinary background, but the appeal that makes the public loosen its purse strings willingly and feel satisfied would be missing.

The average talking machine dealer, in the management of his store, seeks to make it attractive, so far as he and those who help him measure attractiveness. He feels that he can spend so much money on interior decoration and equipment and cuts according to his cloth, often feeling that he is building up an expense that will require unusual efforts to cover. Yet, the greatest proportion of this decorating and equipping is simply flash, more solid and lasting than the circus tinsel, to be sure, but nevertheless designed to take the customer off his guard, to make him feel comfortable and cheerful, to forget his troubles and to be in a frame of mind to spend generously and willingly.

Trend Toward Interior Improvements

More and more are retail merchants, particularly in the music trade, giving thought not alone to having their establishments comfortable but to having them elaborate within their means, considering that the money thus spent is well invested by its effect in appealing to the best class of trade and in cutting down sales resistance.

To-day, frequently, more money is spent in decorating and furnishing a single room in a retail music store than was spent a few years ago in decorating an entire establishment, and this is simply because such an expenditure is regarded as investment under the heading of advertising. If the room is attractive enough to be talked about; if it adds to the spoken word in convincing the customer as to the attractiveness of the instrument offered; if it creates the illusion of an attractive home and gets the customer away from the cold store atmosphere, then a reasonable expenditure is warranted.

Types of Store Interiors

Particular favor has been shown for the Spanish type of interior, not only because of its quaintness of treatment but for the ruggedness of design that permits of alcoves, arches, grille work partitions and odd lighting that generally affords a most attractive background for any type of instrument. This type of interior, frequently termed "Mission," first became popular on the West Coast where the old Spanish Missions furnished inspiration, but the spirit has traveled East as is evidenced in the elaborate Spanish type interior of the new building opened not long ago by R. Montalvo, Jr., in New Brunswick, N. J.

In other establishments there is shown a tendency to follow the early English periods in interior decorations and fittings. Beamed ceilings and richly paneled walls develop an air of warmth and comfort that fits in well with the scheme of musical instrument selling. The same may be said of the interior treatments after the Renaissance, or, to be more exact, the Italian Renaissance. Here, too, the use of woods in soft finishes tends to provide a harmonizing background for a great variety of talking machine styles.

Smerda's New Interior

For those who seek to follow different schools in the decorative treatment of the various rooms in their establishments there is cited the case of Smerda's Music House, which recently opened remodeled quarters at 5800 Broadway, Cleveland. The feature of this store is the groups of three period rooms, one in Spanish, one in Italian, and the third in German Gothic, the last a most unusual period to follow in the designing of modern business interiors, but which, in this particular case, was carried out in a manner that followed faithfully the dictates of the period and yet reflected excellent decorative taste according to present-day standards.

Smerda, the well-known decorator, Frank Border, was called in to handle the remodeling work and the reproduction of the German Gothic Room presented hereewith gives an excellent idea of how he accomplished his mission. It resembles the room of a mediaeval castle, with the ceiling beamed, the massive doors hand-carved, and flanked on either side by figures in armor. Shields and other implements of war are hung about the walls, and the furniture, although massive in the spirit of the period, is nevertheless so treated as to get away from the idea of its being cumbersome.

Rooms Attract Wide Attention

The three period rooms attracted immediate attention and provide effective display quarters for the company's line, which includes Brunswick Panatropes and phonographs, Victorola, RCA and Atwater Kent radios, band and orchestra instruments, as well as pianos and sheet music. It reflects the idea of how he accomplished his mission and the thought that no expense was spared in treating the walls, ceiling, and trim of wood and paint in a manner that makes the entire establishment a gem.

Baker Opens Branch Store

Baker's Music House, of Ossining, N. Y., recently opened a branch at Croton-on-Hudson. A complete line of musical instruments and radio receivers is carried. The branch store will be under the direction of the office, located on Main street in Ossining.

The Anchor Radio Co., Dallas, Tex., recently secured the agency for Atwater Kent radio receivers and accessories.

German Gothic Room at Remodeled Smerda's Music House
For Your Protection!

KING Dealers Get Every Inquiry

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

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

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

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

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

THE H. N. WHITE CO.
5215-1 Superior Avenue
CLEVELAND, OHIO

Makers of

"KING"
BAND INSTRUMENTS
Big Fall and Winter Market for Portables

Change in Sales Promotion Tactics Needed to Get the Complete Benefit of Year-end Sales Possibilities on Portable Instruments

With the ending of the Summer season the talking machine dealer is confronted with the problem of reversing to a large extent his sales promotion plans in connection with merchandising portable phonographs. The demand among people who desire these fine small instruments for use in Summer camps, on vacations, etc., is conspicuous by its absence, and the dealer must find some way to keep up sales volume during the Fall, Winter and Spring.

A Year-round Seller

Fortunately, for the trade at least, the portable instruments, both talking machines and radio receiving sets, have an appeal of such broadness that seasons have little or no effect on sales volume. This cannot be emphasized too strongly. The portable is now distinctly a year-round seller. It is the dealer's bulwark against a "slow" season. It not only brings added profit to the dealer through its sale, but it has the effect of increasing record sales, thus giving the dealer, who is far-sighted enough to get in back of his portable line, a double profit.

Change in Sales Tactics Required

While it is true that the portable can be sold the year round, with the passing of Summer a change in merchandising methods is necessary. The demand for an object is always potential. Whether the dealer makes capital of this potential field for sales rests largely with himself. There may be many people in your community, whether or not they own larger models of talking machines or radio sets, who can be sold a portable instrument. The point is that the dealer must bring home to these prospects the merits of the product. You must make clear the desirability of the portable. The Summer appeal is entirely different from the appeal that will sell portables in the Wintertime. The dealer during the present season and for months to come must concentrate his entire effort in proving to the public that the portable is fit to grace any home and that it is worth owning. The logical prospects for portables now are the people who cannot afford the expensive large instruments, the people who can afford larger and more costly models but who lack space. The thousands of families living in two, three and four-room apartments give the dealer a hand-picked group of prospects. Then too, churches, schools, clubs, societies and other organizations very often prove good prospects. People who stop for any length of time at the hotels are prospects worth going after.

The portable is now considered by the most progressive retailers as a year-round seller of the most profitable kind. Appeal of these small instruments during the Summer, Fall and Winter seasons is radically different, making necessary vital changes in sales promotion plans. The accompanying article contains much food for thought for the retailer who is determined to develop volume of portable sales.

A dealer in New York City, whose store is two blocks from a popular family hotel, has built up an excellent business in portable machines by arranging with the hotel manager to have placed in each one of the guest rooms and suites a card on which appears the dealer's name and advertising matter. This particular dealer sells in the neighborhood of a hundred portables, talking machines and radio sets each year, to say nothing of records. The average sale of records to portable buyers is a half dozen at the time of the sale and, of course, more later.

What the Dealer Has to Sell

As has been emphasized the dealer, in order to build up portable sales volume, must sell the merits of the instruments to the public.

Now, this should not be very difficult because the dealer really has something to sell. The portable instruments to-day, in point of finish and tonal qualities, are superior to anything produced a short time ago. The finish of the instruments comes in variety to suit any taste and to satisfy the most discriminating prospect. The instruments have been vastly improved, from the standpoint of compactness. The mechanical improvements are such that the reproduction qualities of the portable are excellent. This, together with the new, electrically recorded records, the dealer talking points that should easily break down any sales resistance that may be encountered.

Sending "Home" the Message

With the holidays approaching and the public beginning to buy gifts and with thousands of people daily crowding the business thoroughfares on the lookout for gift suggestions the time is ideal for prominent display of portables, in window and in store. Also the dealer should institute a strong advertising campaign and utilize direct mail and other mediums to bring the merits of the small instruments to the attention of prospective buyers. Now is the time to get busy along these lines. The portable is expensive, has merits and should be easily sold. It is up to the dealer.

Atlanta Schools Equipped

With Atwater Kent Sets

Seventy Public Schools of City Have Atwater Kent Sets and Speakers Installed—Used Daily as Part of Educational Course

ATLANTA, GA., November 5—The public schools of this city have added a fourth "R" to the famous three. It is now reading, 'riting, 'rithmetic and radio. This city is said to be the first to have every public school equipped with radio. The pupils are supplied with daily educational courses by this means. Every one of the seventy schools in the city has an Atwater Kent receiving set and radio speaker. The sets were installed by the Hopkins Equipment Co., Atlanta distributor of the Atwater Kent Mfg. Co., without cost to the city. It is interesting to note that since this piece of pioneering philanthropy publicized to Atwater Kent radio here has been unprecedented.

Forbes-Meagher Music Co.

Has Tenth Anniversary

MAHONY, Wis., November 4—The tenth anniversary of the founding of the Forbes-Meagher Music Co., 24 Main street, was celebrated last month with appropriate ceremonies. This establishment, which has occupied the same quarters for the past decade, has grown to be one of the leading music houses in this section of the country. J. E. Meagher, president, and J. H. Forbes, secretary and treasurer of the firm, formed the company in 1916. By carrying only quality lines of talking machines, pianos and other musical instruments the company has grown steadily and prospered. The Forbes Meagher line is carried as the leader in the talking machine department and the Gulbransen is one of the firm's best sellers in the piano line.

The Green-Cert Radio Corp., New York, was recently incorporated at Albany to manufacture radio parts with a capital stock of $30,000. The incorporators are H. Forstenzer, I. E. Froemer and L. Pantell.
Long Life. No Acids or Liquids
Better Radio Reception

Majestic "B" Current Supply
delivers pure direct current—From your light socket

Majestic Standard — B  
Capacity seven tubes or six plus one power tube. 45 milliamperes at 135 volts.  
$32.50  
West of Rocky Mts., $35.00

Majestic Super—B  
Capacity 1 to 12 tubes, including the use of power tubes, 45 millis at 135 volts.  
$35.00  
West of Rocky Mts., $37.50 (Illustrated)

Majestic Master—B  
For Radiola 25, 28 and 30 and Super-heterodynes. Operates all power tubes. Rating 60 mill at 150 volts.  
$42.50  
West of Rocky Mts., $45.00

Durability • • • •  
No acids or liquids. Uses Raytheon Tubes; no filament to burn out.

Dependability • • •  
Maximum and unvarying power always available.

Better Reception  
No hum. Superior to any source of power.

Economy • • • • •  
Lowest cost. Cheapest and best form of "B" power.

Flexibility • • • • • •  
Voltage can be accurately adjusted to meet varying conditions in every city and on any set.

Give a demonstration to your customers on THEIR sets. It sells itself.

GRIGSBY - GRUNOW - HINDS - CO. 4558 ARMITAGE AVE. CHICAGO-ILL
A. E. Kennedy New Edison Manager in Chicago

Takes Charge of Edison Phonograph Distributing Co., Chicago, Succeeding F. C. Pullen

CHICAGO, ILL., November 8—A. E. Kennedy has been appointed manager of the Edison Phonograph Distributing Co., this city, succeeding F. C. Pullen who resigned recently. Mr. Kennedy is thoroughly acquainted with the Edison products and policies, and has for some time past been traveling representative for the sales promotion department of Thos. A. Edison, Inc.

Richmond Dealers Organize


Excellent Brunswick Report

Net profit of Brunswick-Balke-Collender Co. for nine months ended September 30, 1926, was approximately $1,465,000 above depreciation and Federal taxes, equivalent after allowing for dividend requirements on 7 per cent preferred stock to $2,435 a share earned on 500,000 no par shares of common stock. This compares with loss of about $75,000 in the first nine months of 1925. Sales for the nine months of this year are about 25 per cent ahead of last year, while those for September show an increase of over 40 per cent.

W. L. Collins Joins Sales Staff of Gross-Brennan

Will Act as a Field Representative, Specializing in Educational and Co-operative Work With Chain and Department Stores

Gross-Brennan, Inc., sales representative for Stromberg-Carlson products in Greater New York district, has recently the appointment of W. L. Collins as a member of the company's sales staff. Mr. Collins is functioning as a field representative, with headquarters at the office of Mr. E. A. Scott, with whom he has worked with the various chain and department stores merchandising Stromberg-Carlson products in this territory. He was formerly associated with the National Carbon Co. and during the World War served as an officer in the Royal Flying Corps.

MacDonald New Edison Manager in Kansas City

Placed in Charge of That Territory in Addition to Duties As Manager of Edison Distribution in Denver District

KANSAS CITY, MO., November 6—W. A. MacDonald has been appointed manager of the Edison Phonograph Distributing Co., this city, succeeding C. A. Smith, who resigned recently. Mr. MacDonald was for several years connected with the Edison factory in Orange in various sales capacities, and was later appointed manager of the Edison distributing interests in Kansas City, which post he will hold while assuming charge of the Kansas City district.

Grigsby-Grunov-Hinds Co. Announces Liberal Policy

Distributors Instructed to Replace Immediately Defective Majestic Eliminators—In Line With Company's Policy of Dealer Service

The Grigsby-Grunov-Hinds Co., Chicago, Ill., manufacturer of Majestic B eliminators, recently sent out to its dealers throughout the country a very important notice relative to its distributor service policy. This notice, which was forwarded to the trade over the signature of Fred D. Williams, director of sales, advised the dealers that Majestic distributors had been instructed to replace immediately any defective Majestic eliminators. This liberal policy was outlined in a letter to the trade as follows:

"Majestic eliminators are mechanically and electrically perfect. Of course, now and then one will prove unsatisfactory and for these few we insist that our distributors immediately replace to you any defective Majestic eliminator that you deliver to them. A policy like this can be carried out only by large manufacturing companies, well financed, who are making dependable merchandise and who want to make the dealer proper and quick service Sincerely yours. For better radio merchandise."

Price Reductions on RCA Radiotrons Announced

Price reductions on several types of RCA Radiotrons were recently announced by the Radio Corp. of America. Detector Radiotron UX-200, former price $2.50, is now $1.75; Super-detector Radiotron UX-200A, formerly $5, is now $4; Power Radiotron UX-112, formerly $60, is reduced to $45, and Power Radiotron UX-121, heretofore listed at $6, has been reduced to $4.50.

Concerning these reductions, RCA officials stated that they were due to the company's desire to pass on to the public the economies made possible by increased consumer demand.
STEP OUT after this business

Chilly autumn evenings . . . The comfort of the living-room carries a strong appeal . . . People are spending more time at home.

What an opportunity for you to push the new Orthophonic Victor Records and enjoy volume sales.

Victor advertising is telling your customers about the new Orthophonic Victor Record. The five big reasons why the new Orthophonic Victor Record is the greatest record are being told to millions of people in all parts of the country. And Victor dealers everywhere are finding that it pays to put real selling effort behind Victor advertising.

Dress your windows, counters and demonstration booths with Victor Records. Talk the new Orthophonic Victor Record. Show it. Play it. Send for window display materials and use them—and make your record business grow. Everything is on your side—the finest record ever made, the best music that the world offers, the foremost artists in every class.

Step out after this record business.
The Greatest Line of Portables Ever Offered to the Trade

**KOMPACT**
$12.50
(For West and South add 10%)
(Canada $17.50)

**Regal**
$15.00
(For West and South add 10%)
(Canada $25.00)

**PAL DeLuxe**
$25.00 Retail!

The BIG season for portables is here!

Between now and the Christmas holidays the demand for Portable phonographs will be more than 50% greater than any corresponding period throughout the balance of the year.

Alert dealers will be prepared for this by having a complete stock of Pal, Regal and Kompact Portables on hand.

Get your full share of profits by being able to meet the requirements of all your customers—from those who want the best in portable phonographs to those who prefer the popular priced machines.

Plaza Music Company, New York, N.Y.
This MICRO-PHONIC Outfit actually changes an old style phonograph into a DEEP RICH TONE Instrument

This is the BIGGEST Thing in a Phonograph Accessory ever offered

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

End Your Trade-in Worries

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

Complete

$10.00 LIST
Reproducer Only

$6.50 LIST

Liberal Discounts

DISTRIBUTORS
Wide Awake jobbers can cash in on the big demand for these Microphonic Outfits. Write today for details of our splendid proposition.

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

Plaza Music Company, New York, N.Y.
A New, Novel and Beautiful Combination
Showing the Famous Melofonic Speaker
With a Wrought Iron Radio Stand
for A. K.–35

Melofonic Cone Speaker
$2500
Slightly higher in the West
50%
Dealer's Discount
F.O.B. New York City
Comparative test shows the superiority of the Melofonic Cone Speaker in Tone—Volume—Fidelity. And after all, when you have all these superb qualities the price paid is secondary to performance. Yet Melofonics show a greater proportionate margin of profit than ANY OTHER CONE SPEAKER ON THE MARKET. Be convinced as hundreds of dealers have been—order a sample today!

Wrought Iron Radio Stand
for Atwater Kent 35
$2000
Slightly higher in the West
40%
Dealer's Discount
F.O.B. New York City
Finished in Brown and Gold to match AK-35. Battery compartment for all “A,” “B” and “C” Batteries. Popularly priced to complete the outfit within the reach of everybody's purse.

Order for the Holiday Trade—NOW!

Progressive Musical Instrument Corp.
319 Sixth Avenue
New York City
Columbia Pacific Coast
Plant Starts Production

New Columbia Plant in Oakland, Cal., to Specialize in Recording Coast Hits by Coast Stars for the Pacific Coast Trade

The latest Columbia Phonograph Co., recording and manufacturing unit, located in Oakland, Cal., has started production of Columbia New Process records.

In order that the music lovers in the Far West may have the latest popular hits that are written by Pacific Coast composers and sung and played by Coast artists and organizations, the new plant will specialize in the recording of such numbers. This will be a distinct departure from anything ever before attempted by Columbia in this country. It is another step in the forwarding of the Columbia policy of making it possible for everyone to have the music they want, as it is recorded by home artists. This modern plant, ideally located in one of the great manufacturing centers of the country, will be able to give quick distribution of the latest recordings to every dealer in the Western States. Hereafter the time consumed by shipments from Eastern points will be saved. Popular hits will be ready for early release to the record-buying public.

The Columbia factory at Oakland is fully equipped with the most modern devices for the production of Columbia New Process records. All recording will be done under the supervision of experts who have had years of training in Columbia methods.

Atwater Kent Set Owner Praises Its Performance

HARRISBURG, Pa., November 5.—Troy B. Wildermuth, president of the Fronar Co., Atwater Kent distributor of this city, is in receipt of an interesting letter showing the remarkable performance of a No. 20 compact Atwater Kent set. The writer told of an exciting time when telegraphic communication was completely stopped between Southern cities due to the recent great storm and when the various broadcasting stations stood by all night endeavoring to establish communication with each other. The writer tells of the inability of a number of stations to receive the message broadcast. He states: "I remained out of bed until 5:45 swinging from one station to the other as they conversed and relayed. The feature was the fact that I could lift these stations at will when casting and heard and reheard the news as it was first broadcast and then relayed by the other stations to those not able to lift the station first broadcasting it."

Better Business Bureau Suggests Radio Standards

The National Better Business Bureau, Inc., New York, recently issued a booklet entitled "Radio Advertising and Selling," which contains a set of tentative standards of radio advertising and selling for the purpose of keeping the business in a healthy condition. In preparing this booklet the National Better Business Bureau had the co-operation of individuals and groups in the radio industry covering every step from the maker to the consumer. The standards advocated include: clear statements and truthfulness in advertising; a cessation of excessive claims in merchandising receivers; identification of standard equipment and a respect for trade-mark rights.

The Hoffman Music Shop, which has stores at 325-27 Joseph avenue and 472 North Goodman street, Rochester, N. Y., has built up a large volume of record business by progressive merchandising efforts. The firm expects an unusually busy holiday season.

An Important Announcement
by the builders of the famous
Silent Motor

Model H H Silent Double Spring Motor Guaranteed to play five ten-inch records; absolutely noiseless in running and winding

The SILENT MOTOR CORP., which for many years was one of the foremost manufacturers of high-grade double spring motors, has resumed the manufacture of these motors with increased factory facilities.

For the past two years the famous single spring SILENT MOTOR has won recognition as the standard of motor comparison for portable phonographs, and our present plans provide for the continued production of single spring motors as well as the active development of the double spring motor market.

Our prices are right. Let us quote you

Silent Motor Corporation
HERMAN SEGAL, President

321-323-325 Dean Street Brooklyn, N. Y.
Sell Yourself; Then Sell Others, Says Hill

Unlimited Opportunities for Profits in Talking Machine Business if Dealer and Salesmen Are "Sold" on the Various Lines Handled

The opportunities in the talking machine and record business today are better than they ever have been, according to Arthur Hill, who with a partner, Benjamin Kosowitcz, opened a retail store in a high-class apartment house and hotel district in New York City in April last and now has one of the most attractively arranged establishments in the city devoted to the sale of these products. The views of Mr. Hill on selling the new instruments and records are of value and interest; he is a veteran of the talking machine business, having been active in merchandising in the trade.

Opportunity for Dealers

"The talking machine and record business is in a better position than it has been at any time in history," said Mr. Hill. "To have prospects see and hear the new instruments is to sell them and a demonstration of the new records also means a sale. It is up to the manufacturers to bring these products to the attention of the public through extensive advertising and get in the newspapers and other mediums and it is the duty of the dealer to make a strong tie-up with this publicity."

Enthusiasm as a Sales Factor

"The dealer himself vigorously sold on the line he handles. He must be enthusiastic and he must put forth the same amount of merchandising effort on talking machines and records that he does on other lines he handles. To-day practically every talking machine dealer handles radio. Now radio is an essential in the home. I have one in my home and I enjoy it. I would not be without it, but the talking machine also is a home necessity. There is no denying this. Therefore, the dealer who cuts his merchandising effort in the talking machine department to a minimum and concentrates on only one of the lines he handles is doing himself an injustice. He has an investment tied up in merchandise which he is not protecting by disposing of those products. With us it is a fifty-fifty proposition. We are concentrating on talking machines and records. We are bending every effort to make our store and the line we handle known to the public. However, we do not neglect radio or other items for this reason. We push them just as hard. The result is that sales in all our departments are increasing steadily."

Must Be Displayed as Art Product

"While the new instruments are so fine in every way that they are easily sold, the dealer must realise that because the product is so excellent the setting for its display must be a fitting one. The beautiful cabinets must be exhibited to advantage. The customer must be able to see and hear the talking machine under the most favorable conditions. In other words, the atmosphere must suit the product. The dealer who places a $1,000 instrument in a cornet's building up sales resistance. Actually that is one way of increasing the difficulty of selling. That is why we have devoted the entire basement floor of our store to display rooms. That is why we have spent a large sum of money to have expert workmen install the many modern and artistic display rooms; rooms in which we can show several models. The heavy rugs on the floor, the comfortable chairs and the lighting all aid in completing the picture."

Expensive Store Space for Records

"It may seem strange that we have devoted the entire main floor of our store to the record department, but there is a sound reason for this. We believe that the record business warrants it. Our experience has proved the correctness of this belief. We have nine record demonstration rooms on the main floor and two-thirds of all the rest of these rooms are occupied by record customers. We are pushing records just as hard as we know how. Direct mail, regular sending of the supplements to the new on our mailing list, advertising, etc., all play a part in building up the sales of the record department."

"The improved records have started many talking machines that have been inactive for long periods and many people are now regular record buyers who for months at a time never lifted the lid of their talking machine. We take pride in the fact that our record stock is as complete as it is possible to make it. This has become known and for that reason we have secured the patronage of many people who otherwise would probably have shopped else-where. Customers come into our store because they know that if the record is obtainable we have it. We have many record numbers unobtainable elsewhere. Yes, there is money to be made in the record department and we think so much of this end of the talking machine business that we have devoted our most valuable space to it."

Salesmen Must Be Sold on Line

"There is another consideration in talking machine merchandising today, and that is the selection of the right kind of salesmen. The men who come in contact with the potential customers are the individuals who make or break a sale. The salesman must be thoroughly sold on the line as is the dealer. He must be as enthusiastic. He must believe that the line of talking machines and records handled by the concern that employs him is the best on the market. He must like the instrument so well that he enjoys to listen to it. If the salesman is sold on the product and is enthusiastic he will sell merchandise. The fine new instruments should be represented by salesmen of the highest type. There is no room in the talking machine store for the lazy, uninterested individual."

Stromberg-Carlson Omaha Representative Equips Car

Model 601 Receiver Built Into Rear Seat of Sedan So That Demonstrations Can Be Given at All Times—Is of Valuable Aid

OMAHA, Neb., November 5—J. E. Wilkins, representative of the Stromberg-Carlson Tel. Mfg. Co. for this territory, is effecting a very fine show in arranging the layout of radio set in car. Volume of sales of Stromberg-Carlson radio receivers and is securing many quality outlets for the Stromberg-Carlson line. Mr. Wilkins attributes a great deal of his success to the manner in which he has equipped his sedan car with a model No. 601 Stromberg-Carlson receiver so that he is ready at any or all times to give a demonstration of the set's capabilities. As the second of the accompanying photographs shows, a receiver has been built into the rear seat of the car with battery equipment in it. This makes it possible for Mr. Wilkins to run back and forth along the roof of the car. The reproduction of the Stromberg-Carlson No. 5A speaker is fastened up against the top of the car and functions admirably.

Kuhlow's Music Store, Milton Junction, Wis., which handles Schumann pianos and other musical instruments as well as Zenith and Philo- stelic radio sets, reports an excellent condition of business.
The New Balkite Charger
MODEL L. Has two charging rates. A low trickle charge rate and a high rate for rapid charging and heavy duty use. Can thus be used either as a trickle or as a high rate charger and combines their advantages. Noiseless. Large water capacity. Visible electrolyte level. Rates with 6-volt battery, 2.5 and 5 amperes; with 8-volt battery, 8 and 2 amperes. Special model for 1.5 cycles with 1.8 amperes high rate. Price $19.50. West of Rockies $20. In Canada $27.50.

Balkite Trickler Charger
MODEL K. With 6-volt "A" batteries can be left on continuous or trickle charge, thus automatically keeping the batteries at full power. Converts the "A" batteries into a "light socket" power supply. With 6-volt batteries can be used as an intermittent charger. Or as a trickle charger if resistance is added. Charging rate about 5 amperes. Over 200,000 in use. Price $10. West of Rockies $10.50. (In Canada, $14.)

A New Balkite "B" at $27.50

Balkite Combination
When connected to the "A" battery this new Balkite Combination Radio Unit supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on your set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either 4 or 6-volt "A" batteries and requiring not more than 30 milliamperes at 135 volts or 150 volts. (In Canada $85.)

All Balkite Radio Power Units operate from 110-120 volt AC current with models for both 60 and 50 cycles. The new Balkite Charger is also made in a special model for 25-40 cycles.

No Balkite product has ever failed to be a best seller

The public is through with experiments, even in radio. It is turning as never before to standard nationally advertised lines which have proved themselves.

In the radio power field the standard line is Balkite. For no Balkite product has ever been offered to the public which has not been an outstanding success. No Balkite product has ever been put on the market which has not resulted in enormous volume and steady profit for both the radio dealer and jobber. The faith of the public in Balkite reliability and the Balkite trade-mark is one of the finest tributes ever paid a manufacturer.

Balkite dominates the radio power field as never before. The Balkite Trickler Charger is easily the most popular charger on the market. Balkite "B" stands alone in a field only too crowded with experiments, as the "B" that has stood the test of time. The new Balkite Charger with both trickle and high charging rates, and the new Balkite Combination supplying all radio power automatically from the light socket, are selling faster than any new items ever introduced by Balkite. Balkite is backed by Balkite broadcasting and by one of the most powerful advertising campaigns in radio. These factors make Balkite one of the three or four best selling lines in radio today.

This is the greatest of all seasons for radio power devices. Make sure you get the maximum profit out of it by selling a line you know will stay sold, on which you know your profit will be clean. Turn it into the maximum profit by pushing Balkite.

FANSTEEL PRODUCTS COMPANY, INC., North Chicago, Ill.
How Altschul Gets Volume Radio Business

Nationally Known Lines, Backed by Right Store Location and Extensive Newspaper Advertising Plus Service, All Are Vital Factors

The retail radio dealer, to be successful, must feature only standard, nationally advertised merchandise.

He must do a volume business, and for this reason must sell on the deferred payment plan. He must have ample capital to build volume sales by handling adequate stock in a good store location and to enable him to promote sales by strong advertising and exploitation campaigns.

He must make every effort to create customer satisfaction and to this end must operate a first-class service department.

He must employ only the highest type of salesman and give them fair compensation.

These are the basic policies, briefly stated, that have been largely responsible for the success of Frederick P. Altschul, who operates five music stores, two in New York City, one in Tren-
ton, N. J., another in Elizabeth, N. J., and one, recently opened, in Washington, D. C. In each of these establishments radio sales have reached tremendous proportions. Seventeen years ago Mr. Altschul started in the music business with a store devoted to the sale of talking machines, pianos and other musical instruments. His success is concrete proof of the soundness of his business policies.

Sales Through Advertising

Mr. Altschul is a retail radio pioneer. He handled one of the first sets made and has been in the radio business ever since. During the last year sales in this department of the business have increased 100 per cent. Business is brisk at each of the stores controlled by him throughout the entire year. There is a reason for this, namely, a tremendous volume of advertising. In fact, advertising is responsible for 80 per cent of business secured. Mr. Altschul contends that advertising alone will not bring great business volume. The location must be favorable to big business; i.e., advertising, plus the right kind of location are the big factors in creating sales volume. Sales at the Fourteenth street store of this aggressive merchandiser have reached the astonishing number of 100 sets in a single day. It is interesting to note that less than 20 per cent of the sales can be traced to drop-in trade.

Determining Advertising Appropriation

Mr. Altschul spends more for advertising in a day than many dealers spend in a month. His usual newspaper publicity occupies half and full pages in the leading New York newspapers. This is not haphazard advertising. It is carefully planned publicity designed to move merchandise.

Frederick P. Altschul operates five retail stores, all of them successful in getting volume sales and every store a profit producer. Mr. Altschul is a pioneer for advertising. This appropriation and his merchandising methods are based on a wide experience. Because of these facts the accompanying article contains a wealth of practical information that the talking machine dealer who handles radio will find of real help in sales promotion.

chandise. Of course, small dealers very often can not afford to splurge on advertising, but the fact remains that too many dealers do nothing in the way of bringing their products to the attention of the public beyond window displays and an occasional ad in the local newspaper. Many dealers have never reached the point where advertising is considered a legitimate part of the overhead and plan to spend a definite sum of money throughout the year for that purpose.

Mr. Altschul makes a definite appropriation and his merchandising methods are based on sales of the preceding year plus the estimated increase in business during the current year. The advertising appropriation runs about 6½ per cent of revenue from sales of the preceding year.

A Big Credit Problem

Naturally where retail business is built on such a large scale is confined practically to installment sales, the credit department must be efficiently organized to keep losses down to a minimum. Seven men in the credit department of this organization spend practically their entire time in investigating references of prospective customers and in following up delinquents. The back-up of the contract forms used in installment selling contains space on which is entered the following data: wife's name, husband's name, married, children, phone, where long do you live here, housekeeping; employed by, address, how long; name of husband's parents or nearest relative, residence; wife's parents, residence; bank account, account with any store, name and address of two friends. Not only is this information required of the customer, but before the sale is accepted a careful investigation is made.

There is not the slightest hesitation in refusing to make the sale to the customer where the references prove unsatisfactory. Installment sales are never made to people who reside in rooming houses, hotels, or other temporary homes, such as a furnished apartment. More than 5 per cent of the prospective customers are rejected because of unsatisfactory credit standing, according to Mr. Altschul. In spite of these precautions the credit department occasionally offers losses and sometimes is compelled to repossess an instrument.

Organized Service

Each sale in the Altschul establishment is made with the idea of creating customer satisfaction. Give service whenever it is asked for, is the motto of Mr. Altschul. While this policy is an expensive one, the considerable addition to overhead is minimized by the fact that a large volume of business can be traced directly to the willingness of the store to give service. The service department is well equipped to do first-class work. Experienced men are constantly on the job. In order to avoid delays a day and night service has been inaugurated and men are available until 10 p.m. A record is kept of each service call. The man takes with him a card on which appear the name and address of the customer, type of set owned and phone number. There are ruled spaces for the date of call, initials of the service man, his report, time of arrival and time of leaving and space for the signature when the work has been satisfactorily performed.

Some Interesting Facts

During the time he has been in business Mr. Altschul has secured the names of more than 20,000 customers on his books, many of whom are regular buyers.

Immediately after opening the Washington store, 30,000 catalogues were mailed to prospective customers. Each month the sales message of this dealer will be broadcast in that city in a similar manner.

Each of the five stores is operated as a separate unit, handling its own credits, etc. The buying for all stores is done by Mr. Altschul in the main store. Because of the large volume of business buying on a large scale is essential. Mr. Altschul has his own warehouse for storing surplus stock and only display instruments are placed on the floors of the various stores.

Mr. Altschul has just opened a broadcasting studio in his Fourteenth street store. The radio is connected by direct wire to station WMCA in the Hotel McAlpin. The store's orchestra, Altschul's Radio Pioneers, and other artists will broadcast each week. This is part of Mr. Altschul's publicity plan.

Dealers—Sell Tubes that make good

Write for full details of the Quality Line, CeCo TUBES

E O TUBES
—a type for every radio need
Write for complete data sheet.

E O Tubes of Longer Life!

M A D E B Y

C. E. Mfg. Co. Providence, R.I., U.S.A.

Talks with New Zealand

Mr. Huddy uses E O TUBES

READ THIS LETTER

G. H. Huddy, Manager, Wellington, N. Z.

Gentlemen:

I thought you might be interested in hearing the results of your E O tubes. I put them in the sets of 15 men, and have had them for about 8 months now. The tubes are operating splendidly, and we have not had one quit. They are very dependable instruments, and we are very pleased with the various patterns that you have sent us. We have ordered another 2 dozen sets, and will be glad to try them as soon as you can get them to us.

Yours truly,

G. H. Huddy

E. O. TUBES—A type for every radio need

Write for complete data sheet.

E O TUBES

Tubes of Longer Life! Made by the

C. E. Mfg. Co., Providence, R.I., U.S.A.
10% of all loud speakers sold are Magnavox

These instruments make your store “loud speaker headquarters”

Magnavox made the original loud speaker and has sold 400,000 in four years. Each year one in every 300 families buys a Magnavox. One of every ten loud speakers sold is a Magnavox. These instruments are the climax of fifteen years’ Magnavox experience. They are being advertised in thirty-one full pages and four-two-third pages in Saturday Evening Post, Literary Digest, Radio News, Golden Book, World’s Work, Review of Reviews, Scribners, Harper’s, Atlantic Monthly. All dealers write at once for sure-fire selling plan that will help you “corner” the loud speaker business in your city.

THE MAGNAVOX COMPANY

R. S. Williams & Sons Co., Ltd., Toronto • Distributors for Canada (not including British Columbia)

Magnavox Receiving Sets with perfected single dial control range from $75 to $260 including a model that slips into any phonograph and makes it a combination radio-phonograph. It solves the trade-in problem.

Sets will be aggressively advertised in magazines listed above — using more space in the Saturday Evening Post this fall than any present radio manufacturer has ever used in the same period.

Prices guaranteed till Jan. 1st.

MODEL 10 — LIST $110
The effective dealer literature and advertising matter now being distributed by leading radio concerns can be put to good use by dealers in making more eye-arresting their window display and store publicity. This literature has the merit of being a direct sales message that not only draws attention to the line of radio sets, tubes, batteries, speakers, etc., but in most cases it is a pictorial and printed sales message. It is unfortunate that not more dealers use this material regularly. However, some merchants realize that sales can be increased by the judicious use of these dealer helps. A case in point is the Hardman Piano Co., of Brooklyn, N. Y., which handles both talking machines and radio. Recently a window display in which cut-outs were used to advantage featured the Radiola line and the Zenith radio. The use of the placards gave the window a touch of color and brought to it a hale many-passers-by. A few doors further up the street Wisser's brought the attention to the merits of the Atwater Kent radio by displaying a few sets in the window and telling of the merits of this particular set through neat placards.

Profits From Portables

Now is the time to feature the portable talking machine as a Christmas gift. The Landay stores throughout the metropolitan New York territory are devoting window-space in each of their stores to portables. Displays in the interior of each store also call attention to the handsome portables now obtainable. There is sufficient profit in portable sales to make it advisable to utilize direct mail in seeking sales. The time is now ripe for the sending out of literature of this character. Special lists of records suitable for holiday gifts also should be effective in building sales at this time. The dealer who makes up special gift albums or makes a strong effort to promote sales of albums of especially fine records will find that it pays. The public is open to suggestion at this time more than at any other time of the year. The live dealer will capitalize the opportunity by reaching old customers and new prospects by direct mail.

Dealer Broadcasts and Profits

Frederick P. Altschul, talking machine and radio dealer, who has five stores, two in New York City, one in Trenton, N. J.; another in Elizabeth, N. J. and one in Washington, D. C., with headquarters at the New York Phonograph & Piano Warehouse, Fourteenth street, New York City, believes in broadcasting as a means of keeping the products carried by his establishments before the eyes of the public and to this end has arranged a series of short programs to be broadcast from station WMCA directly from a studio installed in his New York establishment. Mr. Altschul is a pioneer in the radio business and has won great success in the merchandising of radio products. He is certain that the volume of sales will be greatly increased through the new medium he is using and has placed the name of Altschul on all his cards with that of radio through the appearance each week of "Altschul's Radio Pioneers," together with well-known guest artists. The first broadcast program from the Altschul establishment took place on Wednesday, October 20, with Gus Edwards and the entire company from the New Revue, Ritz Carlton Nights, as guests. Mr. Altschul was the announcer. Immediately following the concert and for some days thereafter, interesting and favorable comments were received from listeners from points as far distant as Montreal, Canada.

Turnover on Records

Are you handling the records that sell best in your community? Are you neglecting a source of increased record sales through neglect to install certain kinds of records for which a profitable demand can be developed with very little work? Black's Record Shop, Akron, O., has built up a tremendous volume of record business through stocking those records that are almost impossible to purchase in any other store in the city. Black analyzes the people in his city, and if he finds that there are a sufficient number of any nationality, he installs records and that makes a direct bid for this business. He sends out direct mail in the various languages to tell the foreign-born people about his new stock. He installed those records that were because his investigations convinced him that there was a market for numbers of this character. His sales prove the wisdom of the move. In the heart of the negro section of New York City is an old dealer who analyzes his customers and who has made large profits by handling the kind of merchandise the negroes want. L. Drezan secures turnover on record stock. He knows by study and experience what types of records the negroes are most likely to buy and he specializes in certain numbers. The negroes know he stocks the latest records and he presents one recent recording for the Blues number or a hot dance selection they go to Drezan's. The moral of all this is that the dealer who installs a lot of merchandise for which there is little or no demand is putting his best foot forward to reduce profits. It is business suicide to try to sell the public what it does not want. This does not mean that the dealer should not take advantage of the visits of customers to demonstrate other products with a view to increasing the size of the order, but it is a matter of not over-advancing the interest of the products other than the ones they intended to buy.

Dealer's Unusual Publicity

A striking example of a dealer's initiative in effecting a tie-up with the activities of a manufacturer is shown in the policy of the Sylacauga News Radio Shop, Sylacauga, Ala., which each week sends to its mailing list and as envelope stuffers a copy of the coming Atwater Kent concert in a highly original manner. The front page of each of these leaflets bears a cartoon and a catchy caption; the second page contains a semi-humorous paragraph designed to interest the listeners on the importance of radio purchasers that it is safer and better to buy a radio set manufactured by a factory with a reputation rather than some "off brand" radio in uncertain quality with no guarantee. The last two pages are given over to an illustration of an Atwater Kent set and to the coming broadcast program. To illustrate, one of the leaflets recently sent out had on the front page a cartoon of a dog with a fire-cracker tied to its tail. Above was the caption, "It Is What's Behind You Counts." On the second page the following message appears: "When you purchase a radio, better look and see what is behind it. It may be like the dog with the fire-cracker—ready to blow up and leave you guessing. Or it may be an Atwater Kent with a twenty-three-year-old factory behind it, as solid as the earth, with service stations everywhere." Other captions in the series read: "Why Take a Chance?" "Don't Chase a Train That Has Gone," and "Why Call for Help When No One Can Hear?"

The Right Sales Message

Advertising, window displays and other forms of publicity must be designed with some thought as to the kind of people the dealer intends to reach. Certainly, where the dealer plans to bring his products to the attention of people to whom price is no object it would be foolish to feature the cost of the merchandise to the exclusion of those qualities that are more certain to influence the prospective purchaser. Harry Barnes, who operates several stores in Brooklyn, handling talking machines, records and other musical instruments, as well as radio, caters to a middle class clientele to whom price invariably is of more or less importance. In other words, while quality of the product must be considered, it is not the only factor that clinches a sale in many cases. Consequently, prices of the various objects comprising the window display are made to appear important part of the exhibit. To make the prices catch the eye of passers-by without cluttering the windows with huge price placards the company is using a very cleverly designed price tag about six inches wide and two or three inches high. The placard is black, gold framed, and price markings are white.

The perfected Single Dial Set!

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

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

Ask for our "fair-play" dealer's plan.

Model A
De Luxe Table Type
Perfected Single Dial Control
Price $195

Slightly higher West of the Rockies

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

Dealers Should Make Use of Advertising Material Supplied by Manufacturers—Stress the Portable Phonograph as a Christmas Gift—Frederick P. Altschul Broadcasts to Increase Sales—Dealers Analyze Market to Increase Record Sales—Other Stunts
Perryman Radio Tubes are the choice of many progressive dealers because they make more money on them. First of all they are standard in price and carry a full profit. Secondly; they are so exactly alike in operating characteristics that they automatically match up in any set. Thirdly; they are so well made that they deliver extra hours under hard service and customers repeat their purchases.

The radio business has been cluttered up with service costs which stole profits from dealers' tills. Perryman tubes are service proof. They go out over the counter into the tube sockets and stay there.

Deal yourself a winning hand with a stock of Perryman tubes.

Perryman Distributors are equipped and ready to supply you with tubes, advertising literature and helpful cooperation.

Patented June 22, 1926

The filaments of Perryman Radio Tubes with the patented Perryman bridge are doubled to form a letter M. This twin construction not only exposes a greater area of filament surface, but it doubles the area of electron emission and increases the capacity of the tube. The real result is a tube that does its appointed work more easily, giving greater volume without distortion. Its longer life is a distinct economy.

The clear glass demonstrating tube shows the patented Perryman Bridge which holds the elements in place at the distance of greatest efficiency. Ordinary jars or jars do not affect Perryman Tubes.
Christmas Displays That Sell Merchandise

The Talking Machine Dealer Can Get His Share of the Holiday Gift Money by Arranging Eye-Arresting and Seasonal Display

By W. Bliss Stoddard

There is nothing like a cheerful window, with the Christmas atmosphere, to stimulate the sale of gift merchandise. Both phonographs and radio sets sell more quickly when the display suggests the pleasure given by these dispensers of loneliness. The Grand Leader, St. Louis, Mo., showed a section of drawing room, upon the wall of which was a huge white wreath, with red berries and red ribbons. In the foreground was a radio set with an easy chair drawn up beside it, and a reading lamp, with red silk shade close at hand. A neat card, adorned with a spray of holly, suggested “Give a Radio Set for Christmas.”

Suggs-Vandervoort-Barney, St. Louis, also had a study scene—with Oriental rug, tapestry chair, table and reading lamp, with an inlaid Radiola cabinet prominently displayed and the card of gray, with bold border, lettered in black: “From the Music Centre of St. Louis—A Radio for Christmas.”

W. C. Munn Co., Houston, Tex., had on the cream-tinted walls a long red silk curtain upon which hung a large bas-relief head of Santa Claus, surrounded by garlands of tinsel. At one side was a cabinet radio set, with loud speaker. Opposite it was an easy chair, with smoker’s set drawn up to it, and down front was a basket filled with poinsettias. A card suggested “Will There Be a Radio in Your Home This Christmas?”

The Goodall Piano Co., Houston, Tex., had the floor covered with artificial snow, with small evergreens set upright in it. Down front was a cardboard house with lights inside. In the rear was a cabinet talking machine. A ribbon ran from the house to the instrument and card suggested “Have This Machine in Your Home Christmas Morning.” Scattered over the snow were a number of records to each of which was attached a spray of mistletoe or holly, or a big red poinsettia. A card suggested “Don’t Forget to Lay in a Supply of New Records for the Christmas Day Entertainment.”

The Houston Light & Power Co., Houston, Tex., had seven windows, all similarly decorated. They were of the backless variety, permitting a view of the large and cheerful sales-room. The floor of each was covered with artificial snow, in the center of which was planted a Christmas tree, laden down with tinsel and ornaments. The windows were framed in southern smilax studded with poinsettias. The balcony at one end of the sales-room had the railing removed and upon the balcony was staged a domestic scene that called instant attention to radio. It was the living-room on Christmas morning. There was a big Christmas tree, hung with tinsel and illuminated, with many colored lights. Set on a table beneath the tree was a radio and grouped about it in listening attitude were life-size cut-outs of father, mother, son and daughter. The radio was in actual operation and could be heard by patrons all over the main floor sales-room.

No one denies the fascination of radio. One of the best proofs of this is the fact that most of the reputable music houses are now handling it in conjunction with their other lines, but the dealer should not fail to remind his patrons that it should complement and not supplant the phonograph. There is a wide variety of music always “on the air,” but on the other hand no one can critically judge songs or instrumental pieces, rendered by their favorite artists, just when they want them. But the possession of records of these selections gives them the choice of the or the music they wish. This was the thought of the Wiley B. Allen Co., when they arranged a series of little stages in their window, with small cut-out figures. One was a down scene from grand opera “Carmen,” on another that from a comic opera “Pinafore,” on a third a violinist giving a recital, and on a fourth a singer of vaudeville or concert songs. Scattered over them were records of grand and comic opera, ballads, violin, piano and orchestral selections. The big window was framed in holly and a number of the records were shown in specially wrapped folders, with in frosted letters suggesting: “Get a Good Selection of Old and New Favorites for the Christmas Holidays.”

How Live Dealers Are Building Volume Radio Business by Going After Sales

Atwater Kent Radio Dealers in Many Parts of the Country Are Succeeding by Aggressive Merchandising—Dealers Who Are Overcoming Unusual Handicaps in Selling Receiving Sets

The popularity of the Atwater Kent radio receiver is an accepted fact, not in any one section, but throughout the entire country and that matter, throughout the world. Interesting stories attesting this popularity are received regularly by the Atwater Kent Mfg. Co., from dealers, as are stories telling of the methods employed by Atwater Kent dealers in placing the receivers in the homes of the public. Examples of dealer’s experiences recently cited in the Atwater Kent house organ are here reproduced.

In Sebastopol, Cal., which is a very small town, W. S. Borba, local Atwater Kent repre- sentative, has to go out of town to thoroughly exercise his salesmanship. Along the four mile highway running out of the town Mr. Borba has sold at last account forty Atwater Kent sets and has not yet finished the job. This makes ten Atwater Kent sets to every mile.

In Antelope, Cal., a thriving town with a population of eighty-nine people or just eighteen families, Lauppe & Sproat, who operate the general merchandise establishment, sold sixty-two Atwater Kent sets during the current season. The eighteen families are 100 per cent Atwater Kent equipped and a set is playing continuously in the Post Office.

A dealer without a store is a rarity, but that is the status of George Alley, of Fulton, Ky., who sold more than $3,000 worth of Atwater Kent sets in the past five months. Mr. Alley teaches in the local high school each day and devotes his evenings and Saturdays to selling. He is working under a handicap, as he is paralyzed from the hips down as a result of an injury suffered in the World War. His mother and a girl book-keeper help him to sell and he employs two outside men to follow up prospects.

Utah Radio Products Co. Introduces New Cone Speaker

The Utah Radio Products Co., Chicago, loud speaker manufacturer, recently introduced a new cone speaker said to possess the same clear tonal features that have been symbolic of the entire Utah line of voice-reproducing units. The new Utah cone speaker is a free edge type, 17½ inches high, weighing 3½ pounds, beautifully designed in a golden brown shade. The new product, which retail for $16, is said to have won immediate favor wherever it has been shown.
The Talking Machine World, New York, November 15, 1926

VAL PHONIC

The demand for the VAL PHONIC reproducer is greater than ever anticipated. We knew we had a good reproducer — that was expected of us — and the tremendous response it has received is most encouraging.

Have you tried it?

Constructed with a hand hammered metal diaphragm, the VAL PHONIC produces amazing results. It brings out clearly every detail of the new electric process records. The tone is distinctive — has plenty of volume and the absence of blast is immediately recognized.

The price insures plenty of profit.
Millions of Homes Without Radio Sets or Phonographs Offer Fertile Market

Interesting Illustration Which Recently Appeared in Stewart-Warner Publication Graphically Sums Up the Situation as Regards the Retail Talking Machine and Radio Dealer

The accompanying illustration is interesting for two reasons—it visualizes the large number of homes without talking machines and the even larger number of homes without radio receiving sets as compared with the number of families owning automobiles. The illustration, which appeared in The Announcer, one of the dealer publications issued by the Stewart-Warner Speedometer Corp., brings home the fact in the strongest possible manner that there are plenty of opportunities for retail talking machine and radio dealers to cash in in a big way by making a determined bid for sales volume. According to the figures, about one-third of the families of the country do not own talking machines. Naturally this great number of people may be considered legitimate prospects. Then, too, since the introduction of the new instruments and records, the market has been considerably broadened by reason of the fact that many people who now possess a talking machine of the old style may be turned into live prospects merely by bringing the new instruments to their attention. Sales of new model talking machines also mean increased sales volume of records and hence more profits for the dealer.

Less than one-quarter of the homes of the country are supplied with radio, according to the figures presented by the Stewart-Warner Speedometer Corp. In other words, since radio became popular several years ago and in spite of tremendously sales volumes rolled up by individual retailers and the trade as a whole, the market barely has been scratched. Also, a point worth considering is that retailers have overcome many of the problems incident to radio merchandising and now are in a position to merchandise on a more profitable basis. The radio business has become stabilized and dealers, handling the right kind of radio merchandise, have a better chance than at any time in the history of the business to capitalize the opportunities for selling on a volume basis. Following is a comparative analysis of sets, parts and accessories in use by years:

<table>
<thead>
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<th>Year</th>
<th>Sets</th>
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<th>Parts</th>
<th>$</th>
<th>Accessories</th>
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Radio Institute Conducts Practical Radio Classes

The Radio Institute of America, 426 Broadway, New York, which conducts classes in radio communication and practical work in the merchandising and servicing fields, recently inaugurated a special course of technical instruction for dealers, jobbers, salesmen and radio service men. This course is given both in the class room sessions and by correspondence, and it has for its purpose the imparting of knowledge and training essential to anyone who wishes to succeed in the selling and servicing of radio. The course consists of a series of lectures beginning with simple principles of electricity, magnetism and radio and continuing on through practical radio up to the very latest principle. Meanwhile the resident students attend laboratory sessions in which they handle practical radio work, including testing, troubleshooting, wiring, assembly, installation and operation.

"Just as if you were there!"

Most any Speaker brings you something of Radio's joy—but until you've really heard a "Jewel Case" with its resonant tonal beauty, tonal completeness, naturalness, you've missed the fullest joy! There are so many claims in Radio we only ask you this—just believe your own ears when you listen to recreations of music, speaking, or singing so natural and satisfying you scarcely realize the living authors are many miles away. That is Velvet Radio Joy!

Velvet Radio Speakers

Manufactured by
THE BORKMAN RADIO CORP.
Salt Lake City, Utah
Kalamazoo, Mich.

A rich musical background for the tickling pleasures of the card game—with the "Jewel Case".

"The Jewel Case" is a musical instrument—superior in tonal beauty and power—but it is as well, a beautiful piece of handicraft.

No. 21—$45.00
Selling Radio Without Excessive Claims Has Built Profits and Eliminated Trouble

J. Newman, of Newman, Stern Co., Cleveland, Ohio, refuses to guarantee long-distance reception, guaranteeing nothing beyond fifty to one hundred miles. We apparently but not actually lose sales by this. What we sell stays sold, however.

"Our position is a logical one. We tell the prospective customer that in selling him a radio set we undertake to supply him with a standard instrument which under most conditions will perform with reasonable satisfaction. We explain to him that we can sell him the complete installation but not the conditions surrounding it. To be sure, if we say to a customer in answer to his question that we do not know whether or not he will get Chicago, he arches his eyebrows. He tells us that the Blank Radio Co. will sell him the same set and guarantee Chicago. Nine times out of ten when we tell this customer that after all the work required to arrive at this guarantee, the blank Radio Co. and we have nothing to lose by making the guarantee, but that we would rather be truthful than make the job, he usually sees our point."

"After all any one with a radio set in all except impossible locations to-day has his choice of several good programs any time he wants to hear them. I say this is enough. We sell our radio sets on this basis and they stay sold. Our percentage of returns last year using this method was the smallest in our history, and of the total number of sets sold, was the largest in our history. Our service department runs with greater smoothness, our time payments suffered less loss and the morale of the department was on a higher level."

"After all, you and I know just how little or how much a radio can do. That Miss Edcher swam the English Channel once is no reason why we can expect her to do it daily. Conditions of tide, wind, weather and what not, entirely outside of her own capabilities, will govern her performance. Just so with radio. It is a one-time sort of a thing. There are no one occasion by no means signifies that it will do it the next time. Furthermore, it is by no means significant that because it does in one place it will do it in another."

Brilliantone Co. Enjoying Its Most Successful Year

Sales Volume Each Month During Year Established New Record—Business Volume Double That of Same Period Last Year

The Brilliantone Steel Needle Co. of America, Inc., sole selling agent for Bagshaw needles, is finishing one of the most successful years in the history of the organization. The sales volume each month is setting a new record and business is reported more than double that of the same period last year. Brilliantone activities are, therefore, numerous and the entire organization is on its toes. Harry W. Acton, general manager of the Brilliantone Steel Needle Co., found business much to his liking on a recent visit to Philadelphia and immediately followed his trip to the Quaker City by going west to the Middle West. Reports from this territory show Mr. Acton finding equally good needle business in this section.

Sidney Risser, Brilliantone steel needle sales representative, is back at headquarters following a trip through the New England States, where he reports big Brilliantone business. Mr. Riser states that every day was a real order-taking day throughout the trip, indicating dealer confidence in that territory.

Irving P. Unger, of the Brilliantone sales staff, has just returned from an eight weeks tour of the South and Southwest. Mr. Unger reports splendid general conditions throughout this territory and adds that Brilliantone particularly his trip was a remarkable success. After a few days spent at Brilliantone headquarters Mr. Unger started on another swing through the Middle Western States.

Oklahoma City Distributor Was Host to A-K Retailers

Harrison Smith Co. Stages First Annual District Convention—Three Hundred Atwater Kent Dealers Present at Conclave

OKLAHOMA CITY, Okla., November 5—The Harrison Smith Co., Atwater Kent distributor of this city, was recently host to about 300 Atwater Kent dealers in its territory at the first annual district convention. The affair was held at the Huckins Hotel and the day was given over to business sessions and the presentation of the new Atwater Kent line. Otto W. Taylor, H. T. Stinworld, T. Wayne McDowell and F. M. Miller, of the Atwater Kent organization, were present, as well as representatives from the Pooley Co., also of Philadelphia. Harrison Smith, head of the organization, reported the convention was a huge success and stated: "I am very glad I was the man in Oklahoma City and I am looking forward to many more conventions of this character."

Stewart-Warner Earnings The Stewart-Warner Speedometer Corp. reports for the nine months ended September 30, 1926, net profit of $4,808,346 after depreciation. Federal taxes, etc., equivalent to $301,899, or $99,990, shares of no par stock. Net profit for the September quarter was $1,686,531 after above charges, equal to $2.81 a share.

W. H. Lawton, manager of the Seattle, Wash., branch of the Columbia Phonograph Co., was in New York for a few days recently on a visit to the executive offices of the company.
FACTS
you should know about
“B” BATTERIES

In the production of Heavy-Duty 45-volt “B” batteries Eveready has established a new standard of “B” battery life and economy.

Eveready Heavy-Duty 45-volt “B” Batteries will outlast any Light-Duty 45-volt “B” two to one, regardless of the number and kind of tubes used! Moreover—though lasting twice as long, they cost only one-third more!

To cap the climax of “B” battery economy, Eveready, in the production of Eveready Layerbilt No. 486, has perfected a Heavy-Duty “B” battery of unequaled endurance and dependability—positively the most “B” battery in service and satisfaction that its price can buy.

You can make no mistake in flatly recommending Eveready Heavy-Duty “B” Batteries, and especially Layerbilt No. 486, to all radio owners using normal voltages (45 to 135 volts).

You will be selling the utmost in “B” power dependability—the lowest “B” power first cost—the greatest “B” power operating economy—D. C. (direct current) in its purest form, which insures pure tone.

Eveready national advertising is acquainting the radio public with these facts. Identify yourself with this “B” battery economy educational campaign and build up for yourself priceless good-will and a reputation for giving your customers the most value for their money.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, Inc.
New York San Francisco
Atlanta Chicago Kansas City
Canadian National Carbon Co., Limited, Toronto, Ontario

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

WEAF-NY
WJAR-Providence
WEEI-Boston
WTO-Worcester
WIP-Pittsburgh
WXAL-Pittsburgh
WJAS-Cleveland
WJTV-Cincinnati
WJAT-Cleveland
WJAS-Philadelphia
WJAS-Charlotte
WJAS-Atlanta
WJAS-Baltimore
WJAS-Chicago
WJAS-Brooklyn
WJAS-Minneapolis
WJAS-St. Paul
WJAS-St. Louis

EVEREADY Radio Batteries—They sell faster
Right Sales Methods Build Radio Profits
D. S. Spector, General Manager, Federal-Brandes, Inc., Analyzes Opportunities of Profits in Radio and Gives Sales-Building Tips

The music merchant is an important factor in the chain of radio distribution. His experience in merchandising means of entertainment to the public, the type of store which he operates, the high grade of his personnel, his experience in handling time payment sales, and his established place in the community make him a desirable and important outlet for the radio manufacturer. The past two years have proved that radio can profitably be handled by the average music dealer who appreciates the difference between the musical instruments he has been selling and the radio merchandise. This realization is of fundamental importance.

The music dealer is accustomed to selling merchandise requiring no installation, no delicate balancing of elements for its successful operation, and no problems extraneous to, but affecting, the operation of the instrument. Therefore, he has not been confronted with the requirements of the completion of the sale, such as servicing, so vitally important in radio.

The Problem of Servicing
There are merchants who are accustomed to servicing their sales. The electrical dealer and the automotive dealer are only two of many who are experienced in the work of selling merchandise requiring installation and perhaps some upkeep, and who are thoroughly familiar with the requirements. The automotive dealer appreciates the importance of the correct functioning of every part of the automobile both before and after it is turned over to the customer. He knows well that there are plenty of reasons why an automobile will not function properly at times. He also knows that the customer will come to him for a remedy in such a case, and he is prepared. The same is also true of the electrical dealer and his merchandise. But the music dealer has not had that experience. Under these circumstances, it is to the advantage of the music dealer who desires to become a permanent factor in the radio distributing system to appreciate the difficulty in the requirements of radio sales and how he can best overcome it.

As an example, a customer walks into a music dealer’s store and after more or less deliberation decides to purchase a piano. Outside of being concerned with details of tone and cabinet finish, there is very little the dealer need do to complete the sale. The piano is delivered to the home and placed in a room. If the instrument has previously been properly inspected as to its tuning and the condition of the wood finish, little if anything more is required except perhaps the business of collecting the bill.

The sale of a radio set does not end with the delivery or even with the placing of the instrument in the home of the customer. A dealer, simply as a matter of self-protection, must see that all the elements comprising a complete installation are properly working. The antenna must be properly set up. The tubes must be efficient. The batteries must be in good shape, and, above all, the customer must be taught how to secure maximum results from the installation. The customer can no more be left to the tender mercies of the manufacturer’s instruction book than the purchaser of an automobile can be left to the printed directions of the automobile manufacturer. It takes time to learn how to operate properly the average radio set, and this should be thoroughly appreciated by the music dealer, who in turn should convey it to his customer.

The music that fills the home as a result of the purchase of a piano depends upon the customer, or whoever plays the piano. If the sounds are unpleasant or are imperfectly reproduced, the dealer is called in to service his sale. If, some evening, a set refuses to function due to a worn-out battery or a disconnected wire, the dealer is notified and a service man who understands radio sets of that type is sent to locate the trouble. The more complicated the set, the more his fund of information must differ from that of a music dealer.

It follows that anything which tends to make the radio sales routine approximate more and more closely the sale of a piece of musical merchandise, such as a piano or phonograph, is of vital importance to the music dealer and should greatly appeal to him.

New Models Reduce Trouble
Now to the rescue! The new radio models are making matters easier for the music dealers. The single illuminated station selector, such as is used by Kolster Radio, instead of several dials, makes the operation of the set practically automatic. In addition, the sturdy construction now being followed in contrast to previous years, such as mounting the "gang condensers" in die-cast aluminum frames that will hold the weight of two men, riveting parts to the panels instead of using screws that may come loose, and hanging the entire chassis in a pressed steel frame, greatly lessens the chances for anything to get out of order and practically reduce the servicing to the replacement of tubes and batteries at rare intervals.

The more automatic a set's functioning and the sturdier its construction, the less technical knowledge it requires on the part of both the dealer and the customer, and the less chance there is for the customer to make mistakes in its operation and be dissatisfied with the results. That means less service calls, and approaches the ideal of "sold over the counter."

Single control receivers help the music dealer considerably, reducing the period of instruction to almost nothing by making it difficult for the customer to tune incorrectly and by removing the necessity for experienced manual control of several dials on the part of the customer.

Importance of Correct Design
The correct design of such important radio receiver elements as "gang condensers" is also of vital importance. If properly designed, this element, the heart of the system, may then be considered by the customer to be practically non-existent, thereby eliminating service demands on the music dealer, caused by unsatisfactory tuning after the sale and installation are completed, which is not a part of his merchandising background.

Further, the proper design of radio circuits together with the improved design of such details as sockets and their cushioning, which are to be found on the market this year, can to some extent make up for lack of absolute uniformity in radio tubes. They therefore do not (Continued on page 32).
The New Super-Sensitive DETECTOR
Type GSX-200A for distant reception and weak signals—equally remarkable results on local stations—not critical in adjustment. Price $3.00

Leviathan—most powerful steamship in the world—engines develop maximum of 100,000 horsepower.

Your Customers Want More Power
Gold Seal Power Tubes Meet This Ever Increasing Demand

EveryBODY is asking for power tubes. All the new sets are wired for this equipment. Power tubes can be used in the older sets with an adapter. Cash in on this growing demand right now. Gold Seal power tubes are made in all the popular types, including GSX-210, and 216-B, the most powerful type sold commercially. And like all Gold Seal tubes, they are made right, sold right and guaranteed right. They will increase your sales, your trade and your profits. Insist on genuine Gold Seal Radio Tubes—Standard for all sets.

If not obtainable from your jobber, write us for particulars of our attractive dealer proposition.

Gold Seal Radio Tubes

Gold Seal Electrical Co., Inc., 250 Park Ave., New York

Type GSX-171
High power tubes for use in last stage of audio amplification give increased volume. Price $6.00

Type GSX-162
Power booster tubes for use in rectifying apparatus—well adapted to use with high current required by power tube equipped sets. List Price $3.50

Type GSX-171
High power tubes for use in last stage of audio amplification give increased volume. Price $6.00

Type GSX-111
High power tubes for use in last stage of audio amplification give increased volume. Price $5.00

List Price $5.00

ALL STANDARD TYPES

Type GSX-102
For use only in the popular manual coupled amplification, highly efficient in this system. Price $4.00
Ernest Ingold Heads New Body of Officers—
Campaign to Raise $25,000 for Broadcast Pro-
grams Brought to Successful Close

San Francisco, Cal., November 4.—At the an-
nual meeting of the Pacific Radio Trade Asso-
ciation held here last month, Ernest Ingold, pre-
president of Ernest Ingold, Inc., was elected presi-
dent for the coming year. Mark E. Smith was ele-
ted vice-president and W. J. Aschen-
brunner, secretary-treasurer.

The balance of the Board of Directors in-
cludes E. J. Koepke, J. A. Ramsey, Wilbur Jack-
son, Major Nathan Levinson, E. A. Por-
tal, Robert Eastman and H. W. Dickow.

The reports of the Radio Show Committee, re-
tiring President Arthur Halloran and Vice-
President Charles Musladin, reflect a remarka-
ble condition of this pioneer radio association. The
report of the show committee, Mark E. Smith,
chairman, showed a tremendous increase in in-
terest and attendance during the last exhibition. The
report of Charles Musladin indicated that the
association closed its year with all bills paid
and with a cash balance of nearly $20,000 in the
Treasury.

Perhaps the outstanding item of interest in
the president's report was the announcement of the
successful conclusion of the association's campaign to raise a
fund of $25,000 from radio listeners in order to put on the air the series of

twenty-one complete concerts by the entire San
Francisco Symphony Orchestra, numbering
eighty to one hundred pieces, the concerts be-
ing given each Sunday over a period of twenty-
one weeks. The concerts are to be broadcast
by KPO, KGO and by wire connection from
the bay region to be broadcast also by KFI
at Los Angeles. Leo J. Meyberg had charge of the
association's active solicitation for funds through
a system of teams.

The feeling of the association is that the en-
tire radio industry on the Coast will be in-
measurably strengthened and selling helped by
broadcasting of this type and character which, in
Pacific Coast circles, still lies in the future.

Omaha Fada Dealers Attend
Two-Day Annual Convention

Meeting Held Under Auspices of Storz-Western
Auto Supply Co., Fada Distributor—New
Models Displayed and Plans Discussed

Omaha, Neb., November 4.—A two-day meet-
ing of Fada radio dealers was held here recently
under the auspices of the Storz-Western Auto
Supply Co., Fada distributor for the territory.
Arthur Stora, head of the firm, is also president of the
Omaha Radio Trades Association. The
first day of the meeting was devoted to a presen-
tation attended by the distributing and factory
organization men. R. P. Van Zile, manager of the
Fada Chicago branch, discussed problems re-
garding the franchised dealers and merchan-
dising policy of F. A. D. Andrea, Inc. H. E.
Anderson, of the Nebraska Farmer, addressed the
gathering on radio farm-paper advertising.
The second day of the session was marked by the
attendance of dealers from the eastern half of the
Storz-Western territory. Inspection of the
new Fada models, and a luncheon, with ad-
resses by Mr. Stora and Mr. Van Zile, fea-
tured the second day. A banquet in the evening
closed the meeting.

Right Sales Methods In-
sure Profits From Radio
(Continued from page 30)

have to be matched, and the replacement of a
dead tube is simply a matter of purchasing a
new one.

The calibration of tuning scales in meters
wavelength is for the same reason also of great
importance to the music dealer, as it tends to
make the operation of the set more automatic.

The simplification of other elements, such as
the inclusion of tested loud speakers in the cab-
inets, the provision of space for batteries and
the availability of various types of practically
automatic battery chargers and battery elimi-
nators, all tend to make a radio installation more
nearly like a piano installation.

Trend Toward Simplicity

This trend toward simplicity is of great im-
portance to the music dealer. A radio in-
stallation may never reach the simplicity of a
piano installation, but if the music dealer is
careful to handle the types of radio sets which
because of their construction, best fit into his
business experience with the least necessity for
such a radical change as extensive servicing
there is no question but that music dealers will
find the business of selling radio receivers more
and more profitable.

An excellent start was made along these lines
last year. Great strides have been made since
ten. This year's models of the leading manu-
ufacturers show the results of careful thought
over these problems. In the future the trouble-
some elements, from the viewpoint of the mu-
sic dealer, will be still further reduced and
while the radio installation will always require a
certain amount of watching it is not nominal if the points I have discussed are con-
sidered when the dealer selects his radio stock.

Special Number of Town
Crier Tells of Ad Drive

A special campaign number of the Town
Crier, house organ of the Radio Corp. of Amer-
ica, has been issued describing in detail the
impressive national advertising campaign which
RCA is conducting this season. It is strikingly
illustrated in color with reproductions of various
magazine, newspaper and billboard advertise-
ments, with direct window display material and
dealer-ship support.

The Dutch-Freeman Furniture Co., Atlanta,
Ga., recently added the Atwater Kent line of
radio products. C. W. Jordan is in charge.
These ads—addressed to over nine million readers—are sending Farrand buyers to stores everywhere. A demonstration does the rest!

Dealers Attention!

If you haven't, as yet, stocked Farrand Speakers, get in touch with your distributor AT ONCE. Now's the time to cash in on Radio's greatest selling speaker. Order TODAY!

Farrand Mfg. Co., Inc.
Thompson Avenue at Court Street
LONG ISLAND CITY, N. Y.
Stewart-Warner Displays
Receive Praise of Dealers

Beautiful Settings for Effective Presentation of Stewart-Warner Radio Products Created by Company for the Dealers' Use

CHICAGO, ILL., November 5—One of the policies of the radio division of the Stewart-Warner Speedometer Corp., which has won enthusiastic praise from dealers throughout the country, has been the creation of beautiful and artistic win-
dow displays which are made by the Display Division of the company and which are loaned to dealers for a period of time for a small rental. These displays are made of the highest quality materials and are among the extreme. They form a background for the showing of Stewart-Warner radio receivers which reflects the quality of the product.

The accompanying illustration of the most recent of the displays created by the company is typical of those now in use. The center three-panel screen is of wrought iron and contains hand-painted panels in very attractive colorings. Fingertips are shown touching the dial on the world, and revolving about the world, picturing many forms of enjoyment available through radio. At either side of the central figure are two small wrought-iron lamps with banners carrying the Stewart-Warner shield. These banners and floor mats are of satin and gold fringe and black embroidery. Two small and one large wrought-iron benches with red mohair tops are furnished with the display. The title of this display is "A World of Enjoyment at Your Fingertips."

The displays are built in series of ten and special shipping cases are made so that little damage is experienced in routing them about the country from one dealer to another.

W. L. Steingaard, manager of the Display Division of the Stewart-Warner Speedometer Corp., states that this service has met with hearty accord among distributors and dealers and the demand is beyond what the company can supply. About two hundred displays are now in service.

American Bosch Radio Line
Shown at Dealers' Meeting


The feature of the October meeting of the Talking Machine and Radio Men, Inc., New York, held at the Cafe Boulevard on Wednesday, October 13, was the display of the American Bosch Magneto Co. radio products, consisting of recent models of radio receivers, twin speakers and a battery eliminator. The Weber-Rance Corp., metropolitan distributor for the line, was in charge of the display. W. F. Potter, chief radio engineer of the Bosch organization, gave an interesting talk, pointing out to the assembled dealers the outstanding features of the line.

Louis Gruen, sales manager of the manufacturing company, also spoke, explaining the merchandising policies and plans of the company and the selling points of the American Bosch line.

M. L. Miller, vice-president of the Weber-Rance Corp., outlined his company's plans for the formation of a service school which will be open to all dealers regardless of whether they carry the Bosch, Ferguson or Crosley lines, which are distributed by Weber-Rance. The school will hold sessions for three or four nights a week and dealers will have the opportunity of learning the technicalities of radio. Unusual features are being arranged for each session.

Arthur U. Stork was elected to membership in the association and S. A. Schutta, Jack Lesby, and Con Berton and William Hancock, all of the National Carbon Co., were elected as associate members.

The next meeting of the association will take place on November 30, at which gathering the Dalrymple-Mishler Radio Corp. will exhibit the Hartman line of radio products for which it is distributor.

Fada Radio Receiver Used
in Hog Calling Contest

A recent event of unique interest was the National Hog Calling Contest which was spon-
sored by the Omaha Radio Trades Association and assembled in that city, in view of the fact that radio played a leading role. The object of the contest was to select the best hog caller, and a Fada 8 tube set and speaker was the winner. The hog callers worked in the Crystal Studio, on the radio show and tuned in on the Fada receiver which was set on a farm about eight miles in the country. The Fada 8 and speaker were strong enough to carry the hogs in from all over the 160-acre farm, reproducing distinctly the weird succes-
sion of sounds that causes hogs to respond.

Atlas Cases for You, Too

Phonograph manufacturers have been enjoying the advantages of Atlas Plywood Packing Cases for years. Radio manufacturers were not long in following their example.

Neither could fail to recognize the perfect protection Atlas Cases give their instruments, the ease with which they are assembled, their fine appeal to the freight saving effected by their lightness in weight. And Atlas Packing Cases will show you the same things. Try some.

RCA Poster Service Is
Popular With the Trade

Many Dealers Featuring the Posters Regularly
In Their Window Displays—Seasonal Appeal
Proving a Sales Stimulator

Judging by the many letters being received by the advertising department of the Radio Corp. of America, RCA authorized dealers are keenly alive to the many possibilities for capitalizing the unique Nickel-A-Day poster service that was instituted several months ago. Some dealers write that besides featuring them regularly in their windows they are taking full advantage of the seasonal appeal portrayed in the art panel by using it as a sales objective toward which they direct their circular mailings and with which they tie-in their newspaper ad-
vertising. Others write that they are using the colored paintings as the motif around which they build the rest of their display. Still others

Attractive RCA Posters
write that their windows are receiving greater attention from the public than ever before and are now a real sales aid.

The Nickel-A-Day art display service means that for five cents a day or $18 a year the dealer is provided with three substantial frames into which are fitted posters each for the period of a year the current set of attractively colored, hand-executed art panels. A model window display of the current set of posters is illus-
trated herewith.

"Already," according to Pierre Boucheuron, ad-
vertising manager of RCA, "several thousand dealers have signified their belief in a timely art display as an effective piece of sales promo-
tion by sending in their subscriptions to the Nickel-A-Day service. And as many thousand were subsequently convinced that the small daily outlay involved was more than justified in the added attention focused on their products by this means. It would cost an art collector $12,000 to possess the originals by the noted artist C. E. Millard, but by bearing a substan-
tial part of the cost the Radio Corp. is enabled to offer this service to its dealers for what approximates five cents a day."
Empire Universal Tone Arms and Reproducers

"The STANDARD of the INDUSTRY"

No. 100

Our new all-brass, CONTINUOUS Taper Tone Arm, with full ball-bearing base, equipped with our PREMIER reproducer.

Specifications:
Height from motor board to top of tone arm is 3⅔ inches. Inside diameter at base is 1 13/32 inches. Outside diameter of base flange is 2⅛ inches. Length from turntable center to center of horn hole on motor board is 9⅜ inches.

LIST PRICES

<table>
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<tr>
<th>Tone Arm Only</th>
<th>Nickel</th>
<th>$7.50</th>
<th>Oxidized</th>
<th>$8.00</th>
<th>Gold</th>
<th>$8.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete as Shown</td>
<td>Nickel</td>
<td>$12.50</td>
<td>Oxidized</td>
<td>$13.00</td>
<td>Gold</td>
<td>$13.50</td>
</tr>
</tbody>
</table>

It is now a recognized fact that there are three things necessary to obtain the best results from the new electrically cut records. These are the reproducer, a CONTINUOUS taper tone arm and the long amplifying chamber.

The unit illustrated above, when used with a long amplifying chamber, embodies these points, and has been scientifically designed to meet the latest achievements in the science of acoustics.

Order sample, test it out. It will win you on its merits.

Empire Tone Arms Are Used by Carryola

THE EMPIRE PHONO PARTS CO.
10316 Madison Avenue, Cleveland, Ohio
Established in 1914

W. J. McNAMARA, President

To Manufacturers of New-Type Phonographs

Our new Orthophonic type Reproducer is ready. Tone, volume and quality unsurpassed. Don’t contract for your Reproducer requirements until you have seen and heard ours.

Ask for Special Proposition

UNIQUE REPRODUCTION CO.
Mfrs. of. ADD-A-TONE Reproducers
32 Union Square

New York
The Largest Makers of Portable

The BIG PORTABLE Selling Season is Now Here

URING this, the Holiday season, retail merchants will sell more portable phonographs than at any other period during the entire year. Here are the reasons:

1. The portable today has come into its own as a musical instrument for the home at a popular price.
2. Portables sell quickly and easily, and in most instances for cash.
3. Selling portables is the surest way to expand cash record business. Every portable buyer can afford a real selection of records.

The finest portable on the market is the Carryola Master. It sells most easily because the public has read about it in the large national magazines. And when it’s sold, it stays sold, because of its many exclusive features.

The “Master” today is attractively embossed and decorated (airbrushed) in striking color contrast. What an eye value! What a sales appeal! Make your plans for the big selling season!

The Carryola Company of America
647 Clinton Street
Milwaukee, Wisconsin
Phonographs in the World!

The Carryola Master

The leader of a line that always sells

Profit by showing the full line of Carryolas. The margin is ample. Your volume is unlimited. The selling qualities have been proven. There can be no question, "will they sell?" It is a fact that they do sell. And how they sell at this season!

It is a complete line. The Carryola Master for steady, repeat business. The Carryola Cub for the buyer with the smaller pocket-book. The Carryola Flapper for those that demand something different.

Build your holiday plans around this mighty line. Make the Carryola Master your leader. Do the job adequately and realize properly. Resolve to "cash in" right now during the big selling season. Write to your nearest Carryola Jobber, or to us.

The Carryola Company of America
647 Clinton Street
Milwaukee, Wisconsin
Four stores... and still growing!

Idaho's largest music house demonstrates the wonderful success possible with this one definite sales plan

In the heart of Boise's business district a huge electric sign flashes out, "Sampson Music Company," known hundreds of miles around for its policy of "One Price—A Square Deal."

Eighty miles to the northwest at the neighboring town of Weiser there's another Sampson store. One hundred and fifty miles away, to the southeast, there's another at Twin Falls. And again, another branch at Nampa, twenty miles to the west.

Through all southern Idaho the Sampson Music Company's four stores have won an enviable reputation for their way of doing business. In more than 1,000 homes the Gulbransen sold by this one company are furthering the Sampson Company's good name. And today the Sampson Music Company is not only the leader in Boise and the surrounding territory, but the largest music house in the entire state.

Ten years ago, C. B. Sampson thought that he'd "try" the Gulbransen. He had been reading Gulbransen advertising. He was attracted by its simple statement of fact, itself announcement of a then revolutionary method of selling pianos. For in those days, for a manufacturer to announce a one-price policy backed by national advertising was an entirely new idea in the piano business. Sampson liked it. It was just the way he had always tried to do business in his own store.

So he wrote out a trial order—for one Gulbransen Registering Piano.

Finds immediate success

"As we look back, it was a revelation," says Mr. Sampson. "We were glad to deal with a house doing business on a one-price basis, just as we were doing business with our customers.

"Here was not merely one piano, but a whole line that we could confidently feature. A complete variety of models at standard prices to appeal to all classes of trade!"

"Year by year our business has been growing steadily. Last year our Gulbransen sales were 72% better than the year before—157 pianos as against the previous year's sales of 91. And judging from indications for the first ten months of this year, our 1926 business is going to break all records."

This successful business that the Sampson stores have developed is the result of intelligent planning and salesmanship. For Boise itself as a city is not the type to furnish mushroom growth for any retail business.

With a population of 25,000 this city has enjoyed a good, healthy growth ever since it was first chartered in 1906. As the capital of Idaho and the trade center of the surrounding fruit growing, agricultural and mining country, it is the city of chief importance in the state.

How was it done?

"No small part of our success has come to us because we tied to a line that we thought was right. Ever since our first order, we have been proud to advertise the fact that ours is a Gul-

State Capitol Building, one of the many beautiful show spots in Boise

The Sampson Music Company's central store at Boise has a 50-foot frontage at 92 Main St. One-half the window space is given over to Gulbransen display. By selling the QUALITY idea, this store has established a leadership that can never be won on PRICE and TERM."

(Photos by Johnson & Son, Boise, Idaho)
G. J. Tiss, manager of the Weiser branch, looks after sales in this nearly town of some 3,000 population. Note the service roaster with its labor-saving cartage device.

The Sampson stores don't wait for business to come in. When a good lead has been developed, a Gulbransen is taken out to the prospect's home and the sale is already half made!

R. K. Logan is manager of the Sampson branch at Twin Falls, a town of 8,000 population. The company's branch system of distribution is of immense advantage in giving prompt and efficient service.

W. E. Patterson, branch manager of the Sampson store at Nampa, supervises the company's "One Price—A Square Deal" policy in this town of 3,500. Here, as in all the other stores, the manager is in constant touch with the home office.

C. B. Sampson says—

"Success is assured the merchant who really follows out the spirit of the one-price, square-deal policy set up by the Gulbransen Company and other successful manufacturers and dealers.

"Price and terms are pretty stale arguments. Too often they are the chief resource of a merchant selling inferior musical goods.

"Talk up the value of music in the home, the quality of the instruments you're selling.

"Point out to your prospects the wonderful enjoyment and educational value of a piano. Tell the folks the truth and they'll stick by you.

"Our house is a Gulbransen institution. We're proud to advertise the fact, proud to let the public know that our four stores feature the complete Gulbransen line."

bransen institution and that all our stores feature the Gulbransen.

"People in this part of the country know the Gulbransen through its national advertising. This advertising has been of inestimable value in backing up our selling. People have increased confidence when they buy a Gulbransen because they know that everybody pays the same price for the same model. They know that they are getting a wonderful instrument in a fair and square deal."

The actual selling

"We have six men outside selling all the time, and three inside who are always ready to meet an outside call," says Mr. W. C. Carnes, manager of the main store in Boise. "We figure that once we put a piano in the home, the sale is half made. We have a fleet of trucks and Atwood loaders and we put them to good use.

"Last year, I should say that about four out of five of our sales were closed outside the store—yes, just about 80%. That's the result of going out after the business.

"But with all our selling, we never overlook the fact that we are building good will. People read our attractive Gulbransen advertisements in the morning and evening newspapers. They receive the mailing pieces that the Gulbransen Company furnishes us imprinted with our name.

"Thus we cash in on the Gulbransen national advertising that our prospects read in the magazines going into their homes. And we know that this combined advertising is a wonderful help in our daily selling."

You can make more money with this plan

The Sampson stores, like those of all other successful Gulbransen dealers, are daily meeting the same sales problems that you will find in practically every American town from coast to coast. Not only meeting them, but overcoming them—building profits through the use of one of the finest sales plans that has ever been offered the retail piano trade by any manufacturer.

Actually it is more than a plan. It summarizes the experience of hundreds of successful Gulbransen dealers. But more than a summary, it offers you the carefully developed means of building more business for yourself. It gives you the actual material with which to work, gives you full instructions how to carry out each step.

If you yourself are not satisfied with your present business, if you are not getting the success you think your efforts deserve, write for further information about this new way of selling. You owe it to yourself to find out the complete details.

Simply fill out and mail the coupon. Without the slightest obligation on your part, we shall be glad to send you full information.

Gulbransen Company, Dept. T.M.W.
3222 West Chicago Ave., Chicago, Ill.

Please send me complete information about your sales plan.

Name ________________________________

Street ______________________________

City _________________________________

State ________________________________
---for live dealers! You can make a fine big clear profit — in additional business — without lifting a hand or disturbing your present sales program! Simply by cooperating with us and taking the business we bring to you!

**We Get the Business for You!**

Our men are out now building profitable business for dealers in the southern territory. They go right out and get it! Every sale is turned over directly to the dealer with whom we are working. You, too, can “cash in” on these profits.

**We Do the Selling!**

We do the selling for you! We even finance the business for you, if you wish! We bring the merchandise to you. All you have to do is fill the orders.

**You Take the Profits!**

You make a clear 40% profit without disturbing your regular business. We're not asking you to handle our line. We will sell it for you. We bring you a ready made sales organization of proven ability. They will sell for you our famous line of nationally advertised portables, and larger models.

**Our Matchless Cooperation!**

We are with you in every step. You will find our proposition works out exactly as represented. Our co-operation is thorough. Those that have tried it are outspoken in their enthusiasm for the actual, new business it has brought to their stores.

Read — on the other page, what a few dealers who have profited through us think of our proposition and our co-operation.

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**SOUTHERN ALUMINUM COMPANY**

513 CONTI STREET

(INCORPORATED)

NEW ORLEANS, LA.
—there was never a better opportunity than this! Live dealers can clean up hundreds to thousands of dollars in immediate business—business that you can keep, too—and all velvet, all extra business you'll never get unless you are alive and act NOW!

For Live Dealers!

Read What These Dealers Say!

then send for full particulars

This Will Bring You Full Details

Fill in the slip in the lower right hand corner, clip out on the dotted line and mail today for full details of our SPECIAL PROPOSITION, sample of working agreement, etc. This does not obligate you in any way. Do it now!

Grasp this Opportunity for Bigger Profits.

The first good dealer in each city or town gets the chance—hundreds to thousands of dollars of clear, quick, easy profit and new, desirable, permanent customers for records and other merchandise you carry.

Globe Furniture Co., Inc., Washington, D. C.: "We wish to state that this campaign was one of the clearest, most satisfactory and pleasant that we have ever gone through.

Exchange Furniture Co., Jacksonville, Fla.: "Before your crew commenced the sale we thought they would do a good job if they sold 100 machines. However, as we know, they delivered 220 in the two weeks they were here. This is our third sale by you within the past eighteen months."

Traders Furniture Co., Lakeland, Fla.: "Your crew handled our hundred and ninety-four machines in two weeks. We feel quite sure that we have placed a number of good customers on these machines that might not have purchased in any other way."

Wallace & Allen Furniture Co., Birmingham, Ala.: "We are frank to say that we were greatly surprised at the volume of sales and good results. Your sales personnel were good and your plan will be beneficial to any installation dealer who is interested in increasing his business."

Shannon Furn. Co., Tulsa, Okla.: "Sold 900 machines in the city during one working week. This is the most satisfactory sale we have ever had."

Roebuck Bros., Roanoke, Va.: "We sold in the neighborhood of 250 machines of which 15 were accepted by our credit department. At this time we had six requests, and we are anxiously awaiting shipment of twenty-four machines."

Hillman Furn. Co., Little Rock, Ark.: "We are highly pleased with the way the sale has been conducted. Your crew sold and delivered 90 machines to satisfied customers."

Vickers & Mann, Brunswick, Ga.: "Your crew made twenty-five sales at our request. We are well pleased with their efforts."

Pilling Furn. & Uphol., Inc., Buckhannon, W. Va.: "We heartily recommend your proposition to anyone who wants business."

Walker Furn. Co., Houston, Tex.: "Last spring the Southern Aluminum Company conducted a sales campaign for us on portable phonographs and placed over six hundred accounts on our books.

Amite Furniture Co., Amite, La.: "Have just completed a most successful sale of one hundred and sixty phonographs. We feel that this opens up a new era of 'REAL BUSINESS' for our store."

Carden Furn. Co., Camden, S. C.: "We do not know of any other method that will equal that as conducted by your high-class sales force for getting new business. Secured some of the best business in the town for us and left the trade the best satisfied at any sale we have ever held."

B. R. Herman's Music Store, Herrin, Ill.: "You have just completed a most satisfactory sale for us. I placed with your crew manager an order for forty additional machines."

Southern Furniture Co., Tallahassee, Fla.: "Your crew of four men have just completed a campaign for us in which they sold 15 machines. This we consider very good as we had no idea they would sell so many as this."

American Furniture Co., San Diego, Calif.: "We are writing you to express our appreciation for the very successful sales campaign recently conducted by your crew for us."

SOUTHERN ALUMINUM Co., Inc.
New Orleans, La.

I would like to know more about your PROVEN PLAN whereby I can make at least 20% profit, without expense. I understand that this inquiry incurs no obligation on my part.

Name
Street Address
City and State
$2000.00 given away in prizes!

Do you believe in good window displays? Can you trim a window so that it will bring customers into your store? If you do and can, perhaps this contest will interest you.

$2000.00 PRIZE CONTEST for the best window display of advertising material featuring the

McDonald Howl Arrester

"It Stops that Howl!"

(TRADE MARK)

November 15th, 1926 until February 15th, 1927

If you own or operate a store selling radio supplies you are eligible to compete. We furnish without charge complete advertising material for your windows, and give you suggestions for displaying it to best advantage.

The Reason for the Contest

Set owners everywhere are asking for the little live rubber jacket that stops the howl in less than one second. At 75c each, with a size for every tube, the McDonald Howl Arrester sells on sight.

Give them a chance to see it in your windows!

I'm your Coupon Cut me out and mail me Right NOW!
"The Installment System Is Sound and It Is Here to Stay," Says Alex Eisemann

Merchandising Director of the Freed-Eisemann Radio Corp. Discusses Installment Sales and Gives Interesting Reasons Why Time-paying Purchasing Has Become So Popular

The enormous consuming power of the people of the United States is based, I believe, on two great factors: First, the American worker, who has no hesitation in aspiring to own the same fine product as may grace the home of his banker. Thus, big business is able to harness democracy to its own benefit. Second, because the credit, which is the life-blood of business, is being capitalized by the installment sales system, to a degree which does not exist in any other country in the world. Credit stands with the Federal Reserve System of discounting bankers' acceptances. It follows through the banker, manufacturer, distributor and dealer, and finally ends with the consumer. A good buy makes possible large-scale production; large-scale production makes possible low prices, and insures in a national way against the unemployment problem.

Much has been said for and against the system of time-payment purchasing. The first reaction of every modern conservative-minded citizen, is not to buy the product that he cannot pay for all at once. However, against this attitude is the spirit that the best product is not too good for any American home. Thus, there has grown up the "easy pay" system of installment buying.

From a financial standpoint, this system, whatever force it may have, is sound as long as the grand total of unliquidated installment purchases does not exceed the grand total of "banks' deposits." The excess of savings banks' deposits over unliquidated installment purchases is mute testimony to the fact that the installment system is being conservatively used by the American public.

The average consumer who buys a product on time does not bite off more than he can chew. Effectively, it works out as a savings system by which much of his monthly income is set aside for payments on a good product, more expensive than the consumer could buy for cash; whereas, if the consumer were to pay cash for everything he buys, the home would be littered with cheap products, dissatisfactory in performance and rapidly depreciating in value.

Being interested in two automobile finance companies, I see that the percentage of defaulted leases is most negligible. Given a good product, the delinquent payments are almost negligible factors. I am not certain but that the installment system makes for a more sound condition than would be possible if it did not exist.

The consumer is able to buy a really good product which does not lose its value, whereas otherwise, the ever-rising living expenses each month might go into products for the home, be mediocre in service and of little or no real value.

The fact is that no industry can grow to large proportions in this country without facing the necessity for a definite and well-conceived plan of financing installment purchases.

Looking at the situation from a radio standpoint, we will soon find that radio purchases will parallel automobile purchases from the standpoint of units which are bought on time payment as against those which are bought for cash.

Unfortunately, the larger nationally known finance companies are no longer interested in taking the discount leases of the small radio dealer. This means that the small radio dealer will have difficulty in selling on a 25 or 50 per cent down payment, whereas the large dealer will be able to do so with greater facility.

It is my belief that while the large radio dealer is a very valuable entity in radio distribution, nevertheless, real distributing service to the public—the kind of distributing service which will ensure radio's position as one of the great industries of the world—depends as well on the existence of a vast number of small dealers, each serving his own community throughout the country. Dealers have learned to do it from their service calls. New batteries, new tubes, a new speaker for the consumer will be profitable to the dealer if he does not have to travel too far to get that business. It is the small local dealer who can best give service, and the financing of his installment sales to help keep him in profitable business is well worth the serious attention of the manufacturer.

At a meeting recently, at which the installment sales system for radio was disparaged, the statement was made that radio should take the lead and show the people of the country that there was a device for the home which should be bought only when the buyer has the cash to pay for it.

It is idle to run counter to the merchandising trend of the country. Installment business will grow bigger and bigger. The dealer who stimulates his business by house-to-house canvassing, supplemented by installment sales, is following the trend of modern business. I believe that, eventually, intensive house-to-house canvassing will be as necessary to the radio business as it is now in other lines of electrical appliances for the home.

The installment system is sound and it is here to stay. Should it grow beyond safe proportions its own machinery will slow it up. However, experience has shown that the average American consumer does not buy what he does not see his way clear to pay for. He buys a better article and pays for it monthly, and that is what makes America a great consumer of high-grade merchandise. In Europe the consumer of small financial position does not aspire to have a high-grade article in his home. Thus, we capitalize democracy and optimism to make big business possible, and the machinery of capitalizing these great forces is the time-payment purchasing system.

Freshman Radio Featured in Attractive Catalog

Merits of Masterpiece Receiving Sets and Accessories to Be "Broadcast" Through Booklets for Distribution to Consumers

An attractive catalog and instruction book covering in complete detail the entire Freshman Masterpiece line of receiving sets and accessories, has been prepared by the Chas. Freshman Co., New York, for the benefit of Freshman dealers who in turn will supply these booklets to radio consumers. The booklet is illustrated throughout and not only describes each model in the Masterpiece line, but gives full instructions on installation, operation and maintenance problems. The new Freshman ABC power supply, B eliminator, special A battery, power amplifier and Master-speaker are also illustrated and the functions of each are described. The A battery is a specially designed 20-amper hour unit for use in conjunction with the ABC power supply.

Frank Wright Opens Store

DALLAS, TEX., November 3.—A new talking machine store was recently opened on Elm street and operates under the name of the Music Box. Frank Wright, known throughout the entire country as one of the Radio Franks, record and radio artists, is the proprietor. Mr. Wright will broadcast regularly from Station WRR, of this city.

The Nishkan Phonograph Shop, Fresno, Cal., recently added the Atwater Kent radio line.

The Holiday Appeal—The Holiday Profit!

4. Thunderous volume, controllable to a whisper.
1. Perfection of tone quality.
2. Selectivity.
3. Long range.
5. Fine appearance.

In the New MU-RAD Super Six Receiver

The set that will make your sales increase with leaps and bounds! People are looking for the new MU-Rad! Thunderous volume, controllable to a whisper, beautiful tone qualities, faithful reproduction and one dial control are powerful selling factors.

We are backing your sales with productive advertising, quality merchandising and sane, fair and square policy. Get your orders in now!

Write for proposition.

MU-RAD
Radio Corporation
Dept. W, Asbury Park, N. J.
Another GREAT SEASON ahead for Radiolas
tried-tested-perfected

We made a big summer prophecy—that RCA Radiolas would sell strongly all summer long. And they did.

We made a big fall prophecy—that RCA Radiolas, tried, tested and perfected, would outsell the "new" things of the opening fall season. And they did.

Now—with pre-Christmas selling already started, the road is clear ahead to unprecedented selling. Never before was the public so confident about anything in radio, as about the proved quality of RCA Radiolas today. Never before was there such an easy path to replacement sales. The newest Radiolas are so far ahead of the millions of old sets in use that one real demonstration makes the old ones obsolete forever.

With an RCA Radiola of today, you are selling the finest musical instrument. Start now on your Christmas campaign. You can make it a record-breaker in RCA Radiola profits.

This sign marks the leading dealer in every community.

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RCA Radio Corporation of America New York Chicago San Francisco
in tone
— at anywhere near its price!
Dealers everywhere acclaim it! And big national advertising—with bigger neighbor-to-neighbor advertising—has put the fact across to the public.

in sales
A demonstration makes a sale!
Competition with other speakers sells the Loudspeaker 100. It sells for all sets—and is the only type of speaker even to talk about with the new power-tube sets. With a big market of new sales and replacement of old speakers, it can keep your business moving fast from now to Christmas.

RCA Loudspeaker
MADE BY THE MAKERS OF THE RADIOLA

RCA— Loudspeaker
104
— the remarkable power speaker that is remaking radio.
List $275

RCA LOUDSPEAKER
100, List

$35.
Wholesale Volume of Radio Industry Reached $170,390,572 in Year of 1925

Federal Manufacturers’ Census showed total increase of 215.5 per cent over 1923—tube type receiving sets showed total sales of $88,600,538, 104.5 per cent increase.

Washington, D. C., November 5—The tremendous progress of the radio industry during the past few years has been demonstrated by figures recently made public by the Census Bureau, $170,390,572 (manufacturers’ prices), as compared with $54,600,470 in 1923.

The greatest advance has been made in the production of tube-type receivers, the output of 1925 being more than 1,000 per cent greater in 1925 than two years previous; an increase of 400 per cent is shown in the production of tubes, and of 300 per cent in the output of loud speakers. The production of crystal sets has decreased 50 per cent.

Details of the 1925 production as compared with that of 1923 are given in the table above.

Comparing production of radio apparatus in 1925 with that in 1923, which shows that, despite the much lower prices which prevailed last year as a result of improvements in quantity production and the development of cheaper apparatus, the value of the 1925 output was more than three times that of 1923.

The total production in 1925 was valued at $7,264,527, compared with $8,704,188 in 1923, a decrease of 5.8 per cent.

Featuring Peerless Quality Albums as Christmas Gifts

The Peerless Album Co., 638 Broadway, New York City, is making a special campaign this month on its quality record albums as a feature for Christmas sales. Each year the Peerless Co. has added the dealer in stocking and displaying albums of every description. When filled with records, make ideal Christmas gifts and generally result, experience of retail dealers has proved, in a substantial increase in record sales.

The Peerless Album Co. recently introduced a genuine leather-covered portable talking machine retailing at a popular price and this product, too, is to be presented as an appropriate Christmas gift. Samples of this new portable have already been forwarded to the trade with the result that considerable interest has been aroused and a number of repeat orders indicate that it is a welcome addition with many dealers.

Crosley “A” Power Unit Takes Place of Batteries

Invention Supplies “A” Power Current Direct From Light Circuit—Unit Draws From Light Line Only When Set Is Operated

Cincinnati, O., November 5.—A new invention which supplies “A” power current direct from the light circuit to the radio set has been announced by the Crosley Radio Co. and does not contain a trickle charger, and does not use batteries.

New Crosley “A” Power Unit to store up the current, but supplies rectified current to the radio tubes direct from the house-lighting circuit.

Heretofore the large current requirements of tube-type units have made necessary the use of storage batteries in “A” power units, connected in such a way as to be charged when the set is not in operation. New principles are employed in this device to deliver sufficient rectified current for operating as many as eight tubes, without the use of batteries for storing up the current. The unit draws current from the electric light lines only when the set is in operation. An automatic electric switch in the unit shuts off the electric light current when the set is turned off and closes the light circuit when the set is turned on.

A small cell is used in the unit, but this merely regulates the output voltage and operates the automatic electric switch. It is too small to supply current to the radio tubes and does not undergo continuous cycles of charge and discharge as in the ordinary “A” power unit. A plug in the rear permits the attachment of a “B” eliminator, making both the “A” and “B” units automatically controlled. 

Watkin Remodels Store

Dallas, Tex., November 4—The Will A. Watkin Co., recently completed remodeling the store from on Elm street, this city, and it now presents a most attractive appearance. The entrance is floored with tile and the show window bases are of Vermont marble with the plate glass window held in place by a copper sash of the modern type. A blue, white and gold color scheme is carried out most effectively. This establishment is one of the finest in the South and carries a most complete stock of musical instruments, including the full line of Columbia Viva-tonal phonographs.
Progressive dealers today recognize the fact that "standardization" has supplanted "novelty." With a one dial, impedance coupled set, Apex presents the one dependable unit which has encompassed every demand of the most discriminating buyer. There is a choiceness of design and an efficiency of construction that guarantee tremendous sales—simply due to the logical appeal which Apex offers.

Surely, a card or a letter will not take more than a moment of your time. We have an interesting story to recite—with a plot that centers around "profits". Write to Dept. C now. Just say, "Give me the details."

APEX SUPER FIVE
A nationally recognized set of proven performance. Acknowledged by Apex dealers to be a real profit-maker.

Apex Electric Manufacturing Company
1410 West 59th Street • Chicago
American Company Formed to Represent Thorens Motors

Frederic Hermann Thorens Announces the Organization of a New Corporation to Represent Line of Swiss Motors in United States

The Thorens line of Swiss phonograph motors, sound boxes and tone arms, manufactured by Hermann Thorens, of Ste. Croix, Switzerland, will hereafter be represented in the United States by a new company which has been organized by Frederic Hermann Thorens, who is in New York on business matters connected with his firm's product. The offices of the new company are located at 450 Fourth avenue, New York City.

The organization of the new corporation followed the recent death of Louis Henri Junod, of L. H. Junod & Co., who represented the Thorens firm in the United States for many years. Frederic Hermann Thorens is the eldest son of Hermann Thorens, founder and active head of the Thorens metal-working factories in Ste. Croix, Switzerland, and he stated in a representative of The World that the new American company will have an aggressive organization that will push the sale of all Thorens products here.

New Pooley Booklet Gives Sales Points of the Line

Attractive Volume Entitled "Sales Points for Pooley Radio Cabinets and Cabinet Speakers" a Distinctive Dealer Aid

The Pooley Co., Inc., Philadelphia, Pa., maker of Pooley cabinets for Atwater Kent radio, has just issued a particularly attractive sixteen-page booklet bound in red covers, entitled "Sales Points for Pooley Radio Cabinets and Cabinet Speakers." This piece of literature has been well planned and carefully compiled solely as an aid to the dealer in presenting the many distinctive features of Pooley cabinets and thus aid him in making a thorough presentation of the line. Two large photographs on the front page depict the Atwater Kent and Pooley plants housing the huge facilities in the possession of these cabinets, and a center spread shows the now famous split Pooley cabinet which has been demonstrated at all the Atwater Kent and Pooley sales meetings. A cabinet selected at random from the stock has been sawed lengthwise showing the interior construction. Each individual point of construction is marked by arrows and described. A number of large photographs of the interior of the Pooley factory on succeeding pages visualize the construction of Pooley cabinets and the Pooley amplifying horns. There are also included several photographs showing tests of the strength of construction and the careful manner in which the cabinet is crated and packed.

The Pooley Co. has also issued an attractive catalog de luxe presenting the many attractive models of the line.

French Nestor Co. Now in Fine New Quarters

Jacksonville, Fla., November 3.—The French Nestor Co., Victor distributor for this territory, recently celebrated the opening of its new quarters at 1024 East Adams street by a "house-warming" which was attended by the many friends of this popular firm. The new headquarters of the French Nestor Co. are housed in a specially constructed building in the Mission style of architecture and it is said to be one of the finest jobbing houses in the country. French Nestor became head of the company about four years ago, bringing with him an experience of approximately fifteen years in the talking machine trade.

"Radiotron Man" Ready for Dealer Literature

Cut Available for Dealers May Be Used for Reproducing "The Radiotron Man" on Stationery, Catalogs, Circulars

Electrots of "The Radiotron Man," one of the newest national advertising figures in radio, are now available to authorized RCA dealers, according to the Dealer Service Bureau of the Radio Corp. of America. These cuts may be used for reproducing this familiar little figure on dealers' stationery, catalogs and mailing pieces. The cuts are available without charge to all dealers who will use them to good advantage in merchandising Radiotrons.

For the convenience of RCA dealers in keeping a carefully indexed record of data sheets, service notes and trade information, a handy binder has been prepared. All bulletins issued to the trade hereafter will be printed on standard binder-sized paper to enable the dealer to place them in the binder for handy reference. Another new RCA sales promotion feature is a series of four-color blotters on which the dealer's name and address may be imprinted. The blotters are available for free distribution, while imprinting of dealers' names and addresses will be made at the nominal cost of 30 cents per hundred. These blotters are furnished in ten different groups, each bearing a different illustration, which includes the entire line of RCA sets and loud speakers.

McCoy-Robertson Radio Co. Anticipates Good Season

Stromberg-Carlson Authorized Dealer Has Staff of Ten Commission Salesmen Scouring Territory—Weekly Staff Meetings Held

MOWAUKIE, IOW., November 5.—The McCoy-Robertson Radio Co., authorized Stromberg-Carlson dealer, which is located in one of the best residential sections of this city, is doing a most satisfactory business and anticipates that this season will be one of the most prosperous which the radio dealer has ever enjoyed. The accompanying photographs show the sales staff of the store. Ten commission salesmen are employed, some on part time and others on full time. A meeting for all salesmen is held every Monday night, from which no salesman is excused except those who have a bona fide purchaser requiring a demonstration.

The McCoy-Robertson organization is a firm believer in the value of good displays and attractive presentations of the merchandise in stock are made constantly through the show windows. The demonstration rooms are furnished and fitted to represent the home so that purchasers, especially women, can visualize radio sets as they will look in their homes.

Western Radio, Inc. Los Angeles, Cal., of which L. E. Taubenschek is president, has appointed a distributor for the radio products of the Stromberg-Carlson Tel. Mf. Co. and is planning a drive on this line.
Matched-Unit Radio is made Only by Stewart-Warner

Two of the biggest sellers in the Matched-Unit Radio line are the Model 300 receiver and Model 400 reproducer featured in the large illustration.

Model 300 is a five-tube, tuned radio frequency table type receiver. It is handsomely finished in walnut and will add to the appearance of any home. At the astonishingly low price of $50, this set is the outstanding radio value of the year.

Model 400 reproducer has a rich full sweet tone and has been designed and made especially to work perfectly with any of the Stewart-Warner table type receiving sets.

The Stewart-Warner line includes a wide assortment of 5-tube and 6-tube sets, with 1-dial or 3-dial control, table and console models, priced from $50 to $400.

Remember, the only Matched-Unit Radio on the market is made by Stewart-Warner.

The Public is Buying Radio in a New Way—Will You Profit by it?

It had to come—this new way of buying radio—common sense demanded it.

People today want a radio made complete by one manufacturer. They want the satisfaction of knowing that one maker is fully responsible for the performance of receiver, tubes, reproducer and accessories. They want the Matched-Unit Radio, with all units designed and built by Stewart-Warner—all tested with other Stewart-Warner units before leaving the factory to insure perfect operation, perfect co-ordination.

Your customers know that it is just as illogical to assemble a radio from units made by several manufacturers as it would be to assemble an automobile by buying an engine here, a body there, a set of wheels another place.

Will you profit by this new way of buying and selling radio? You will if you have a Stewart-Warner Protective Radio Franchise. Thousands of Stewart-Warner dealers have already started on the biggest sales-and-profit season they have ever known. Do you want to join them? Write today for information regarding a franchise in your territory.

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

STEWART-WARNER
Matched-Unit Radio

TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS
First Issue of Brunswick Topics Wins Trade's Praise

Organ Devoted to Products of Brunswick Co.—Makes First Appearance—Prepared by Newly Formed Dept. of which H. E. Yorke Is Mgr.

The first issue of the new Brunswick Topics was recently sent to the trade and its attractive appearance and the wealth of information contained in its pages drew forth enthusiastic comment and high praise from all sections of the country. This house organ of the Brunswick Co., which is prepared by the recently formed publicity department, of which H. Emerson Yorke is the director, contains in addition to listings of latest records and descriptions of new instruments the latest of topical news, especially that in which the Brunswick products feature. For instance, the first page of the first issue is devoted to a photograph of Gene Tunney and a tribute to the new heavyweight champion, together with a photograph of Jack Dempsey, the defeated champion, dancing with his wife, Estelle Taylor, which is provided by the Panatrope. Other news events pictured and described include the Panatrope taking the place of the striking dance musicians in the classrooms of the University of Chicago and Francis X. Kleinfelter's comment on the utility of the Panatrope, being used in his latest musical production. Many pictures of Brunswick recording artists adorn the pages of the Brunswick Topics.

Four departments that are to be permanent features of the publication and are certain to prove popular because of their usefulness are "On the Air," a column devoted to the activities of Brunswick artists in radio broadcasting stations; "Light Rays from Our Recording Laboratories," a biweekly chat and news of the artists; "The Letter Box," in which is given information pertaining to Brunswick products and to Brunswick artists, and "With the Music Makers of Melody Lane," in which are given sketches of the composers who are responsible for the popular songs of the day. All in all, the first issue of Brunswick Topics is a most successful one and its contents and presentation make the periodical one most welcome to dealers and their customers.

Device Converts Radio Set Into Short Wave Receiver

Croley Radio Corp. Has Exclusive License to Manufacture New Device Which Will Operate With Any Type of Receiver

CINCINNATI, Nov. 6—A new device which converts any radio set into a short-wave receiver has been invented by W. M. Bruce, Jr., consulting engineer, and will be manufactured by the Croley Radio Corp. The new unit is simply attached to the antenna post of the radio set. It does not interfere with the reception of ordinary broadcasting wave lengths, a switch being provided for changing over from short to long waves or vice-versa.

Although the new unit is quite simple, its operation is based upon entirely new principles, covered by patent applications under which the Croley Radio Corp. is exclusively licensed. In appearance the device resembles an ordinary radio set, except that it is but one-third the size of the average Tayloreceiver.

The device will operate with any type of set—even a crystal set. It is intended primarily for use with the usual type of radio receiver having four, five or more tubes, however.

Edward T. King Returns to Columbia Phonograph Co.

Edward T. King, who recently announced his resignation as manager of the New York recording studios of the Victor Talking Machine Co., after a connection of twenty-one years, will join the recording department of the Columbia Phonograph Co., Inc., with which he was associated many years ago.

Mr. King has specialized in the production of dance and popular record songs and his duties have brought him into intimate contact with orchestras and performers from Coast to Coast. He is highly regarded by the dance orchestras with whom he has worked and many of them attribute a large portion of their recording success to his efforts. The Columbia Co. feels that Mr. King will be a valuable addition to the personnel of its recording studios' staff.

Erbes Music Co. Opened

GOLDELDALE, Wash., Nov. 4—The Erbes Music Co. has opened in its old location, carrying a complete line of phonographs, radio sets and other musical instruments. Among the lines featured are the Sonora phonographs and the Stromberg-Carlson, Federal, Bremer-Fully and Thorola radio receivers.

Market for Radio Sets in Large Institutions

Multiple Speaker Arrangement Permits Use of One Powerful Radio Receiving Set in Hospitals, Schools and Similar Institutions

A ripe harvest awaits enterprising radio dealers in sales of powerful receivers connected to a number of loud speakers located in various parts of large buildings. From the Acker Electrical Co., authorized RCA dealer, comes the news of

Radiola Hook-up in Sanatorium

an interesting and remunerative installation of radio equipment for the Rocky Knoll Tubercular Sanitarium, a recently completed health project in Shoshoygan, Wis. It is illustrated here-with.

A fund of $3,000 was raised by popular subscription to furnish this institution with audio apparatus. A committee of local radio enthusiasts was formed to select the apparatus and properly apportion the fund. The Acker Electrical Co. was chosen to handle the installation of a Radiola-28 in the lower part of the building connected to a speech amplifier feeding thirteen Radiola-100 loud speakers located in different parts of the building. In addition, every bed, of which there are about one hundred, is equipped with a head-set, and a convenient switch on the wall of each room permits turning on or off a particular loud speaker or head-set in any ward. The whole installation is also controlled by a master switching arrangement in the basement so that programs may be distributed to all or only to desired wards. By means of microphone, announcements may be made or messages directed to either the patients or nurses in attendance.

F. A. D. Andrea Designs Tool for Radio Service

A tool for service jobs, designated as the Fada neutralizing tool, has been designed by F. A. D. Andrea, Inc. Since the development of the Fada Jr. and the Fada 6, in which a special type of neutralizing condenser is embodied, the factory has designed this tool for adjusting these condensers, which are known as neutrons. The Fada engineering department states that while these condensers seldom need adjusting, the new tool gives the service men of distributors and dealers a handy means to make the readjustments when they do become necessary.

Harger & Blish Salesmen Have Unusual Business Card

Des Moines, Ia., Nov. 6—The salesmen of Harger & Blish have adopted a unique business card, the front of which is cut and printed to represent an Atwater Kent single-dial set. On the back of the card is the name of the sales representative, the Atwater Kent trade-mark and company name.
Demonstration
Policy
Wins Public

JUST as we came to you with our offer to let Kols
ter Radio and Brandes Speakers prove their su-
premacy, so now we go to the public and urge people
everywhere to hear these instruments.

"Hear—hear—HEAR"—we urge. In our advertising
we emphasize the common
sense way of comparing radio. We give people facts—we tell them how to find the utmost enjoyment from radio.

Instead of a maze of technical descriptions and pretty pictures, we urge people to let their ears be the deciding factor. We bank everything on a demonstration.

This appeal has met with instant approval. It is sensible and sound. It shows people we are selling them real enjoyment instead of claims.

It proves conclusively that we have such faith in our product that we are willing to let it sell itself.

Kolster-Brandes national advertising is all couponed. We know its pulling pow-
er. We know it is being read by millions of people throughout the United States.

Distributors, jobbers and the public unite in approving our policy of advertising—in saying that its lack of over-statements is a refreshing appeal—worthy of super-fine radio.

If you have not yet heard a Kolster Radio and a Brandes Speaker, ask your jobber for an opportunity. He will gladly lend you these instruments for a private demonstration in your own store or home. These instruments will sell themselves to you as they will sell themselves to your customers.

Kolster Radio and Brandes Speakers reveal
their own superiority in any comparative demonstration. Over and over again they have won first choice.

Send the coupon for the name of the nearest Kolster-Brandes distributor. We will notify him that you would like to hear a Kolster Radio and a Brandes Speaker. In the meantime we will send you a complete illustrated description of our line.

Kolster-Brandes

FEDERAL-BRANDES, INC.
Woolworth Building
NEW YORK, N.Y.

Federal-Brandes, Inc.
Woolworth Building
New York, N.Y.

NAME

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

NAME

STREET

CITY

STATE

Tube for Use Only in Last Stage of Audio Frequency Amplification—Another to Rectify Current From A. C. to D. C.

Two new types of dry tubes, GSX-171 and GSX-216B, have been developed by the Gold Seal Electrical Co., Inc., New York, manufacturer of Gold Seal tubes. High-power tubes were originally designed for use only in the last stage of audio frequency amplification, to handle without distortion the large output needed to operate modern loud speakers. Lately there has been a call for a more powerful tube for this use, and GSX-171 was designed to meet this need. It requires no additional "A" battery voltage, but needs plate voltages of 90 to 180 and negative bias voltages of 16 to 40 for best results, which may be supplied by means of a special adapter in sets not wired for this purpose.

The GSX-216B was developed for the purpose of rectification of alternating current to direct current, made necessary by the popularity of battery eliminators taking current from the house light. While there are several methods available, it is claimed that rectification by a two-element tube has many advantages which appeal to the amateur set owner, and it is said that GSX-216B will furnish up to 65 milliamperes of plate current and a minimum voltage of 500. Both tubes are illustrated herewith.

Influence of Broadcast Events on Radio Market

Pierce Boucheron, Advertising Manager of Radio Corp. of America, Points Out the Effect of Unusual Programs on Sales

The tremendous influence that broadcast events of nation-wide interest exert on the radio market, being directly responsible for moving large quantities of radio merchandise from the dealers' shelves, was pointed out by Pierre Boucheron, advertising manager of the Radio Corp. of America. An instance of the way in which an enterprising dealer can tie-in his sales effort with a broadcast program of universal appeal is the case of the harder Electric Shop, Kingston, N. Y., authorized RCA dealer. In common with a great many other live-wire dealers, Mr. Harder succeeded in cleaning out his stock on the occasion of the recent Dempsey-Tunney bout in Philadelphia, according to reports received by RCA headquarters. Mr. Harder stated that every tube and battery on the shelves of the Harder Electric Shop, in addition to receivers, was gobbled up in anticipation of this notable broadcast.

Mr. Harder also contracted with a local theatre manager to install RCA-104 power speakers in his theatre, which normally seats 3,000 people. The interest in the fight brought more enthusiasm than the theatre could accommodate, resulting in an overflow demonstration in the street, and this stunt resulted in the listing of a large number of fine prospects for sales after the event was over.

"Many examples of this kind have been brought to our attention," said Mr. Boucheron.

"Needless to say, the coming months will be crowded with broadcasting events which should serve further to promote consumer interest and a consequent demand for radio."

Atwater Kent at State Fair

LITTLE ROCK, Ark., November 3—355, Inc. Atwater Kent, distributor, exhibited at the Arkansas State Fair held in this city October 11 to 16. A particularly attractive presentation of the Atwater Kent radio and Poole cabinet lines was made and many prospects were secured.

Gold Seal Tubes GSX-216B and GSX-171

Royal Mountain Ash Welsh Male Choir on Long Tour

Columbia Artists to Tour Leading Eastern and Middle Western Cities—Fine Opportunity for Live Phonograph Dealers to Tie Up

The Royal Mountain Ash Welsh Male Choir, exclusive Columbia recording artists, has left the Rivoli Theatre, New York City, where it has been appearing before capacity houses, to make a tour of the principal Eastern and Middle Western cities. It is seldom that anything as fine as the singing of this group of men can be heard away from the concert platform, but the enthusiastic welcome that greeted the Royal Mountain Choir on their previous visit to this country encouraged them to return. That their success will be repeated is the foregone conclusion of all who have heard them sing.

Ideas that sell

SAAL Soft SPEAKERS

The Saal Ec-centric Cone is Different. For the first time in speakers the stylus is "off center." Why? Note description at left. The Saal is the only cone that gives a real reason for being a better speaker. A reason that anyone can understand. The new Saal Ec-centric principle means complete reproduction of all tones.

The Saal Horn, while not adapted to those seeking innovations, is still the most dependable speaker for all types of sets, requiring no additional power for quality reception. This speaker will give 100% satisfaction regardless of the set or equipment with which it is used.

The Saal Pedestal meets the demand for a speaker that can be readily moved from one room to another. For those who do not like the goose neck horn but prefer the horn tone. Keeps the speaker away from the set and eliminates harmonics.

Read carefully the descriptions in the left hand column for full details on each speaker.

Remember: you do not have to go outside the Saal line for a speaker to suit every type of customer. That means a lower inventory and a house you can always count on.

H. G. SAAL COMPANY
1800 Montrose Avenue, Chicago, U. S. A.
The Bosch Nobattery is a power unit to supply "B" current. Thousands of enthusiastic owners are creating a big market through their voiced satisfaction.

The Bosch Radio Line is a complete dealer's line—popular priced 5, 6 and 7 tube receivers—power units—two reproducers—a full line of accessories and radio furniture designed to build dealer's volume.

The Bosch Ambotone sets a new standard of radio reproduction. Its patented wood cone and art bronze finish make it sell on appearance as well as on its performance.
RADIO

The New Bosch Radio models squarely meet the popular demand for Receivers of Hair Line Selectivity, Clear Reception, Tonal Purity, Simplified Tuning, as well as Quality Furniture. The Amborada, 7-tube armored and shielded receiver is incased in a cabinet of early American period design—dignified, a welcome addition to the furnishings of any home. Its absence of complicated controls, its single station selector and illuminated dial interest customers and help you sell. Electrically perfect and built on a steel chassis, the Amborada is Bosch precision built to satisfy your most exacting customers.

There is ample room in the cabinet for all batteries, charger and power units. The completely armored and shielded 5-tube Cruiser is a powerful, compact receiver of speedy selling possibilities. Its unified control provides a single station selector for most tuning and two dials for "Cruising the Air." The Cruiser is looked upon as the greatest value in radio of today.

ARE YOU THE MAN TO SELL BOSCH RADIO
Tell us in confidence about yourself, your business, financial strength and experience. We will tell you the direct benefits of the new Bosch Radio Plan, for one dealer in a territory.

AMERICAN BOSCH MAGNETO CORPORATION
MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO
Manufactured under patent applications of the American Bosch Magneto Corporation and licensed also under applications of the Radio Frequency Laboratories, Incorporated.
BOSCH RADIO

The

NOBATTRY

"B" POWER UNIT

The new precision built Edition 3 Bosch NoBattery "B" Power Unit answers the insistent demand of today for a dependable light socket attachment to give unvarying, full "B" Power. Bosch NoBattery is entirely automatic, no acids to spill or renew, no adding water—mistake-proof, it cannot burn out tubes. It requires no adjustments and operates without a particle of noise or hum.

Designed for personal safety as well as safety in performance, powerful enough for any set up to 10 tubes including a power tube, and has a voltage range of from 90 to 135 or better of "B" current. Bosch NoBattery sells readily on its name and performance.

Ed. 3 for Alternating Current $5.50. For Direct Current $4.20

The AMBOTONE REPRODUCER

Demonstrate the Ambotone, its mellow tone and accurate reproduction will effect quick and satisfactory sales for you. This wood cone producer is absolutely accurate over the full orchestral scale and brings you the human voice with splendid clearness. It is the wood that gives its mellowness and Bosch precision construction that assures perfect reproduction whether on reduced volume or full power for dancing. Bosch Ambotone $27.50. The Art Pedestal $115.00.

AMERICAN BOSCH MAGNETO CORPORATION

MAIN OFFICE AND WORKS: SPRINGFIELD, MASS.
BRANCHES: NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO
Money-Making Suggestions for Ambitious Merchants

Prominently displayed in the store of a large metropolitan dealer is an attractively printed poster listing the records of "hit" numbers from popular Broadway musicals. Inquiries won from the manager the fact that production numbers were always good sellers in record form, even without advertising or publicity. Bringing the records to the attention of the purchaser through attractive posters, naturally, increased these sales. "It is necessary, however," he said, "that the record clerks have an accurate knowledge of the selections from the different shows and are able to talk intelligently concerning the "hits" of this or that show. People come in and inquire for the hits of the 'Follies,' 'Scandal,' 'Queen High,' 'Castles in the Air,' 'Honeymoon Lane' or some other show and the clerk, to secure the best results, must be able to produce the records without having recourse to the catalog."

A Tie-up That Sold Records

A dealer in Lower New York has an interesting display of the latest record releases that cost him little or nothing and which is effective in attracting customers. He constructed or had constructed a three-sided display board, each side about a foot wide, the length being about five feet. On cardboard strips about five inches high, the titles of the latest records are printed and these strips are attached to the side of the sign. Altogether about thirty or thirty-five tiles are thus displayed on the display sign, which hangs in front of the door, suspended from a cord so that it can sway from side to side and turn about so that the different titles can be easily read. The fact that the dealer has a machine playing at the door constantly draws the crowds and while they are listening to the selection being played, they read over the titles listed and many times see one or more which interests them—and thus the cash register is kept ringing merrily.

The friendly spirit of co-operation which should exist between non-competitive merchants in a town was well illustrated in Seattle recently when the University Music Store, owned by Ned Douglass, worked with Heitzen's University Fee Co., in a public demonstration. The record "Any Ice To-day, Lady," was the subject of the publicity and banners bearing the title of the record and the fact that it could be procured at the University Music Store were attached to every truck of the ice company. Mr. Douglass for his part displayed the records in his window frozen in cakes of ice. Needless to say the idea worked splendidly and many records were sold. The accompanying photograph of the office and delivery staff of the ice company tells the story.

Recently the writer was privileged to hear advance records of the "1812" Overture of Tchaikowsky, played by Sir Henry Wood and His Orchestra on two and a half twelve-inch Columbia records. Upon hearing these records one cannot help but feel that anyone who owned a talking machine and heard the selections could not but purchase them, or at least two out of every three who can be persuaded to listen would buy. How then, to secure an audience for the demonstration. The solution rests entirely with the dealers. The Columbia Co. will issue these records in November and they are as nearly perfect as is possible. Perfect sound pictures of the orchestral pieces. "Napoleon's Retreat from Moscow" is described vividly, and a short explanatory talk from the dealer to an audience would make the sales appeal well-nigh irresistible. It remains therefore for the dealer to continue the work he accomplished so well during the period of the introduction of the new type talking machine. At that time dealers did yeoman service in presenting their products to the public individually and in crowds. There is no logical reason why this work should not be kept up and the Master-works set and combinations of records, which make large sales units, should not be similarly exploited.

A Western radio dealer in explaining his lack of complaints from purchasers stated that it was because when the set is installed in the home of the purchaser the working of the receiver is thoroughly explained and one much neglected point is especially well covered. The point is the working of the batteries and their functions. This dealer stated: "The batteries are thoroughly explained. The buyer is fully instructed as to the life of a battery and impressed with the fact that it will not recharged itself as an automobile battery will, but pours itself out as does a bottle of milk when the bottle is opened. Many dealers overlook this important explanation and the average customer who, enthusiastic over his set, operates it for several hours each day and then finds that the set will not work naturally places all the blame on the dealer." As any number of dealers have stated that the chief cause of customer's complaints can be traced to batteries, this service hint might not come amiss.

The value of direct-mail advertising is well set forth by Northeastern Radio, Inc., jobber, of Boston, in its interesting bulletin to dealers entitled the "Microphone." A recent issue had the following interesting facts. "A radio dealer out in Louisiana used a mailing list of 100 selected names. A series of six ordinary government post cards, suitably printed, was sent out. The total cost was $12. A personal, face-to-face, call was also made on every person in the list. Result: the dealer sold sixty-six sets, amounting in money to $12,900; and all it cost was $12 in cash and some energy. Naturally, such enormous returns are rare. But they indicate that every dealer can make direct-mail advertising, plus personal activity, a profitable venture—if carefully planned and wisely handled." It's unnecessary to do any "guiding of the lily" by adding comment to these interesting facts.

Big Atwater Kent Shipment

LOS ANGELES, CAL., November 4—The demand for Atwater Kent radio products of southern California is at a high mark as is evidenced by the fact that Ray Thomas, Inc., Atwater Kent distributor, recently received via the S & S "Lewis Luckenbach" the largest shipment of radio equipment that ever arrived at the port of Los Angeles.

The Fifty-ninth Street Radio Shop, New York, was recently incorporated, at Albany, with a capital stock of $5,000. The incorporators are L. Abati, H. and L. Sauer.

THE BOSCH combination—The Armored Radio, the Ambotone and the Nobattery together make, not only radio perfection, but in addition keep your customers happy and your bank deposits healthy.

ARMORED RADIO AMBOTONE NOBATTERY WEBER RANGE CORP.

In Brooklyn
1271 Bedford Ave.
Sole Metropolitan Distributors
Circle 7610
In New York
225 West 57th St.
Stromberg-Carlson Sets at the Sesqui-Centennial

Radio Receivers of Stromberg-Carlson Tel. Mfg. Co., shown in Living Room Setting—Booth Under Direction of Philadelphia Dealers

PHILADELPHIA, PA., November 6—The radio products of the Stromberg-Carlson Tel. Mfg. Co. have been presented to the many thousands of visitors to the Sesqui-Centennial Exposition in this city, through an attractive display booth, pictured herewith, which is in charge of the Philadelphia Stromberg-Carlson dealers. The display represents the living room of a home and demonstrated the pleasing effect obtained by having the loud speaker separate from the receiver. Reports from Philadelphia dealers indicate that a great amount of interest has been shown by visitors to the booth.

Radio Ass'n Plans to Aid in Broadcast Legislation

Associations Appoint Co-ordinating Committee of the Radio Industry to Work for Early Passing of Broadcasting Control Bill

In a series of conferences during the past three months, an agreement has been reached between the following national radio associations to create a "Co-ordinating Committee of the Radio Industry": National Association of Broadcasters, Radio Manufacturers' Association, Federated Radio Trade Association, American Manufacturers’ Electrical Supplies, Radio Magazine Publishers Association, American Newspaper Publishers Association, National Association of Radio Writers, American Radio Relay League and National Institute of Radio Engineers.

This committee, which has L. S. Baker for its executive secretary, met at the Congress Hotel, Chicago, recently and outlined a campaign for bringing pressure to bear upon Congress to pass adequate legislation governing radio broadcasting so that the public may enjoy good radio reception without interference and have the benefit and enjoyment of the fine programs to be broadcast this Winter.

On November 15 the Co-ordinating Committee of the Radio Industry proposes to open headquarters at the Washington Hotel, Washington, D. C., and there they will have L. S. Baker, secretary of the National Radio Co-ordinating Committee, in charge of the office with such assistants as are necessary, this office to be used as headquarters and a source of information for members of the conference committee who are considering the White & Dill radio bills that are now in conference. The expense of the office, which will be maintained from November 15 to December 22 at which time the Government offices will close for the Christmas recess, is to be prorated among the different associations. In addition to the above, each Association has pledged itself to send each week that the office is open one member to represent his association.

The Mike Makes Its Bow to the Radio Retail Trade

New House Organ of Harger & Blish, Distributors With Headquarters in Des Moines, Ia., Contains Wealth of Interesting Data

The Mike, the new house organ of Harger & Blish, Atwater Kent distributors, of Des Moines, Ia., is meeting with wide approval among dealers and their salesmen. The latest issue of this house organ has just been distributed to the trade and it contains a wealth of merchandising data and information that should prove of benefit to the retail trade.

An item of special interest was a survey of the sales field and the relative popularity of radio sets under the name of H. B. Sixsmith. Another very informative article was entitled "Service Problems," and of course one of the featured items was an account of the Atwater Kent dealers' meeting held in Des Moines recently, and sponsored by Harger & Blish.

The Mike certainly is proving a convenient medium for bringing the sales messages and suggestions of Harger & Blish to the attention of the many retail merchants served by this enterprising concern and that this newcomer among the trade house organs is filling a need in the territory covered by Harger & Blish is indicated in a concrete manner by the many letters of approval that have been received from retail merchants and others.

Pooley Co. Files Suit

PHILADELPHIA, PA., November 4—Announcement has been made by the Pooley Co., of this city, maker of Pooley radio cabinets, of a suit which it has filed in the United States District Court for the Southern District of California, under date of September 27, at Los Angeles, against the Blue Bird Furniture Mfg. Co. of Los Angeles for infringement of the Pooley Co.'s patent on the design of one of its radio cabinets. The bill of complaint charges damages amounting to $50,000. The design patent for which infringement is charged in this suit covers model 1600.

Viva-tonal Featured in Quarg Music Co. Display

San Francisco Columbia Dealer Makes Beautiful Presentation of New Line—Company's Display Material Utilized in Window

SAN FRANCISCO, CAL., November 5—The Quarg Music Co., Columbus dealer, Powell and O’Farrell streets, recently devoted the large display window on Powell street to a presentation of the new line of Columbia Viva-tonal phonographs and the Columbia New Process records. One of the most important items of the display was a musical scale which was suspended from the rear of the window and which showed in a clever and clear manner the fact that the Viva-tonal brings out all the purity of the highest notes as well as the sonority of the deepest bass. The current issue of the regular Columbia monthly window display was utilized in the display and lent a touch of color to the presentation—it also served the purpose of featuring a number of the latest record releases.

The beauty of the display tended to attract thousands to the window and a large percentage entered the store and were given a demonstration of the instruments. The proprietor of the store reports that the display was most successful in stimulating the sales of both Viva-tonal phonographs and records.

New Eby Dial Introduced

PHILADELPHIA, PA., November 4—The H. H. Eby Mfg. Co., of this city, well known as the manufacturer of binding posts and more lately of cushion proof sockets, has now placed a new product on the market, the Eby dial. This dial, which operates any type of condenser, has a complete metallic shield and is moulded in Bakelite. It may be operated clockwise and counter clockwise. H. H. Eby, head of the organization, reports that the new product has met with approval wherever shown.

TALKING MACHINE WORKS

HERMANN THORENS

Ste. Croix, Switzerland

announces the establishment of its

NEW YORK OFFICE

at

450 FOURTH AVENUE, 11th floor

NEW YORK, N. Y.
Brilliantone STEEL NEEDLE CO. of AMERICA, INCORPORATED
370 SEVENTH AVE. NEW YORK CITY

Heart-to-Heart Talks
Experienced dealers know only too well how fine a line marks the difference between satisfaction and dissatisfaction in the merchandise they sell their customers. This is particularly true of the small items; undoubtedly the primary reason why one finds Brilliantone Steel Needles prominently displayed by better dealers everywhere.
Kansas City Dealers Complete Plans to Take Advantage of Big Year-End Demand

Indications Point to Satisfactory Sales Volumes in All Lines Handled by Talking Machine Dealers in That Territory—Business Outlook Is Bright. Report Trade Leaders

KANSAS CITY, Mo., November 6—Dealers expect the month of November to be active in talking machine demand. The continued warm weather which has characterized the season here so far has delayed Fall sales in all lines of merchandise, the music stores sharing in the general quickness. Distributors, however, are overwhelmed with orders and every indication points to unusually heavy buying on the part of the public in the phonograph line this Winter. With all the new lines on the market and ready for delivery, consumer interest has been aroused to the buying point.

Radio has opened up with satisfactory impetus, the season being several weeks ahead of last year, according to the dealers. The World Series, and the Dempsey-Tunney fight influenced early sales to a great extent in the opinion of many, and the football season has been another factor in keeping up the sales, while the colder weather has the natural effect of stimulating radio interest. The outstanding feature of the radio sales this season is that the higher-priced merchandise is the most popular. People have experimented with cheap sets and now they are buying something which they can depend upon.

Record Sales Increase

Record trade is the bright spot in the phonograph business just at present. There are a large number of exceedingly good dance records on the market, all of which are so good that every dance enthusiastic feels he must have them all. It is remarked here that the vocal records with dance rhythm meet with greatest approval from the public.

A new feature of one of the local papers promises to aid the record business substantially. It is a weekly column entitled "What's New in the Popular Record," and in a breezy, humorous vein the writer discusses the current hits, telling the nature of the record, who gives the performance and makes comments on each. It is a valuable guide to the shopper who wants to be able to go in and ask for records by their name, rather than pick them at random.

Don Restor's Victor recording orchestra is playing a lengthened engagement at the Hotel Muehlebach grill.

J. W. Jenkins Sons Co. Busy

The J. W. Jenkins Sons Music Co. is finding phonograph business normal for this time of year, but expects a decided impetus to buying this month, according to Burton J. Pierce, sales manager of the phonograph department. Combinations in the higher-priced models have been moving with unexpected celerity, while activity in all lines has been normal.

"Much of our business is with salaried men," said Mr. Pierce, "and they are buying clothes for Fall, getting the children ready for school and buying other necessities. The family budget does not allow for added expenditures during September and October. However, with these items out of the way and a few cold nights at home, the need of a phonograph will find a ready response."

Brisk Radio Demand

Radio has been active with the Jenkins firm for the past few weeks. Mr. Pierce finds that the Radio Corp. of America line, which is the exclusive line of the department, is very popular. The higher-priced sets from $115 up find the biggest demand. "People are done with experiments and after having a few bad experiences with cheap machines they are after something permanent and reliable," said Mr. Pierce. Most of the customers in the radio department have owned radio sets of some description and are sold on the idea, according to the department head.

The Paul Record Shop is enjoying its usual active business in records, along with a satisfactory trade in talking machines.

Everybody's T. M. Co. Adds to Catalog of Repair Parts

Maker of Honest Quaker Springs and Repair Parts Makes Eight-page Addition to Attractive Current Catalog—In Big Demand

PHILADELPHIA, PA., November 6—Everybody's Talking Machine Co., of this city, maker of Honest Quaker main springs and talking machine repair parts, has just issued an eight-page addition to its already large and attractive current catalog. This eight-page addition is a condensed catalog of useful tools, hardware and assembling Grundies for the talking machine repairman. It lists well-known Honest Quaker items, such as the "Reparman's Friend," "H. Q." pliers, "Quaker Tap and Drill" sets, etc., which are representative of but a few of the tools which are required in every repair shop. This catalog also lists stay rods, needle cups, door knobs, cover supports, door catches, hinges, etc., all of which are attractively illustrated. In addition to the hardware there are listed a wide variety of amplifiers, motor boards, grilles, etc.

The Everybody's catalog, which was originally issued in March of this year, is of loose-leaf construction and this last addition of eight pages may be conveniently added and become a part of the catalog itself. The 1926 Everybody's catalog has proved very popular and since its original mailing to the large list on the books of the company very many additional requests have been received for it.

In the new catalog of James K. Pollk, Inc., Atlanta, Ga., distributor of Honest Quaker products in the South, the Everybody's catalog of main springs and talking machine repair materials is reproduced in its entirety as part of the Pollk catalog. The catalog of the distributor was produced in the same size page as the Everybody's catalog and in co-operation with its distributor, Everybody's Talking Machine Co. Inc., which supplied the exceptionally fine plates that are used in its own catalog.

Rev. Jesse C. Burnette Makes Columbia Records

Noted Negro Evangelist Who Has Met With Great Success as Religious Leader of His Race Makes Recordings of His Sermons

The Rev. Jesse C. Burnette, noted negro evangelist, of Kansas City, Mo., has recorded a series of his sermons for the Columbia Phonograph Co. Mr. Burnette's early life was spent in Mobile, Ala., where he was born, overcoming tremendous handicaps; he succeeded in getting an education and prepared himself for the ministry, in which field he has met with great success due to his matchless eloquence, inspiring sincerity and boundless faith.

Mr. Burnette believes that through his recordings for the Columbia Phonograph Co. many more of his people will be brought to God and that his voice will be carried throughout the world—doing good. From the commercial standpoint it is expected that these records will have a wide sale.

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Increase Your RECORD Sales

Utilize Every Bit of Valuable Window Space—Vacuum Cup Lock-on Glass

Here is the greatest Record display ever devised. A display that makes use of the most valuable space in your window, that at present is being wasted. The LOCK-ON Fixture is equipped with a rubber vacuum cup that, after being moistened, locks on the glass.

Will give your records greater prominence in your window, without taking up space that you are already using. Will increase your record business and pay for itself in a short time. Sold with a MONEY-BACK GUARANTEE! Send Check or Money-Order for Picture Shown, or Write for Information of Other Displays

LOCK-ON FIXTURE CO., 44 No. 9th Street, Philadelphia, Pa.
Business Is GOOD!

—and the Music and Radio Dealer is in the heyday of a wonderful holiday season—

But—

There is ahead that inevitable January, February and March—and that long summer from April to October. You know what that means from past experience. The Holidays will have come and gone. Inventory time—days when profits will be banked and shelves lightened by a season’s generous sales.

Then watch out—

Sales will drop as they always do. They will lag and lag until those hard earned profits must be dragged out of the old bank account to pay the expenses of non-productive months.

It’s a wise dealer—

Who plans ahead for continued sales. Overhead is the moth of industry—sales, the exterminator. If you keep your local trade interested in you all the year ‘round—they will never forget you—that’s merchandising.

Ever think of that little corner grocer? He’s a real merchandiser, after all. When Christmas cookies have had their run—he’s tempting you with the luscious strawberry—the peach—the melon and finally the twanging royal smack of the cranberry. He’s everlastingly at it—and you can’t pass him up. He just simply haunts your appetite throughout all four seasons of the year—he’s “gotcha goin’ and comin’.”

There’s no reason why you should suffer slow sales because your customers won’t take their phonograph or radio along in the auto. Go along with them—sell them a line that will make those week ends or vacation spins a greater pleasure. Make continuous profits on events that they can bring back to life over and over again. We will help you find the way.

Turn to the next page—and make us prove it!

Bell & Howell Company
1810 Larchmont Avenue, Chicago, Illinois
Established 1907
Your new source of Profits

Put this Prop under NOW—while sales are up—then they'll never go down

You know that the hardest time to get business is when you need it. Now, at the height of your sales boom, put this life-preserver on. Acquaint your old customers with your new line. Then, when you need sales to offset the radio and music slump, you'll already be under way. Nothing can stop you.

MAIL THIS FOR DEALER PROPOSITION

BELL & HOWELL CO.
1810 Larchmont Ave., Chicago, Ill.
Please send me complete details of your motion picture camera and equipment Dealer Sales Proposition.

Name........................................................................................................
Address....................................................................................................

All in all, we are interested only in the legitimate, responsible dealer trade. Are you interested in making your summer months all Christmas months? If so, mail the coupon and we will explain more than space here will permit.
How you can take MOVIES of feature-film clearness, beauty:

TODAY it is simple and easy, with Filmo, to take your own actual-motion pictures. Pictures as sharply brilliant and beautiful as the photography in your favorite photoplays!

Bell & Howell's nineteen years' leadership, in making cameras and equipment used almost ubiquitously by the world's leading movie producers, makes this possible! Nearly all feature films you see are made by Bell & Howell professional cameras. From that vast, practical experience and knowledge we now give you the automatic Filmo.

Naturally, it has features not to be expected in other movie cameras for individual use.

Real Movies! Filmo is four-and-a-half pounds of motion picture perfection—for personal use. So simple and unused-proof that an eight-year-old can operate it successfully. In accuracy and movie-taking ability Filmo is matched only by Bell & Howell professional cameras costing thousands of dollars.

This camera is the result of 19 years world-leadership in making professional motion picture cameras and equipment. It alone possesses the features necessary for theatre-quality pictures: the Bell & Howell automatic Filmo.

Yet Filmo is within reach of the modest average income. You can take any moving thing you see and want—as easily as looking through a field-glass.

Because Filmo is the only camera of this kind with a spy-glass viewfinder, with which you can easily, accurately follow the fastest-moving object... and get it squarely on the film.

It is also the only one capable of giving you beautiful, sharp pictures even when light is poor. The only one with which twelve different lenses are interchangeable for special purposes. The only design of personal movie camera in which you can get special equipment for taking 3000-motion pictures. (Note other important features.)

FREE: Interesting, new book
Bell & Howell Co.,
181 Larchmont Ave., Chicago, Illinois.
Send new book on taking personal movies—with full description of Filmo.

Name__________________________
Address________________________
City__________________________State____

THE BELL & HOWELL AUTOMATIC FILMO

There is also FILMO... using standard film... for professional work.

FREE: Included with every Filmo.

Filmo is fully automatic. No cranking, no tripod, no focusing for distance. Simply press a button—and... "What you see, you get!" Films are developed free—ready to show.

See It!
Literally, Filmo adds a priceless new delight to living. See it. Ask questions about it. Find out what it does. A very good deal, in your locality, has its—now.

Mail coupon today—and in that way permit us to tell you who and where your nearest dealer is. Also receive—free—a new book on this fascinating subject of taking your own movies.

BELL & HOWELL CO.
181 Larchmont Ave., Chicago
New York, Philadelphia, London
Established 1910

THESE FEATURES GIVE THE KIND OF PICTURES YOU WANT

These exclusive Filmo features, evolved by the world's largest makers of motion picture cameras, enable you never of motion-picture:
1. Spy-glass viewfinder.
2. Adjustable, accurate speed-control for different objects and lights.
3. Special mechanisms for slow-motion pictures, or same scene of camera.
4. High-quality, imported antiguine, 24 mm F 3.5 aperture lens.
5. Simple to operate of all moving camera.
6. Twelve lenses interchangeable for special work.
7. Beautifully finished, compact, durable.
8. Lifetime service; no depreciation.

Filmo Automatic Projector
For showing movies on your own home—offers same advantages as Filmo itself. Pictures as brilliant and authentic as you see at best theaters. Runs restored, backed-up, or runs the whole picture. Shows pictures from postcard size up to 7×9 feet.
Gentlemen:

Look at This Growth!

BELL & HOWELL CO'S.
Fourth Expansion to Accommodate Increasing Business

Twenty years ago Bell & Howell Company began as pioneers, manufacturing professional cameras for the motion picture industry.

The first Bell & Howell Cameras were so good that many of them are still in use. They were so good that Bell & Howell became camera manufacturers-in-chief to the entire industry.

Bell & Howell helped motion pictures to grow in popularity—and the growth of motion pictures, in turn, expanded the business of the Bell & Howell Company. Three new and larger factories were built to take care of the growing business.

Then, out of their years of experience in building professional cameras, Bell & Howell perfected the Filmo Camera and equipment for the amateur. Acceptance was immediate. Because Filmo Cameras were no experiment. They were right to begin with. So demand has, within a short time, made necessary the new factory building shown here.

This new factory, anticipating ten years of growth, makes possible the addition of new dealers. Under the old production program new dealers could not have been accommodated, because demand exceeded factory supply.

Here you stand looking into a cream market on a product that is setting the country afire. This is your opportunity to put cash into your registers instead of eventual vain regrets. Get the details.

GROW with a WINNER!
Starting Now!

Turn back and Mail the big COUPON
Chicago Radio Show Scores a Big Success

Fifth Annual Radio Show, Held in Chicago Coliseum, During the Week of October 11, Under Auspices of R. M. A., Considered Best in History of Radio—Thousands Viewed Fine Exhibits

The Fifth Annual Radio Show, which was held at the Chicago Coliseum the week of October 11, under the auspices of the Radio Manufacturers' Association, was regarded by all exhibitors at the exposition as the most successful radio show that has been held in the history of the industry. In point of attendance the figures were slightly less than the record-breaking figures at the Third Annual Radio World's Fair, held in New York in September, under the direction of the R. M. A., but even with this slight difference in attendance it was generally conceded by the exhibitors that for genuine jobber, dealer and public interest the Chicago radio show of 1926 was without a doubt the leader of all radio expositions.

Jobbers and dealers from all parts of the country visited the Coliseum during the week of the show, and in addition to the fact that orders were placed at the show itself, there was evidenced a keener realization of the sales possibilities for radio products, which was gratifying to every factor of the industry. The wholesalers and retailers seemed to be convinced of the importance of making radio an all-year-round sales proposition rather than a seasonal one, and conferences were held by the manufacturers with their representatives for the purpose of laying out plans and policies for 1927 that would make the year a banner one for all concerned.

Signs of Stabilization

Practically without exception the jobbers and dealers merchandising the products of the standard makes of radio sets and accessories were keenly enthusiastic as to the outlook for the future of the radio business, pointing out that the industry was becoming more stabilized month after month and that practically all of the merchandising evils had been eliminated.

Full credit for the development of the trade was given to the Radio Manufacturers' Association, which has accomplished phenomenal results in the past two years and which is recognized today as a most powerful and constructive force in the development of the industry.

The development of the industry to an all-year-round stage will undoubtedly solve many of the manufacturing and marketing problems confronting the trade at the present time, and at the Chicago show definite steps were taken by prominent manufacturers and their wholesalers to provide for a far more logical manufacturing and marketing program than exists at the present time.

200,000 Paid Admission to Show

Over 200,000 paid admissions to the Coliseum reflected the keen enthusiasm of the public regarding radio, and although no retail sales were made at the exposition, dealers throughout the city of Chicago reported direct sales as a result of the show in addition to securing the names of many valuable prospects. The value of the show, as a general incentive to public interest in radio, was commented upon by all of the exhibitors as well as the visiting wholesalers, and U. J. Herrmann, managing director, and G. Clayton Irwin, Jr., general manager of the show, were congratulated upon the efficient manner in which they had presented the exposition to the public. The Chicago newspapers gave adequate space to the daily programs broadcast at the show, as well as the various novelties introduced during the week, and many points outside of Chicago, were represented in the daily attendance of the public during the course of the week.

Consumers Want Tone Quality

From a consumer angle there was manifested a marked interest in the tone quality of the radio sets, which seemed to be a most important factor, with simplicity of operation and attractiveness of cabinet design sharing in the public's general interest. The latest models of speakers, as well as the newer developments in the power unit and battery eliminator field, were closely inspected by the visitors to the show, and the manufacturers of tubes were kept busy explaining the various distinctive qualities of the newer types of tubes. In fact, the public as a whole, seemed to be thoroughly informed on the most recent developments of the radio art, although there was a noticeable decrease in the number of inquiries that were made as to the distance possibilities of the various sets on exhibition. While distance seemed to be something that was highly desirable, at the same time it was not considered quite as important as tone quality, simplicity and attractiveness of design.

Load speakers, batteries, tubes, battery eliminators, antenna kits and other incidental accessories are apparently regarded with equal importance as the set itself, for the consumer realizes today that a quality set with inadequate accessories cannot give proper radio reception.

Important Meetings of Association

During the course of the show week the Radio Manufacturers' Association held a series of important meetings at which various topics of general interest to the trade were discussed by representative members of the industry. The meetings were well attended and the remarkable progress made by the R. M. A. in the past year was one of the subjects of general interest while the show was in session. The R. M. A. is planning a trade show in June which promises to be one of the outstanding features of the radio industry, and which will give manufacturers, wholesalers and retailers an opportunity to solve the ever-present problem of twelve-month radio. The show will be held during the course of the R. M. A. annual convention at Chicago, and attendance will be limited to the trade exclusively.

(Continued on page 50b)
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THE TALKING MACHINE WORLD
Chicago Radio Show Scores a Big Success— (Continued
Ruark,

secretary, very shortly, and
every reason to believe that the trade
show will prove a tremendous success and a
direct
reflection
of the importance
of the
R. M. A. as a factor in the growth of the radio

Bremer-Tully Mfg. Co., Chicago, III.; Briggs & Stratton
Corp., Milwaukee, Wis.; Buckingham Radio Corp.,
Chicago, 111.; Burgess Battery Co., Chicago, 111.; Carter Radio

industry.

Radio

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executive

is

From

the point of actual business closed and

Chicago radio
show surpassed all preceding expositions and
the e.xhibits themselves were exceptionally atactual

trade

The character

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M. A. shows

R.

achievements

is

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a tribute to the

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of

1926

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interest,

radio

tremendous

industry,

year

for

after year the exhibits have increased in attrac-

tiveness and this year's exposition far out-dis-

tanced

preceding shows

all

beauty and

in

effec-

Chicago,

Co.,

Cornell

Radio

Mfg. Co.,
Manufacturing Co.,

E.

C.

Chelsea

111.;

Corp.,

New York

Cincinnati,

City;

Chelsea,

Co.,

Long Island

Electric

Providence,

City,

R.

Cunningham,

O.;

Davis,

I.;

Mass.;
N. Y.
Crosley

E. T., Inc.,
Chicago, 111.;

Richard T., Inc.,
Dayton, O.; De Forest Radio Co.,
Jersey City, N. J. Diamond T. Radio Mfrs., South Bend,
Ind.; Dictograph Products Corp., New York City; Uubilier
Condenser & Radio Corp., New York City; Duro Metal
English-Whitman Co., New York City; Empire Electrical
Mfg. Co., Chicago, 111.; Fansteel Products Co., Inc., North
Chicago, 111.; Farrand Mfg. Co., Long Island City, N. Y.
Federal Radio Corp., Buffalo, N. Y.; Federal Brandes,
Inc.. New York City.; Forest Electric Co., Newark, N. J.;
Freed-Eisemann Radio Corp., Brooklyn, N. Y.; French
Battery Co., Madison, Wis.; Chas. Freshman Co., Inc.,
Chicago, 111.; Garod Corp., Belleville, N. J.; General Instrument Corp., New York City; General Radio Company,
City; Grebe, A. H., & Co., New York City; GrigsbyGrunow-Hinds Co-, Chicago, 111.; Indiana Mfg. & Electric
Co., Marion, Ind.; Jefferson Electric Mfg. Co., Chicago,
Jewell Electrical
Instrument Co.,
Chicago,
111.;
111.;
Jones, Howard B., Chicago, 111.; Kellogg Switchboard &
Supply Co., Chicago, 111.; Kokomo Electric Co., Kokomo,

Day-Fan

Electric

Co.,

;

XOVEMBER

1926

15.

from page 50a)

Boston, Mass.; National Lead Battery Co., St.
Minn.; Newcombe-Hawley, Inc., St. Charles, 111.;
Operadio Corp., Chicago, 111.; Pacent Radio Co., New
York City; Pathe Phono. & Radio Corp., Chicago, 111.;
Perlesz Radio Corp., Chicago, 111.; Ferryman Electric Co.,
Co.,

Inc.,

Paul,

New York

City;
Pfanstiehl Radio Co.,
Chicago, III.;
Pooley Co., Philadelphia, Pa.; Precision Products Co.,
Ann Arbor, Mich.; Pressed Metal Co., Waukesha, Wis.;
Priess Radio Corp, New York City; Radio Corp. of
America, New York City; Radio Master Corp., Bay City,
Co., Chicago, III.; Runzel-Lenz Electric Co., Chicago, 111.;
Saal, H. G., Co., Chicago, 111.;
Shamrock Mfg. Co.,
Nev/ark, N. J.; Showers Bros. Co., Bloomington, Ind.;
Slagle Radio Co., Fort Wayne, Ind.; Sleeper Radio Corp.,
Long Island City, N. Y. Sonatron Tube Company, Chi;

Sonora Phonograph Co., New York City;
Sparks- Withington Co., Jackson, Mich.; Splitdorf Electrical
Co., Newark, N. J.; Sterling Mfg. Co., Cleveland. O.:
cago,

111.;

Montrose-Hast
Radio Lab., New York City; Music Master Corp., Betzwood, Pa.; National Carbon Co., New York City; National

Stevens & Co., New York City; Stewart- Warner Speedometer Corp., Chicago, III.; Stromberg-Carlson Tel. Sc Mfg.
Co., Rochester, N. Y.
Stuart Products Corp., Chicago, 111.;
The Talking Machine World, New York City; Tectron
Radio Corp., New York City;
Timbretone Alfg. Co.,
Chicago, III.; Utah Radio Products Co., Chicago. 111.;
Vesta Battery Corp., Chicago, 111.; Walbert Mfg. Co., Chi
cago. 111.;
Electrical Instrument Co., Newark, N. J.; Willard Storage Battery Co., Cleveland, O.; Windsor Furniture Company, Chicago, 111.; W. K. Electric Co., Kenosha, Wis., and
Zenith Radio Corp., Chicago, 111.

Cleveland Dealers Prepare for Holiday
Business Trade Gains Create Optimism

Stimulant has been the advertising done b}' the
Columbia Co. in the local newspapers and tieups by local dealers. The 1926 record cut-out
has been greatly appreciated by the trade, Dis-

tiveness.

Among

Coliseum

this

Abox

the exhibitors at the Chicago

year were the following:

Manufacturing Co.,
Chicago, III.;
Alden
Mass.; All-American Radio Corp., Chicago,
Springfield,
III.;

American

Co.,

Electric

Co.,

Chicago,

Amplion

III.;

Corp.

of

America, New York City; Amrad Corp., Cincinnati, O.
Amsco Products Co., New York City; Anylite Electric
New York City; Atwater Kent Mfg. Co., Philadelphia,
Pa.; Bakelite Corp., New York City; Baldwin, Nathaniel,
Inc., Salt Lake City, Utah; Belden Mfg. Co., Chicago, 111.;
Chicago, III.; Brach, L. S., Mfg. Co., Newark, N. J.;

Transformer Co., Chicago,
Minerva Radio Co.,
Cal.;

Liberty

Ind.;
Co.,

Oakland,

Mohawk

Corp.

of

Chicago,

Illinois,

Magnavox

III.;

Chicago,

111.;

111.;

—

Types

All

Talking Machines

of

Local Music
Cleveland,

O.,

Week Proved

November

8.

in

—
Elec. & Mfg. Co. Plant Damaged by Fire
Success — Tie-up With Exposition Scores — Other News

Demand Acme

a Big

— Business

continued

improve during the month and it looks as
though it would continue to do so. All types
of plionographs have been selling well and
there has also been a demand for combination
instruments.
Radio sales have been big. The
great amount of advertising done by manufacturers in local newspapers has helped business
along in fine shape. Quite a few discontinued
sets have been advertised widely, but the public do not seem very keen for them.
to

Damaged Acme

Fire

The Acme

&

called off on account of heavy rain.

was

It

a

boost for all classes of music and helped
considerably in stimulating business.
Cleveland Ignition Co. Remodeled
fine

The

Cleveland

Ignition

and

remodeling

pleted

showrooms and
graph gives some idea

radio

com-

recently

Co.

redecorating

of

their

and the photo-

offices

how

attractive

the

Plant

in

this

building

take the place of the one wiped out by the

A sales and service school for dealers has
been inaugurated by the Weber-Rance Corp.,
New York distributors of American Bosch,

"Talker" Tie-Up With Exposition
Woman's Christmas Exposition, held on November 3 to 9, was the A'ictor
Auditorium Orthophonic Victrola, which was
brought to' Cleveland especially for the Exposition.
The demonstrating was in charge of F.
C. Erdman, Victor district representative, in
conjunction with the Cleveland Talking Machine Co., Victor distributor.
There was a
very striking tie-iip of Victor dealers with the

A

Crosley, Ferguson and
and accessories.

An

to
fire.

feature of the

place

now

Kent

and

big success.

The

affair

entire

trade

throughout the

and
city.

organizations
musical
all
Free concerts were given

Studios were opened
for public receptions and, in short, there was
something special doing every day along muConsiderable advertising was done
sical lines.
music
trade and the various newspapers
by the
in

the various

arcades.

gave a great deal of publicity to the event. It
was planned to have a large pageant on the
last day in which floats of music dealers would
have played a big part, but this had to be

Pooley

are

lines

E.
E.

M.

attractively

dis-

fast

Cleveland
possessor of a

dow

Scoti: a

Winner

Ohio representative of
Brunswick Co., is the proud

Scott, northern

the

that

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sales

tional

M.

fine

niw Gladstone

received a?
contest

first

for

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service.

The

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in

In a letter to all of the Weber-Rance dealers
the metropolitan district, Mr. Miller invites

the attendance of dealer sales and service rep-

resentatives at the school which meets each
Tuesday evening at 7.30 o'clock at the WeberRance offices, 225 West Fifty-seventh street.

all
types of Panatropes and mechanical
instruments and the shipping facilities of the
branch have beet\ strained to the utmost to get
orders out promptly.
Crlumbia Artists Appear Locally
Quite a few Columbia artists have visited
Cleveland recently, among them being Ruth
Clifford, Ignaz Friedman and the Russian Art
Choir.
As a result there has been an extra

for

minimum amount

time and expense, service matters that come up
from time to time. Mr. Miller stated that experience has shown that in numerous cases a
few minutes' work on the part of the dealer's
service man could have saved the dealer several
days' delay and prevented constant calls from
the customer.

largest

the

for

demand

dealer in settling, with a

Brunswick winBrunswick branch

getting

expects to do the larg-est business in its history, basing its beli'^f on the amount of shipments.
There has b^en a very good demand

good

object of this school, according to M. L.
of the Weber-Rance organization, is to increase the proficiency of the
Miller, vice-president

traveling
in

of subscriptions to the

display

otiier lines of radio sets

The

Atwater

they arrive.

as

number

a

of the

extremely busy shipping out sets about as

Stage Local Music Week
Cleveland put on a Music Week for the first
time in its history. It took place October 24 to
actively participated in by practically the

Radio

models

showroows have been entirely
refurnished and make a handsome setting for
the various models.
The compan3^ has been

bag

October 30 and was

Artistic Setting for

looks. All the

The

played.

event.

was

Starts

Sales and Service School

The company manuB eliminators,
automatic control switches and A power units
at the Whitney Power Block plant, and they
immediately started work on installing a batdepartment

Sistak Music Co. to Open
music store is to be opened on Broadway, near East Fifty-fifth street, under the
name of the Sistak Music Co. It will carry a full
line of general musical merchandise.

Weber-Rance Corp.

factiires radio products, including

charger

Renie Burdett Resigns
Renie Burdett, who had charge of the retail
sales of Gennett records and Q R S and U. S.
rolls for the local branch of the Starr Piano
Co., has resigned and is now with the Guenther
Art Gallery.

Mfg.

destroy the entire plant.

tery

trict
Manager R. J. Mueller reports. The
Viva-tonal machines are all selling well and
being featured in many window displays by
dealers all over the city.

A new

Co.'s Hamilton
avenue plant was severely damaged by fire on
October 28, the entire second floor being deThe fire started in the stockroom,
stroyed.
from an unknown source, and threatened to

Electric

;

records.

Another

good

New York. The school has been established
on the well-founded theory that "better service
means

better

sales."

Exterior and interior of the store of
Keiser, of Milton, Pa., has been placed

hands

of

the

builders

and

decorators.

W. H.
in

the

The

now is among the artistic shops in the
thriving manufacturing town, and is equipped
store

with more booths to accommodate its patrons
and the rapidly advancing Victor business enjoyed bv the firm.

•


Dealers in the Cincinnati Territory
Look Forward to Busy Holiday Season

All Indications Point to Heavy Buying of Talking Machines, Records, Radio, Etc., as Holiday Gifts—Steinway & Sons in New Home—Sees Need for More Experienced Salesmen

CINCINNATI, O., November 8—Dealers in talking machines and records are unanimous in the statement that the demand is brisk, and all are looking forward to an unusually busy Fall and Winter season. Everything indicates that the holiday trade will be greater than ever before and it is forecast that sales will break previous records in the matter of Christmas business.

At this time last year, it will be remembered, business conditions were not as good as they are now. All of the demand was for the new machines, but only a few of the lines of old instruments were available for delivery. The public had been persuaded that the new machines were the only ones to buy, and in spite of sweeping price reductions on the old machines, very few buyers wanted them.

This year the talking machine trade finds conditions much more favorable. In the first place, while there still may be a slight shortage of some of the latest models, the scarcity is not great enough to be a serious handicap, and the manufacturers are readily removing this difficulty by increasing their output. In the opinion of some dealers the new styles of cabinets have done nearly as much to make the talking machine more popular as has been done by mechanical improvements and the adoption of electrical principles.

The demand for radio, it is stated, has shown a wonderful increase in the past few weeks, both in combination with the talking machine and as a separate instrument. Up to this time the dealers have had no difficulty in getting goods, but it is said that the stocks of manufacturers are getting low and there may be some shortage during the holidays.

Enjoy Steinway & Sons in New Home

Steinway & Sons, who have moved into a fine building that adjoins the Hotel Gibson on the west, have added much better facilities for handling talking machines and records than they had in their former store. "We carry the Victor and the Brunswick lines, and in the future we will pay much more attention to this branch of the business than heretofore," explained R. E. Wells, district manager. Plenty of demonstration booths are now available, with adequate space for instruments and records nearby, this section of the store being on the main floor, at the rear, and opening into the hotel. The new Steinway store was formally opened to the public on October 14 and 15, and on the evening of the latter day there was a large banquet in the Hotel Gibson at which President Frederick T. Steinway was present, and also Mr. and Mrs. Paul H. Schmidt and Mr. and Mrs. Herman Irion, all of New York City.

Need for Experienced Salesmen

"Business has been improving for several weeks, and it has now reached the point where one may without exaggeration say that it is excellent," stated Howard L. Chubb, head of the Chubb-Steinberg Music Shop. "What we need more than anything else right now are a few good salesmen—men who can go out and close the prospects for talking machines. We have become so busy in the store that we cannot spare men to go out to get these orders, and therefore we are not able to sell as much as we might. It seems to me that the talking machine trade needs some kind of a school for the development of salesmen."

New Re reproducers as Aid to Machine Sales

"Undoubtedly the talking machine is coming back into its own," stated Frank Gran, of the William R. Graul Co. "The reproduction of the old types of machines when fitted with the new reproducers has been improved so much by the new records that they give satisfaction, and for this reason there is still a good market for the old machines. The salesman who will push them in the right way should meet with success in moving these products."

Viva-tonal Phonograph Popular

A recent visitor to the city was W. C. Fuhrer, New York, general sales manager of the Columbia Phonograph Co. Miss Rose Helberg, local manager, is extremely enthusiastic about the company's latest product, the Viva-tonal phonograph, which, she states, has already attained wonderful popularity. "Our record business is truly phenomenal," stated Miss Helberg, "but still the demand seems to be increasing."

Enjoy Good Business

"Our talking machine and record section is now quite busy," said G. E. Hunt, of the retail department of the Starr Piano Co. According to S. T. Spargens, manager of the new radio department in the Starr store, that section is doing fine and its sales are increasing rapidly. "Radio is becoming more popular every day," stated Mr. Spargens.

"Aside from a slight shortage of the new combination instruments, everything is running fine in our talking machine department," stated Fred C. Grau, of the Otto Grau Piano Co. "The demand for records is greater than ever before."

Perryman Tubes in Demand

With the Perryman factory operating at full capacity, a very successful season is being enjoyed by the Perryman Electric Co., New York, manufacturer of Perryman radio tubes. H. B. Foster, sales manager of the company, reports that the Perryman jobbers and dealers are experiencing a splendid demand for Perryman tubes, and plans have been made to continue factory operation at full capacity for an indefinite period.

NATIONAL PHONOGRAPH TOYS
STOCK THEM FOR CHRISTMAS

Display Them; Their Funny Antics Make Quick Sales
Order the Complete Assortment—Here It Is:

Shimandy
Price $1.65

The Boxers
Price $1.25

Ragtime Ratus
Price $1.25

The Magnetic Dancers
Price $1.00

Phonograph Phollies
Price $1.00 per set

(Usual Trade Discounts)

Don't pass up this proposition. Give it your immediate attention. You will be glad you did. It takes just a minute to fix the whole thing. Get your letter in tonight's mail. Quick action at this end.

NATIONAL COMPANY Inc.
110 Brookline Street	W. A. READY, President	Cambridge, Mass.
To Atwater Kent Dealers

Read carefully the advertisement opposite.

It is Mr. Kent's personal message to the radio-buying public, reproduced from the Saturday Evening Post.

The public demanded simplicity. To meet this demand we have placed in your hands the Atwater Kent One Dial models—the simplest receiving sets ever built—so simple you can tune them in the dark!

To every Atwater Kent dealer this means sales. For what the public wants is what you have to offer—Atwater Kent Radio, with One Dial.

ATWATER KENT MANUFACTURING COMPANY

4725 Wissahickon Avenue  A. Atwater Kent, President  Philadelphia, Pa.
EVER SINCE I first became interested in radio, this idea has been uppermost in my mind: Simplicity is what Radion needs.

The first radio sets were cumbersome—big, ungainly contrivances, hard to fit into home surroundings—and extremely difficult to operate.

We said to ourselves: If we could only make receiving sets so simple that you could tune them in the dark! And this has been our objective here in our Philadelphia laboratories.

It has taken us years to work out the right principle. It has taken months to perfect it. But now we have it—in Atwater Kent OXe Dial Control.

This OXe Dial control, with us, means just what it says. All the tuning of stations is done with OXe Dial. There are no additional adjustments to make—no secondary knobs to turn before you actually and accurately bring in the station you are seeking.

Every station broadcasting within range is brought into your home as you turn this OXe Dial. You can sample them all just as you scan the headlines of your newspaper—then select the program you like best and settle down to an evening of enjoyment.

To enjoy this OXe Dial control at a reasonable cost requires that sets be produced in large quantities.

Today we are making them by the hundreds of thousands in the largest radio factory in the world, backed by more than a quarter of a century of experience with scientific electrical instruments.

OXe Dial control is the goal of simplicity toward which we have been working since Radio began. It is today an accomplished fact.
THE TALKING MACHINE WORLD

High-priced Instruments Lead the Demand in the Toledo Territory, Dealers Report

TOLEDO, O., November 6.—Seasonable buying of phonographs and radios has started at a brisk rate here. The surprising element of the purchasing is that people are not buying the low-price instruments but are demanding the best. They are fed up with cheap, nameless goods and are therefore now seeking advertised, branded merchandise. So completely has this change gone into effect that merchants are having difficulty getting sufficient machines to fill orders.

One prominent dealer reports orders for eight combinations with only six in stock and his jobber refusing to take orders for immediate delivery. Since this oversold condition exists already what will the situation be in three or four weeks at the peak?

A Record Day's Business

The Lion Store Music Rooms, on the first day of the Store Anniversary Sale, put over the biggest day's talking machine and record business in the past five years, according to Lawson S. Talbert, manager. The radio department, likewise, enjoyed its largest total for a single day, Doyle Wyre, manager, stated. Talbert reported further that customers in all but three instances made larger down payments and purchased for the machines than the average. Record demand too is moving along at a good pace. Sales girls here are given special credit for unit sales of three discs, provided one of the three be a standard number. The reason for this is that by selling one of the better records to a patron interest in the phonograph is maintained for a longer period, which naturally makes for the sale of more records. Wm. Markwood is a new member of the outside salesforce.

Reports 50 Per Cent Sales Gain

At the J. W. Greene Co. talking machine and radio sales are more than 50 per cent better than a year ago, Manager E. A. Kopi reported. A large share of this increase is coming from the sale of combinations. The new Panatrope P-10 Radiola combination is making friends rapidly. Ernest Tiedke, retired merchant, recently purchased three Panatrope—two for gifts and one for his fine home. The store is experiencing very little difficulty through trade-in allowances on old machines towards new models. Allowance of about one-half of the cost of the new price instruments or 25 per cent of the old purchase price is working out satisfactorily.

Activities at Grinnell Bros.

Grinnell Bros. are co-operating in a large way with the concerts attractions booked for the near future here. Folders of the Famous Artists Series, which include Marion Talley and the Rivoli City Concerts, sponsored by the University of the City of Toledo, are going to customers and prospects along with the November Victor supplement and Melody, the house organ.

The fact that most grade schools are excellent prospects for talking machines has been proved by the ring of the cash register here. Nearly all class rooms now use records for folk dances, gymnastics, music appreciation and the like. In the radio department Atwater Kent and Garod lines have been added recently. These, with Zenith and Fried-Eissmann, round out the line.

Stages Tie Up With Edison Artist

The Hayes Music Co. coupled its Edison efforts to the Keith Theatre act of Signor Prisco, an Edison artist. Through this performance several prospects for machines were developed and not a few records were sold, according to Nicholas Baertschi, manager.

Columbia Dealers Active

The Frazelle Music House is promoting sales of talking machines by means of newspaper and direct mail publicity. Miss Lovina Terry, formerly with the Lion Store Music Rooms, is now in charge of the department here. Each day a record is exploited by means of the Electrode and loud speaker at the store entrance. Many record sales are resulting from this effort.

Several local Columbia dealers are coupling their promotion plans with the weekly Columbia drive on records and machines. They include Flightline's Music Shop, Korona Music Co., Joseph Toth, The Home Furniture Co., and Goossen Piano Co.

The Quality Music Shop, Inc., Columbus, O., has taken on the complete Columbia and Harmony line in addition to the Brunswick Machine and record sales are brisk, it is said. Pigua Music Shop, Pigua, O., operated by Etter & Thompson, Columbia dealers has moved into new larger quarters made necessary by the growth of the business. Everything in music is carried by the enterprise.

Campbell's, Pigia, O., have remodeled the listening booths and rearranged the phonograph section in order to give the Viva-tonal Columbia line prominence on the main floor of the store.

The Mammoth Furniture Co., Urbana, O., has remodeled the store and installed new attractive display windows. A house-to-house canvass for machine sales is in progress and will be extended to the rural districts.

H. H. Conner Now Cable Co. Manager

H. H. Conner is now manager of the local Cable Co. branch of the store, stepping into the position which he held when the store was opened.

Many Dealers Add Sparton Radio

The Toledo Radio Co., Sparton radio wholesaler, has closed franchises with a formidable list of new dealers, including the J. W. Greene Co., W. G. Greiner, United Music Co., Toledo Edison Co., Norman Witzler, Perryburg, O.; Wilson Music Store, Gibson O.; Hude, and Herbel, Genoa, O.; G. L. Lathroth, North Baltimore, O.; Sylvan Electric Co., Sylvia, O.; Bryan Buick Co., Bryan, O.; Archbold Battery Shop, Archbold, O., and others. In the short space of four or five weeks this new set has won a high place with radio fans, Chas. H. Womeldorf, president, stated. An advertising campaign in local papers will be carried on throughout the season. The Brach totem pole aerial is a new item of merchandise added by the house.

Detroit Kolster Dealer Uses Home Demonstration

Effectiveness of Testing Radio Set in the Home of Prospective Purchaser Concretely Illustrated by Live Retailer

Illustrating the effectiveness of the "home demonstration" policy of Federal-Brundes, Inc., manufacturer of Kolster sets and Brandes speakers, an incident is related of the experience of a Detroit dealer. A customer was leisurely looking over the Kolster models and said he hoped to own a big eight-tube set some day, so he could listen in on distant stations, but could not "see his way clear to spending the money now." In answer the dealer tackled under his arm the small six-tube Kolster table model and drove to the customer's home for a demonstration. That evening the dealer and the customer are said to have listened to forty-two stations in all parts of the country, and the set was sold on the spot.

Interesting Issue of the Atwater Kent Co.

The Jumbo Bulletin, the interesting and instructive house organ of the Atwater Kent Mfg. Co., Philadelphia, Pa., celebrated its first anniversary with the appearance of the October issue. This particular issue of The Jumbo Bulletin contained a wealth of news of interest and value to dealers, including an outline of the advertising and evening radio series sponsored by A. Atwater Kent and in which leading artists are scheduled to participate throughout the Fall and Winter. Another article showed the tremendous growth in A-K sales, namely, a 60 per cent gain this year over last year. Considerable space also was devoted to reproductions of dealer ads prepared by the Atwater Kent Co., and a poster that will be displayed on 6,000 billboards.
Clean up Aerial Item Sales-
in one motion

Sell the
BRACH
Aerial Outfit
COMPLETE
in one package

includes
the Famous
BRACH
LIGHTNING
ARRESTER
CARRYING WITH IT
$100 INSURANCE
GUARANTY

Dealers everywhere agree that this Brach innovation—Aerial Outfits Complete—is one of the best things that has happened to the trade. Being able to pass over the counter in one motion—in one sale—every needed part of an antenna means saving time, labor and fuss. More money is made and customers are tickled.

All Brach Aerial Outfits include the well-known Brach Lightning Arresters which are backed by a $100 Insurance Guaranty. Every part has been carefully selected by experienced radio engineers so that maximum satisfaction is assured. There will be a lot of Brach Aerial Outfits sold during the holidays. It will more than pay you to have a generous stock ready for the demand.

One of the Most Popular Outfits Is the Master
—Retail for only $3.50

4 OTHER FINE OUTFITS
also in packages

Storm King $4.00  Storm Guard $4.50  DeLuxe Junior $5.00  DeLuxe Senior $5.50

Brach Radio Products
L. S. BRACH MFG. CO.

Newark, N. J., U. S. A.  Toronto, Canada
SONORA'S Twin Contribution

The New Reproducing Sonora

Critics agree that this new Sonora achievement is the outstanding triumph in the new field of music reproduction. All the rich tone-color, warmth and magic of living music itself. A remarkable instrument that gives Sonora's world-famous tone full range of the entire musical register. Exquisite in design and finish.

CRESCEPDO of the full symphony—Limpid, flowing solo melody—Softest whispers from muted violins—Here at last is full musical justice for them all—in the New Sonora.

For a remarkable method of reproduction perfected by Sonora has added to the renowned Sonora tone new volume, range, and artistic completeness.

Hearing is believing! Ask your dealer to demonstrate the New Reproducing Sonora. And as you listen, note that Sonora cabinet craftsmen have produced new masterpieces of design and finish!

This advertisement appeared in Black and White.
The New Shielded Six Radio

Produces, we believe, a rich depth and purity of tone never before heard in Radio. A six-tube set completely shielded against interference. New improved Twin Unit Control combines single-dial convenience with double-dial distance. Typical Sonora cabinet beauty.

When Radio enthusiasm swung away from mere tuning in and demanded clearer, truer reception, Sonora made a big contribution. The world-famous Sonora achievements in music reproduction were successfully adapted to Radio.

Now, in the new Shielded Six, Sonora presents a receiving set that puts Radio on a still higher plane of perfection.

Not only does this great set improve and combine every latest technical convenience, but it produces a rich depth and mellowness of tone never before heard in Radio music. And we honestly believe that it is the most beautiful radio you can buy today.

Your dealer shares this opinion! Ask him for a demonstration.
THE TALKING MACHINE WORLD

November 15, 1926

Argus Radio Corp. Granted Twenty-three Patent Claims

Patent Office Grants Claims Covering Electrification of Radio Receivers to Dr. Wallace, Who Has Assigned Them to Argus Corp.

The Argus Radio Corp., New York City, maker of the Argus electric radio set, has been advised by its patent attorneys that twenty-three claims out of a possible twenty-five have been allowed by the United States Patent Office on its patent on electric radio receiving sets filed April 27, 1925.

The patent was made by and claims allowed to Dr. Marcel Wallace, chief of the laboratory staff of the Argus Radio Corp., and in turn assigned by Dr. Wallace to the Argus Radio Corp. It is stated that these claims cover in general the complete electrification of radio receivers and it is pointed out that the granting of these claims also establishes the Argus type of rectifier as basically an Argus patent. The granting of these claims is referred to as a protection to the Argus distributor and dealer in the merchandising of Argus radio sets.

Freed-Eisemann Issues New Sales Promotion Booklet

Varied Line of Dealer Helps Described and Illustrated in Attractive Booklet—Details of Direct Mail Campaign Are Included

A new thirty-two-page booklet, attractively illustrated and outlining in detail many forms of forceful sales promotion that has been prepared by the advertising department of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., under the direction of R. R. Smith, advertising manager, for the benefit of dealers. The booklet describes the varied line of dealer helps and gives many suggestions as to novel uses to which they may be put. Included also are the details of an important direct-mail campaign to be sent by dealers to their prospects at a cost of ten cents per name for a series of four mailing pieces.

A wealth of artistically designed advertising material is available to Freed-Eisemann dealers, including window and counter cards and displays, banners and signs, window and door transparencies, window edge strips and price cards. Movie slides for use by the dealer in local motion picture houses are also available, as well as a striking electric flashing sign. Sales literature, with the dealer’s imprint if desired, is furnished, as well as a twelve-page catalog describing and illustrating the entire Freed-Eisemann line of sets, speakers and power devices. The booklet describes the extensive national advertising campaign in magazines and newspapers, which Freed-Eisemann is now conducting, and illustrates the effective way in which dealers can co-operate with this national publicity through the use of local newspaper advertising.

The industrial products division of the Freed-Eisemann organization is represented in this booklet by displays and dealer helps on the new Freed-Eisemann phonograph sound box and Turbax, portable electrical washing machine.

D. F. Goldman Enthusiastic Over New Farrand Product

Sees Wide Need for Combination Power Amplifier and “B” Eliminator Produced by the Farrand Mfg. Co.

D. F. Goldman, of the North American Radio Corp., distributor for Farrand Mfg. Co. products in the metropolitan area of New York, believes the new combination power amplifier and “B” eliminator, manufactured by Farrand, has solved one of the problems confronting radio fans. This device now supplies both “B” battery power and amplification as well, and does away with the use of batteries. This product, while doing double duty, is enclosed in a single compact case and can be operated at very small cost.

The Farrand amplifier and “B” eliminator uses two rectifying tubes and one amplifying tube, delivering 400 volts of “B” power. It is particularly effective when used in connection with a cone speaker enabling the set to reproduce full volume of an orchestra.

New Storid Distributor

San Francisco, Cal., November 3—The Factory Sales Agencies Co., 693 Mission street, was recently appointed California representative for the Storid Mfg. Co. of Cleveland, and the Pacific Coast representative for the O’Neil Mfg. Co. of West New York, N. J. A vigorous campaign is planned.

Two-Tone Panel Features Finish of New Sleeper Sets

Metal Artistically Finished to Simulate Wood Grain—Two-control Tuning on Both the Sleeper and Scout Models—Other Features

An artistically finished two-tone panel on which actual wood graining is reproduced on metal, with simple two-control tuning, are features of the Serenader and Scout models being offered this season by the Sleeper Radio & Mfg. Corp., of Long Island City, N. Y. Both models use the same chassis, but the Serenader has a built-in tone chamber with a forty-inch air column, using the Ampion adjustable unit. Gold pointers operate by reduction gears over scales calibrated in wave lengths. Battery compartment are provided. A cushioned detector socket provided with reversible grid link connections permit use of either the 201-A or 200-A tube types. A five-tube tuned radio frequency circuit developed by Sleeper engineers is employed. A special output transformer permits use of voltages up to 200 volts for power tubes without distortion or harm to speaker unit.

Other distinctive features of the Sleeper receiver are special wiring for electric power devices and instant accessibility to all parts and connections. This year’s models are developed from the successful Scout and Serenader models brought out last year to succeed the three-year Monotrol series.

Radio Aids Concerts, Says Walter Damrosch

Orchestral Conductor Argues That Without It Millions Miss Good Music

Walter Damrosch, conductor of the New York Symphony Orchestra, who recently inaugurated a series of radio concerts from Carnegie Hall, does not agree with William Boosey, English music publisher, that the broadcasting of musical programs is killing the concert business and closing music halls.

"We are 3,000 miles from England," said Mr. Damrosch, "and I am in no position to speak with authority on music conditions in that country at present. The supporters of music in England have been steadily decreasing for a number of years, however, and I don’t think that it will be right to say why the greater part of them should not be made to understand this most beautiful language of the emotions—music.

"What is true of New York is true of every city, town and village in our country. Radio offers such opportunities and can reach so far beyond the limits of the concert hall that I am overwhelmed by its marvelous possibilities. Broadcasting is not killing the concert business—it is helping it."
NOT long ago we wrote here of the pioneer and the reward that is his by right of his pioneership. We spoke of Mohawk One Dial Radio as a pioneer on the threshold of its reward. For years we trod alone a path which now is thronged—we strove to perfect One Dial Radio, and now, with that accomplished, we are beginning to garner the profits that are the just due of costly experimentation to establish Mohawk One Dial Radio as first and finest and the best value in the growing One Dial field. The fight has been ours—you have but to write us for our dealer proposition to share the fruits of victory!

Mohawk Corporation of Illinois  
Established 1920—Independently Organized in 1924  
2220 Diversey, at Logan Boulevard, Chicago
The Improved Saxophonic

Possesses a tone exclusively its own

The diaphragm (the only patented diaphragm on the market) is hand-spun. This is an exclusive Saxophonic feature and is protected by the following patents:

U. S. 1334435, English 162163, France 513232, Canadian 202923 and various other countries.

The tonal quality is incomparable and vibrations longer due to the fact that the center of the diaphragm is heavier than the edge, which causes faster vibration, as the heavier center acts as a pendulum to the outside edge.

Saxo-Tone Arm

When the Saxophonic is attached to our new brass Saxo-Tonearm. This reproducer presents valuable sales arguments as it "Speaks for Itself."

Our new Saxophonic is guaranteed not to blast and to reproduce the record in its natural tones.

If you haven't the NEW SAXOPHONIC Reproducer with the METAL Diaphragm send for sample for your test.

Mutual Phono Parts Mfg Corp.

610-614 Broadway,
( Cor. Houston Street )
New York City, N.Y.
Be in clover to offer your trade twelve models of the new Saxophonic Consoles and Uprights

Write at once for booklet and special discounts.
Be first to sell these instruments to your trade who are ready to receive them.

PLAYER-TONE TALKING MACHINE CO.
Office and Sales Rooms: 632 Grant St., Pittsburgh, Pa.
Zenith is one of the oldest radio manufacturers. Our long experience, combined with the best of engineering, has produced in the Zenith Ten Tube DeLuxe models the finest radio instrument obtainable.

They contain Zenith patented ten tube circuit, having five radio frequency tubes, one detector tube, and four audio amplification tubes. Dual loud speakers, operating simultaneously, faithfully reproduce all of the tones in the musical scale. Our DeLuxe sets have single control, electrically lighted dials and receive on wave lengths of 105 to 550 meters, the greatest range achieved by a nationally known, regularly manufactured broadcast receiver. DeLuxe cases were created by a famous designer of period art cabinets and are masterpieces of craftsmanship.

A Zenith Franchise may still be available in your territory—write or wire for details.

ZENITH RADIO CORPORATION
3620 Iron Street, Chicago, Ill.

Manufacturers of
Super Zeniths (no batteries—no chargers—no acids)—$280.00 to $395.00.
Zenith “B” Eliminator—a durable, dependable eliminator—$60.00.
Radio Corp. of America
Reports Profit of $2,116,090
Report for Quarter Ended September 30 Shows
Large Increase in Profits Over Similar Period
of 1925—Detailed Statement

The Radio Corporation of America reports for
the quarter ended September 30, 1926, net profit
of $2,116,090 after deprecations, patent
amortization, estimated Federal taxes and accu-
rate reserve for year-end adjustments, equiva-
 lent, after allowing for 7 per cent preferred
dividend requirements, to $1.53 a share earned
on 1,155,406 shares of no par common stock.
This compares with net profit of $152,920 in pre-
ceding quarter, equal to 20 cents a share (par
$30) earned on $19,779,820 preferred stock, and
net loss of $358,273 in third quarter of 1925.
Net profit for first nine months of 1926 to tale
ted $3,986,621, equal to $2.55 a share on com-
on, against $1,179,601, or 12 cents a share on common in the same nine months of the previous year.

G. W. Walker to Promote
New Idea in Set Building

Resigns From the George W. Walker Co. to
Embark in Manufacture and Marketing of
Radio Products for Amateur Set Builders

After having successfully merchandised Vic-
toreen radio products for several years, George
W. Walker, Cleveland, O., has embarked in the
manufacture and marketing of an entirely new
line of radio products, with headquarters at the
Carter Mfg. Co., 6800 Euclid Building. The line
will revolutionize amateur set building, it is
claimed.

The new Walker line will consist of indi-
vidual units—attractively designed and well
built. These will be completely assembled and
shielded. The units will be those employed in
all popular circuits.

The Walker units will offer much relief
for the man who prefers to build his own set. As
an example—one desiring a tuned radio frequency
receiver will go to his favorite radio dealer and
procure Walker-built stages of tuned radio fre-
quency, a Walker detector unit and a Walker
audio unit. These the fan can put together in
less time than it ordinarily takes to heat up the
soldering iron. Too, there will be intermediate
frequency units, wave traps, crystal detectors,
etc. A wide sale for these products throughout
the country is expected.

Federal Tel. Co. Opens
Oakland Radio Station

A new radio telegraph station has been opened
in Oakland, Cal., by the Federal Telegraph
Co. of California, a subsidiary of Federal-
Brandes, Inc., manufacturer of Kolster Radio
and Brandes speakers. This new station will
send and receive radio telegraph messages be-
 tween all major Pacific Coast cities and points
reached by United States Government lines
in Alaska. It will also be in constant touch with
al all-radio-equipped ships on the Pacific. This
new station is an important link in the chain of
Federal radio stations on the Pacific Coast.

Jobs A-C Dayton Line

Los Angeles, Cal., November 4.—The Great
West Electric Co., 1140 Santee street, of which
B. Prior is president, was recently appointed
distributor for the A-C Dayton radio receivers,
made by the A-C Electrical Manufacturing Co.,
Dayton, O.

Kenneth Quencer has been appointed receiver
for the Tri-Electric Co., Inc., New York, under
bond of $750.

Eagle "TRICKLER"

The One Trickle Charger that Charges
both "A" and "B" Batteries

Eagle "Trickler" not only charges an "A" battery but
will also charge storage "B" and
rechargeable dry "B" batteries.

This little charger with the extraordinary sales features is
shipped dry and does not use harmful acids, eliminating
danger and corrosion of terminals. And the cost of opera-
tion is less than 2¢ a day.

Your customers will appreciate both the practicability and
economy of the Eagle "Trickler" and you can sell it
profitably at the list price.

$10.00 complete

Eagle "MASTER"

Eagle Master
With the Form of a
ConCharger "A" or "B" Batteries can will
Connect the "Master" permanently to your batteries and set. If you
want to charge "A" batteries, set
the knob for Trike, 5, 1, 15 or 90 amps. For rechargeable wet or
dry "B" batteries, just throw
the switch to "B" and set the
bump to 40, 67, 90 or 115
cents. Thank's, all
quiet, complete, rapid. Trickle power
unit that will back the voltage you use
day by day.

If your jobber can’t supply you, write
direct to Charger Headquarters

EAGLE CHARGER CORP.
Fada Sales in October
Passed $2,500,000 Mark

Figures, Based on Shipments Made and on Reports From Dealers, Indicate Expectations of Banner Season Are Justified

Gross sales of Fada radio products for the month of October exceeded $2,500,000, according to an announcement made by the general offices of F. A. D. Andrea, Inc., New York. These figures were based on shipments made and on reports from dealers throughout the country. It was pointed out that since October is not a peak month in radio sales, these figures indicate that leaders of the radio industry are justified in their belief that this is radio's banner season.

Frank A. D. Andrea, president of the company, stated that despite the fact that many departments of the Fada factory are working eight and day, the organization is unable to keep pace with the early season demand for Fada products.

Pacific Radio Trade Ass'n Urges Early Xmas Buying

SAN FRANCISCO, CAL., November 4.—The Pacific Radio Trade Association has commenced a big drive to get the Christmas orders for radio into the dealers' hands in late October and in November. The committee handling the matter consists of Tommy Thompson, chairman; E. A. Portal and Robert Eastman, while the detail work is being handled out of Secretary Aschenbrenner's office.

The committee has secured a design, usually used in two colors, showing a Christmas tree with the words "Select Your Christmas Radio Now." These have been gotten up in a number of forms, among which are two-color cards for use in dealer windows, two-colored posters for wall use and two-colored envelope enclosures with a message from the trade association asking the help of the buyer in early selection so that a complete and careful installation job may be done, and a series of newspaper articles and illustrated publicity material.

Carryola Co. Executives on Visits to the Trade

D. T. Allen, Vice-President, Visited Distributors in East—George Hough, Sales Manager, Calls on Trade in Southwestern Territory

D. T. Allen, vice-president of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portable phonographs, spent ten days in the East during October visiting Carryola distributors and the trade in New York, Philadelphia, Boston, and other cities. He returned to his desk on October 22.

George Hough, sales manager of the Carryola Co., left on October 11 for a three weeks' trip throughout the Southwest. Mr. Hough visited the trade and Carryola distributors in St. Louis, Kansas City, Dallas, New Orleans and other important business centers.

Gus Blancland, president of the Southern Aluminum Co., New Orleans, La., Carryola distributor, spent several days at the Carryola Co.'s plant in Milwaukee during the middle of October. Mr. Blancland is well known throughout the music trade as one of the most progressive and successful distributors of musical instruments in the United States.

Record Sales Show Increase

COLUMBUS, O., November 4.—The W. F. Minck Piano Co., which recently put Columbia Viva
tonal phonographs in all its demonstration booths, reports a large increase in record sales.

The Abox Filter

Real "A" elimination at last. Filters current direct from charger to set. Employs an entirely new con
ductor, The first device of its kind ever offered to the public.

Gives "A" Current from Light Socket—Contains No Batteries!

The Abox Filter is in no sense a Battery. It is a filter circuit consisting of a choke coil and two of the new Andrews electrolytic condensers which operate on a new principle and permit enormous capacity with small space, cost and weight.

The Abox Filter handles as much as five amperes and renders the current absolutely smooth and suitable for proper operation of the tubes.

It is only half the size and less than half the weight of a storage battery. Used with a suitable charger the Abox Filter provides a complete "A" eliminator drawing power from the light socket, can be installed by anyone in a few moments.

It is never charged or discharged and supplies no power of its own. It is always ready for immediate use, even after long periods of idleness. There is nothing to wear out. It does not deteriorate either in use or standing idle, and will last for many years.

For an explanation of this remarkable development write for folder, describing in detail its construction and use.

THE ABOX COMPANY - 215 N. Michigan Ave, Chicago

Argus Radio Corp. Puts Radio Table on Market

Product Made for Use With Table Model of Argus Electric Receiver—Finished in Burl Walnut and With Recess to Fit Set

The Argus Radio Corp., New York City, has presented to the trade a radio table produced specifically for use with the table model of the Argus electric radio receiving set. This table is finished in burl walnut to match the set, and so that the set and table may appear as one unit a

New Argus Radio Table

recently has been provided on the top of the table into which the Argus set rests. As this table is made by the same manufacturer as the cabinet of the set an exact match is made possible.

The Argus set is operated directly from the electric light socket and no batteries are needed, and, as may be noted from the accompanying illustration, the usual battery compartment in the radio table is completely eliminated.

During the past month the distributing organization of the Argus Co. has been augmented by the addition of the following distributors: National E. & A. Supply Co., Peoria, Ill.; Rocky Mountain Radio Corp., Denver, Col.; Sutcliffe Co., Louisville, Ky.; Nebraska Auto Distributor, Omaha, Neb.; Joel Gutman & Co., Balti

In addition to distributors located in strategic points throughout the country a number of direct factory representatives have been ap
pointed to provide factory contact with these various distributors. In the territory including New England and South as far as Wash
ington there has been appointed Herman Smith, well-known in radio circles, with headquarters at Green Spring avenue and South Road, Balti
domore, Md.; Southern territory from Florida to Texas, the Electron Engineering Co., Whitney
Central Building, New Orleans, La.; western Pennsylvania, Kentucky and Ohio, W. A. Bit
er, 422 First avenue, Pittsburgh, Pa.; Chicago and vicinity, Hawthorne-Stein, 28 East Jack
son Boulevard, Chicago; Northwestern terri
bory, N. Thompson, Central National Bank Building, St. Louis, Mo., and the mid-West terri
bory, Southwestern Sales Co., Bristow, Okla.

Walker on Recording Tour

Frank B. Walker, of the Columbia Phonog
raph Co., recently left for the Southern branch of the company in Atlanta, Ga. Mr. Walker will record the Southern artists who have proved so popular on the Columbia lists.

Correction of an Error

In the September issue of The World it was reported that John L. Dean, of Naples, N. Y., had opened a furniture and musical instrument store. This was an error as Mr. Dean does not deal in musical instruments, selling furniture, rugs and art goods only.
Time—
The proof of the policy!

A SOUND business policy and a strict adherence thereto can cement two commercial organizations in a bond of mutual interest and understanding which can never be written into a document.

This truth is emphasized by the Federal policy, in force during the past year. This policy is a permanent institution. It has proved highly successful, ample evidence of its success being found in the constantly growing list of Federal Designated Retailers.

These six reasons for Federal's success are outstanding in the radio industry:

1 Financial solidity, organization stability, and years of consistently good business tactics to point to.

2 A product properly engineered, popularly priced, easy to merchandise, and permanently sold.

3 A carefully selected list of financially sound wholesalers, selected for their ability to give the maximum of service and attention to retailer requirements.

4 Federal Sales and Service (S&S) Plan, which gives the retailer a proper producing territory in which to work, and brings sales help to augment the efforts of the retailer.

5 The maintenance of a large organization of trained representatives in the field. This is evidence of Federal's willingness and ability to put forth its financial resources to help the retailer in his radio problems.

No Signed Contracts!
No "scrap of paper" is needed to strengthen the bonds between Federal and its trade.

If you ask an old Federal customer why he doesn't stick to an unsigned contract with Federal? Why, we reply, "Your faith in Federal! Why, our word is our bond! That word is the best promise I know of." And that faith—built upon years of successful business—effectively in the most priceless contract possible.

A contract never kept a customer with you. A customer billed and promted never can be favorable. Therefore we don't have any. Federal's word is Federal's bond. And Federal's word is bond! That's Federal's bond in the form of the finest wholesalers and retailers in the radio industry.

Federal
Radio

"Read only by Bailey"

This advertisement appeared in November, 1925.

6 The employment of a large and capable research force to the end that Federal Retailers may always enjoy the benefits of the development of the art.

Write the nearest Federal Wholesaler! If you haven't his name, write us.

FEDERAL RADIO CORPORATION
Buffalo, N. Y., U. S. A.
(Division of Federal Telephone and Telegraph Co.)
Operating Broadcast Station WGR at Buffalo.

ORTHOS-SONIC
Federal Radio

Erla Venetian Model Radio Attracts Attention at Show

Super-Six Shielded Receiver First Shown at New York and Chicago Radio Shows—Set Has Many Interesting Features

Among the radio products manufactured by the Electrical Research Laboratories, Chicago, which have won trade and public favor is the Erla Super-Six Venetian model shown here—

Erla Venetian with a receiver which was first shown at the New York Radio World's Fair. The Venetian model contains a six-tube shielded receiver with one dial control and will operate on an antenna from one foot to one hundred feet in length, or on a loop aerial. It contains a ninety-two inch air column horn which is said to reproduce both high and low notes with volume and fidelity. The cabinet is of dark American walnut trimmed in satinwood with panels of matched holly walnut.

The Venetian model attracted considerable attention at the Chicago Radio Show and the set itself was commented upon favorably by several Chicago newspaper radio critics.

Southern Distributors Featuring Carryola Line

The Southern Aluminum Co., New Orleans, La., and its affiliated companies, the Aluminum Specialty Co., of Dallas and Atlanta, and the Southern Aluminum Co., Louisville, Ky., are now devoting practically all of their sales efforts upon Carryola portable phonographs manufactured by Carryola Co. of American, Milwauk ee, Wis. The firm originally specialized in the distribution of aluminum ware and has now been acting as distributor for Carryola portable phonographs for the past two years. The Southern Aluminum Co. has attained unusual success in the distribution of the popular instrument, and at present is enjoying a tremendous demand throughout the Southern territory.

Spartan Electric Corp.

Triples Factory Space

Demand for Spartan Speakers Made Necessary Expansion of Newark Firm's Manufacturing Facilities—Wide Distribution

Expansion of manufacturing facilities tripling the former factory space has been announced by the Spartan Electric Corp., New York, manufacturer of Spartan speakers. The greater portion of the factory building at Newark, N. J., is now occupied by the Spartan Co. devoted exclusively to the manufacture of Spartan speaking apparatus.

M. S. Despres, general manager of the organization, states that the demand for Spartan speakers this year has been so greatly in excess of early predictions that this important step to increase production was necessary. Ernest Aelschuiter, president of the company, is now devoting his entire time to production and reports satisfactory progress in establishing the Spartan factory on a large scale production schedule. Mr. Despres states that Spartan speakers are now being distributed by 145 representative jobbers throughout the United States and sales offices have been opened in all of the larger cities.

“Lady of Light” Feature at Kansas City Radio Show

Two popular personalages, Miss Gertrude Ederle, conqueror of the English Channel, and the “Lady of Light,” a wax model presented in a striking setting of moving colorlight by Curtis Lighting, Inc., makers of X-Ray Reflectors, exchanged cordial greetings at the Radio and Electric Show in Kansas City the first part of October. Miss Ederle was delighted to step up to the special dimmer board and “paint” the “Lady of Light” in one of the several million color combinations made possible by the X-Ray equipment in the exhibit. The “Lady of Light” was a magnet that drew thousands of visitors to the show, a large number of whom took the opportunity to produce beautiful combinations of colorlight by manipulating the handles of the control board. The exhibit demonstrates the commercial value of color light in motion for hundreds of startling and decorative effects.

Production of Day-Fan Sets Steadily Increased

New High Standard of Efficiency Results in Greater Production at Day-Fan Plant in Dayton, Ohio—E. Baker Responsible

DAYTON, O., November 6—Production of Day-Fan radio sets, manufactured by the Day-Fan Electric Co., of this city, has been steadily increased during recent weeks. Under the direction of E. Baker, general manager of the company, the factory organization has undergone a series of changes, with the result that a new high standard of efficiency and an increased volume of production has resulted. Charles T. Lawson, director of sales for the Day-Fan organization, recently returned from a trip through the Central West, where he talked to seventy-eight dealers served by one Day-Fan distributor. This was an enthusiastic gathering—starting at nine in the evening and ending at three o’clock in the morning—in which a program mapping out activities and solving problems was completed. It is now the purpose of the Day-Fan organization to carry out similar activities elsewhere and a number of new representatives are being schooled for these activities and the Day-Fan sales organization covering the distributors and retail trade will shortly be twice its present size.

Atwater Kent Distributor Helps Reward Cardinals

Brown & Hall Supply Co. Presents Each Member of St. Louis Baseball Team With an Atwater Kent Receiver and Speaker

ST. LOUIS, Mo., November 4.—That the people of this city were proud of their baseball repre-
Single Dial Control

5 TUBES

POWER TUBE ADAPTABILITY

One hand, one dial, one control—the goal towards which radio manufacturers have been striving—is now perfected in the famous Crosley LOW-PRICED models, 5-50 and 5-75.

Other new features incorporated in these remarkable 5-tube sets—features which make Crosley radios amazing in their performance, regardless of price—are as follows:

The Crescendon—a device that builds up full, satisfactory volume on weak and distant stations.

The Accumulators—these auxiliary tuners enable you to receive with great volume, because of sharp tuning, distant stations passed by and entirely missed on ordinary single dial control sets. With the use of the drum selector alone enough stations will parade by to satisfy everyone—but with the accumulators, even wider and better broadcast is opened to you.

The All-Metal Chassis—a type of construction which shields the various units and prevents interstage as well as external coupling. The result is a great saving in production costs and a greater efficiency in reception.

Rich Mahogany Cabinets—Beautifully finished and artistically decorated. The use of such high grade material for cabinet work is possible only because of the tremendous production program for 1927.

The Crosley 5-50 and 5-75 are being welcomed by thousands of persons who have hesitated to replace their out-of-date equipment with sets containing the latest features because the cost was prohibitive.

Now they can have the very latest developments in radio at a price that is easily within their reach—thanks to the genius of Crosley in reducing costs by mass production.

Go to your dealer—and learn what exquisite tone, wonderful selectivity and satisfactory volume are built into these two in comparable radios.

THE CROSLEY RADIO CORPORATION, CINCINNATI—POWEL CROSLEY, Jr.

Crosley manufactures radio receiving sets, which are licensed under Armstrong U.S. Patent No. 1,113,440 or under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending. Owners and listenin stations WCL, first remote control super-power station in America. All prices without accessories.

President

For Catalogue write Dept. 50

HEAD PHONES $2.95

QUALITY AND BEAUTY IN CABINETS AND CONSOLES

November 13, 1926
THE TALKING MACHINE WORLD 63
Trade News and Dealer Activities in the New York and Brooklyn Territory

Strong Demand for Machines, Records and Luscher's 'Make Successful Drive on Radio Co.—Egan Specializes in Irish Records and Profits—Other Events of Interest

The outstanding feature of the talking machine and radio trade in the metropolitan New York territory, during the greater part of October, as compared with the same period last year, is that the activity is centered on no one line or department, but the demand is felt for all lines stocked by the selling machinery.

The many sales of old type instruments and mechanically cut records which have been held during the past year in conjunction with the record sales being made by the manufacturers have had the effect of ridding the dealers' stores of slow-moving stock and at the present time the only real feeling of concern is regarding the scarcity of models of a great number of talking machines and radio receivers as the holidays approach. Record sales have, for a long time, been one of the brightest spots of the dealers' existence. The sales have not been confined to the very few better class recordings and the album sets of Masterworks have been selling in a fashion which has gladdened the hearts of the trade. There are a number of record lines which have been obtaining the most satisfying volume of record sales, namely, the new electrical process of recording, and then, in the order named, the renewing of interest in the talking machine through the introduction of the new type instruments, the many and various types of reproducers which have increased the entertainment ability of the old type instruments, and lastly the growing popularity and sales of the portable type phonograph.

Features Columbia in Comparison Concert

An unusual feature of the recent Columbia phonograph play at the Columbia Viva-tonal phonographs was given at the store of Joseph Friedman, Columbia dealer, at 66 Clinton street, the latter part of last month. Through the cooperation of the wholesale department of the Columbia Co., a number of recording artists made personal appearances at the store and after they finished singing or playing a selection the New Process Columbia record would be played for comparison purposes. Among the artists who appeared were Tommy Christian and His Orchestra, Paul Whiteman and His Cotton Club, Robert Schuman City, and His Jewish Orchestra. The first-named orchestra played for several hours in the afternoon and the others appeared in the evening at a hill above the store. More than a thousand people attended the concerts. Mr. Friedman reports a large volume of sales as a direct result of the concert and he is so enthusiastic that he plans to conduct a series of similar store concerts.

Drive Boosts Luscher's Radio Sales

While both talking machine and radio lines are moving satisfactorily, Luscher Bros., 2712 Third avenue, New York, reports that the demand for radio is especially strong. This is due in large part to the aggressive selling campaign which this establishment has put on this product, backed up by advertisements in the local newspaper and an attractive window display which occupied the store's window during October. This display utilized material supplied by the manufacturer and showed the new model Grebe Synophase Radio—Stages Columbia Comparison Concert—Striking Edison Display at Buckley-Newhall Co.—Egan Specializes in Irish Records and Profits—Other Events of Interest and with displaying the Brunswick products prominently in both window and interior display. Both machines and records are selling well with the dance recordings in especial favor.

Egan Specializes in Irish Records

James Egan's Music Shop, 630 Columbus avenue, reports a large increase in sales over October of last year. This store has specialized for a number of years, specialized in the selling of Irish records and it is this item of trade which is largely responsible for the increase of profits. Mr. Egan attributes the increase in sales to a number of factors, namely, the recent Columbia cut exchange, which enabled him and other dealers to rid themselves of "dead" stock and purchase live selling numbers; the new Columbia policy of devoting space in the regular monthly catalog to a listing of Irish records; frequent issuance of Irish records, and lastly the issuance of Irish "hit" records which sell briskly for months after release, and then, unlike popular "hit" numbers, continue in demand for years to come. Mr. Egan added a line of radio equipment recently and is experiencing satisfactory sales with the Atwater Kent and Freed-Eisemann lines.

Rio Shop in New Home

The Rio Talking Machine Shop, which moved to quarters at 434 Lenox avenue the latter part of last month, has proved a great success with fitting ceremonies. Both the Columbia Phonograph Co. and the General Phonograph Corp. have established offices with A. H. Fox, the proprietor, in charge, and salesmen and artists from the recording staffs of both companies made personal appearances. Large crowds attended the concert and listened to the following artists, all of whom have a large following in Harlem: Clarence Williams and His Blue Five; Eva Taylor; Perry Bradford, Sam Manning, George McCallen and Porter Granger. The concert continued until a late hour and Mr. Fox states that the business accomplished exceeded all expectations.

International Co.'s Sales Gain

George Sklar, manager of the International Phonograph Co., 102 Essex street, states that the radio season, which opened the early part of September, is continuing satisfactorily and the volume of sales is increasing steadily, with the Atwater Kent and Stromberg-Carlson lines in great demand. Talking machine sales are consistent—the bulk of the business coming mostly from the work of four outside canvassing crews, three in the greater territory and Westchester, Long Island and New Jersey.

Weekly Sales Reach $1,000

The sale of radio parts and accessories continues to bring profits to the Terminal Radio & Music Shop, 244 West Thirty-fourth street, the average weekly sales of this merchandise being in the neighborhood of $1,000. In addition the Garod electric receiver has proved popular. The store sells for each $500.

Direct Mail Proves Profitable

Some time ago the New York Band Instrument Co., 111 East Fourteenth street, sent to customers on its mailing list circulars, describing the Ultra reproducer and the results have been most gratifying. The average weekly sales of the new reproducers for the two stores operated by this company are in the neighborhood of twenty. The gratifying part of these sales is that in addition to the profit of each...
EMPHATIC success has attended SANDAR, the new cone type speaker, ever since its arrival in the field of radio several months ago. Instant and widespread approval greeted its unparalleled receptive accuracy and tone-retaining ability, its downright good looks which enhance appearance of a set, and its surprisingly moderate price—$27.50—lower than any other licensed speaker of its size! Fans everywhere are installing Sandar as their favorite speaker, dealers are naturally hustling to meet the demand, and the manufacturers are working at high pressure to keep ahead on production. Sandar spells profits in big red letters these busy days. There's still time for you to get aboard if you act promptly. Write us for terms and full information.

SANDAR CORPORATION
Crescent Plaza Building, Long Island City, New York
Amplion quality—is profit insurance

EVERY Amplion unit represents a genuine and exceptional "Value for Money" proposition.

Amplion has a background of 40 years' reputation for guaranteed, high-grade products sold at fair prices. Every Amplion unit justifies and maintains this reputation.

The Amplion 1927 Line is being NATIONALLY ADVERTISED throughout the year—strictly for the benefit of the Trade.

Amplion quality—Amplion profit-making possibilities—and nothing else—are responsible for the overwhelming approval given by the Trade to our new models. Our plants in New York and in Muskegon are operating to full capacity!

Write for name of jobber in your territory

THE AMPLION CORPORATION of AMERICA
Suite C, 280 Madison Avenue, New York City
The Amplion Corporation of Canada Ltd., Toronto

DRAGON MODELS
AR19 Amplion Dragon . . . . . . List $42.50
AR14 Amplion Junior de Luxe . . . . . . List $27.50
AR11 Amplion Junior . . . . . . List $24.00
AR102 Amplion Dragonly . . . . . . List $12.00

Phonograph Attachments
AR35 Amplion Concert Grand . . . . List $20.00
AR67 Amplion Standard Unit . . . . List $12.00

Dealer Activities in
New York and Brooklyn

(Continued from page 64)

sale of a new reproducer the transaction means a renewed interest in the talking machine and an increase in record sales. Foreign language recordings and album sets, particularly the Columbia Masterworks series, are in great demand.

Wissner Co. Expands
The Wissner Piano Co., Flatbush avenue, Brooklyn, N. Y., has added considerably to its floor space through the expanding of the building adjoining the one now occupied by the company. The store on the street level has been renovated to present the same attractive appearance as does the long-established Wissner warerooms. In addition to its line of pianos, the Wissner organization carries a complete line of talking machines and radio receivers.

J. Modell & Co. Plan New Store
J. Modell & Co., well-known metropolitan radio dealers, plan opening a new store at 10 Fourth avenue, Brooklyn, N. Y., in the near future. This store will be in an excellent location, being opposite the Atlantic avenue terminal of the Long Island R. R. The store was until recently occupied by Gibeau & Owens, talking machine dealers.

Adds Okeh Record Line
Klaidman's Music Shop, 388 Flatbush avenue extension, Brooklyn, N. Y., recently added the Okeh line of race records and reports a brisk demand for the new line. This store is doing a large and consistent repair business and sales of talking machine parts and accessories.

I. Stein Now Owns the Hub
The Hub Music House, 348 East 149th street, formerly the Bronx Music House, is now owned and operated by Isaac Stein, who has had wide experience in the retail talking machine business, having been formerly connected with the Century Talking Machine Co. and other music stores.

Leading Artists Broadcast During A-K Radio Hour
The Atwater Kent Hours broadcast on Sunday evenings since the last issue of The Talking Machine World went to press presented a particularly imposing array of grand opera stars that delighted the millions listening in to the chain of stations connected up with WEAF for the events.

On October 17 Mme. Matzenauer, Metropolitan star, whose remarkable voice has both a contralto and soprano range, and Frank La Forge, pianist, appeared in joint recital; on October 24 Charles Hackett, tenor, and Paul Kochanski, violinist; on October 31 Jean Gordon, contralto, at the Metropolitan Opera Co., and John Powell, violinist; on November 7 Lea Luboshutz, violinist, and Maurice Dumesnil, pianist, and on November 14 Frieda Hempel was the principal artist, assisted by Rudolph Gruen at the piano, and Ewald Haus, flutist.

Merits of Aporadio Are Featured in New Folder
The Aporadio Mfg. Co., Providence, R. I., has issued a new folder on the Aporadio receiving set which it has newly presented this season. Interior views of the arrangement of the cabinet are shown visualizing the relative position of the receiver, speaker and A, B and C supply units. Separate photographs are shown of the Aporadio receiving unit totally shielded with its dual front and one switch for set and A and C power supply, and also the simplicity of the connection for the A, B and C power supply. There is also shown the new trade-mark of the "Aporadio Armored Seven."
First in the field of Electrically Powered Radio in 1923.

Acknowledged leader in that field today. Without batteries, trickle chargers or attachments of any kind, "Just Plug In" and—well—demonstration makes the sale.

Order from your Distributor NOW

ARGUS RADIO CORP.
257 WEST 17th STREET, N. Y. C.

ARGUS
ELECTRIC RADIO
PATENTED MAY 15th, 1923—OTHER PATENTS PENDING

$375

MARYLAND
Joel Garrett & Co.,
112 North East Ave, Baltimore.
Eugene Rosenfeld Co., Baltimore.
MASSACHUSETTS
M. Steiner & Sons, 53 Arch Street
Boston.
Hub Cycle & Auto Supply Co.,
1933 Portland St, Boston.
MICHIGAN
Bush & Lane, Holland
NEBRASKA
Nebraska Auto Dist., Omaha.

COLORADO
Rocky Mountain Radio Corp.,
Denver.
CONNECTICUT
Plymouth Elec. Co., 218 State Street,
New Haven.
IILLINOIS
Central States Gen. Elec. Co.,
316 S. Wells St, Chicago.
Motor Car Supply Co.,
1451 Michigan Ave., Chicago.
National E. & A. Supply Co.,
Pontiac.
KENTUCKY
The Sutcliffe Co., Louisville.

NEW JERSEY
North Ward Radio Co.,
367 Plane St, Newark.

NEW YORK
North American Radio Co.,
1845 Broadway, New York.

OHIO
C. & D. Auto Supply Co.,
907-11 Main St, Cincinnati.
Lake States Gen. Elec. Co.,
Cleveland.

PENNSYLVANIA
Anchor Lite Appliance Co.,
547 Wood St, Pittsburgh.
Lake Motor Supply Co.,
300 Webster Ave, Pittsburgh.

$250

Chicago Office: HAWTHORNE & STEMM, 28 East Jackson Boulevard
Pittsburgh Office: W. A. BITTNER
St. Louis Office: N. DAVID THOMPSON
422 First Ave.
308 Central National Bank Bldg.
First In the Field of Electrically Powered Radio

ARGUS ELECTRIC RADIO

North Ward Radio Co.
367 Plane St., Newark, N. J.
"Rendering complete Argus service throughout New Jersey"

No Batteries
—and a reception that is crystal clear
Chromatically and Acoustically Perfect

ARGUS ELECTRIC RADIO

Central States General Electric Supply Co.
316 S. Wells St., Chicago, Ill.
"Serving Argus products throughout Chicago and vicinity"

The complete and final answer to the wish of millions for a Complete Electric Radio

ARGUS ELECTRIC RADIO

North American Radio Corporation
1845 Broadway, New York City
"Rendering complete Argus service in the Metropolitan District"

To the eye - - -
An Artistic Creation

ARGUS ELECTRIC RADIO

Lewis Electrical Supply Company
Federal Street, Boston, Mass.
"Serving Argus dealers from the 'Hub' throughout New England"
Not only Electrically Powered — but Chromatically perfect in tone

No Batteries
No Eliminators
No Rectifying Tubes
No Attachments

C. & D. Auto Supply Co.
907 Main Street :: Cincinnati, Ohio

"Rendering a complete service for the Argus Electric Receiver in Ohio"

—13,000,000
A. C. Wired Homes
are prospects for

Motor Car Supply Company
1451 Michigan Ave., Chicago, Ill.

"Rendering a complete Argus service in the Central States"

Just Plug In with

Republic Electric Division
Lake States General Electric Supply Company, Inc.
Wholesale Distributors
Cleveland — Akron

"An organization reputed for service — write for Argus prospectus"
As carefully considered and deliberate as its original entrance into the radio field, was the Blackman Talking Machine Company’s decision to act as eastern wholesale distributor for the ROLA LOUDSPEAKER.

After exhaustive comparisons with the performance and appearance of other cone speakers at or near its price, we are satisfied that the ROLA has positive sales features which make it worthy of recommendation to our dealers.

Our confidence in the ROLA Loudspeaker is being expressed in an aggressive advertising campaign now running in leading newspapers in the metropolitan area. We are creating real interest in the ROLA and are referring prospects to you.

We invite your inquiries regarding prices and deliveries. Until the holiday season is over, at least, orders must necessarily be filled on a priority basis.
Quiet Precedes Expected Heavy Sales During Holiday Season in Twin Cities

H. H. Cory, Executive Secretary of Northwest Radio Trades Association, States Retail Business...
MATCHED IMPEDANCE

Matched impedance is possible only in the newly developed talking machines. However, very excellent results may be obtained with the old style machines by designing the impedance of the reproducer to the nearest possible value.

Onward—Upward—Forward

in the science of better sound reproduction

IN the ULTRA, you will find the SCIENTIFICALLY proportioned aluminum alloy, as fine as a human hair. Diaphragms by the hundreds were made before this final SCIENTIFIC alloy was achieved, shapes of all kinds were tested, used, improved. And the ULTRA is the final result of all these labors and improvements—the last word in reproduction.

The early experiments produced some really good reproducers—you see some of them pictured below. But we believed that the horn of the old type talking machine was capable of still better results. The creation of ULTRA impedance Valves (see front construction of ultra) conceived and perfected in ULTRA made possible that well-known broad tone of ULTRA.

The ULTRA, improved and perfected, has gained great popularity and demand. But we have not ceased to seek further perfection wherever possible. Under the direction of the well known acoustical and electrical engineer MAXIMILIAN WEIL, experimentation goes on day after day.

ONLY the ULTRA has ADVANCED to meet the exacting requirements of the new electrically cut records.

Other important features responsible for ULTRA superiority and demand will be explained from time to time.

REMEMBER:—The better your records are reproduced the more of them you will SELL.

There is a little bit of ULTRA—in most any good reproducer BUT!
only an ULTRA—is 100% ULTRA
Apologies to Murad
Suggestion
1. Demonstrate the record on an old type machine.
2. Then demonstrate it on one of the new models and the tone will never be forgotten.
3. If the customer is not yet ready to purchase a new model, then sell him an ULTRA reproducer for use until such time as the new model machine is purchased.
4. Offer full credit on the ULTRA when finally the new machine is bought.

The Standard by which all reproducers are judged and valued!

$850 Retail

We also feature the New type tonearm

AUDAK COMPANY, Inc.
Makers of high grade Acoustical and Electrical Apparatus for over 10 years
565 Fifth Avenue, New York, N.Y.
Wisconsin Association of Music Merchants
Organized at Meeting Held in Milwaukee

OFFICERS ELECTED AND PLANS IN PROCESS OF DEVELOPMENT FOR ACTIVITIES OF NEW ORGANIZATION—GOOD BUSINESS CREATES OPTIMISM IN THE TRADE—ACTIVITIES OF THE MONTH

MILWAUKEE, Wis., November 8—Ever since the radio season was formally opened by the Fourth Wisconsin Radio Exposition dealers report a tremendous amount of business and state that they expect it to continue indefinitely. All lines of the music business are enjoying increasingly great activity. A large amount of advertising has been done by phonograph and radio dealers in Milwaukee, with the result that the new models are kept constantly before the public.

Further attention has been directed to the music industry by the formation of the Wisconsin Association of Music Merchants, which met here in convention October 28 and 29. Milwaukee jobbing houses were well represented on the organization committees, Fred E. Yahr, of Yah-Lange, Inc., wholesaler of the Sonora line in Wisconsin, being in charge of the committee on exhibits, and Carl Lovejoy, representative for the Brunswick in Wisconsin, who assisted in arranging the Music Room, which was staged in the Sky Room of the Plankinton Hotel.

The following officers were elected: President, W. Otto Messmer, Milwaukee; first vice-president, Hugh W. Randall, Milwaukee; second vice-president, F. B. Hook, Madison; third vice-president, Fred Leithold, La Crosse; fourth vice-president, Carl Seeter, Appleton; fifth vice-president, L. F. Bidinger, Kenosha; secretary-treasurer, L. C. Parker. H. L. Ashworth will be the executive secretary of the association.

Plans are already well formulated for a number of activities which the Association will engage in to promote the interests of the dealers in Wisconsin and further the musical education of children in the schools of the State.

Among the dealers who exhibited in connection with the Wisconsin Association of Music Merchants was Julius Andrae & Sons Co., sole Wisconsin distributors for the RCA line. A representative showing of Radiolas was exhibited in a room off the mezzanine floor of the Plankinton Hotel, close to the hall where the Association meetings were held.

DURING the past month the Home Appliances & Radio Shop, Inc., has been formed in Milwaukee to sell radios and household furnishings at wholesale and retail. The capital is $1,000, in 100 shares. James E. Coleman, William J. McConley and Elton L. Krezenf are the incorporators.

The Wisconsin Specialty Sales Co., Inc., has been incorporated with A. J. Kastbom, J. M. Bredeisen and John H. Schiinz as incorporators, to deal in radio apparatus and supplies, with a capital of $10,000, in 100 shares. A radio shop has been opened at 405 Ivanhoe place by Otto H. Fishing and Charles C. Krause. The new shop will feature the Atwater Kent and Radiola lines.

According to David M. Kasson, vice-president and general manager of the Intersate Sales Co., Fried-Eisenmam distributor in the State of Wisconsin and northern Michigan, the activity in this line, which began to be unusually good in July, has continued to the present time.

Among the largest and most complete radio shops in Racine is the one owned by the Wisconsin Gas & Electric Co. and operated under the management of Charles Mikulecky. The company is featuring the Stromberg-Carlson, the Radiola and the Crosley with great success.

Both radios and phonographs were featured in the exhibits in the displays of Milwaukee music houses at the Milwaukee Journal Food and Household Exposition, held at the City Auditorium October 18 to 24, inclusive.

Edward Herzog, of Edmund Gram, Inc., prominent Milwaukee music house, states that the Brunswick Panatrope is selling exceptionally well. The Panatrope has been widely advertised in Milwaukee papers and Mr. Herzog believes that people are becoming better acquainted with its features and, as a result, sales are increasing rapidly.

Harry Goldsmith, manager of the Badger Talking Machine Co., jobber of the Victor line, says that business has continued consistently above average throughout the season. A Victrola was used in a music-memory contest held for the school children of Milwaukee in the City Auditorium October 30, in conjunction with the appearance of the Sousa Band at the Auditorium November 6.

W. E. Pugh, sales representative of the Columbia in Wisconsin, states that business is very good in Milwaukee and throughout the State. "I have spent some time out in the State and find business out there even better than in Milwaukee," Mr. Pugh stated. "We are having difficulty in supplying our dealers with all the Viva-tonal Colombias they want. It looks like a banner year for Columbia."

The Columbia line has been established in the new store opened by Walter Sovinski at 1387 Eighth avenue, under the name of the South Side Music Store.

Salak Bros. Piano Co., Racine, reports fine results from Columbia records, particularly Viva-tonal phonographs. A similar report is given by Hook Bros., of Madison, who handle the Columbia line. The Columbia is being intensively advertised in State papers at the present time and similar attention is given to records.

A. K. Kents, of the Columbia foreign record department, was a Milwaukee visitor during the past month.

Cyprian DeLost, treasurer of Yah-Lange, Inc., wholesaler for the Sonora line in Wisconsin and Michigan, died at his home at 879 Forty-eighth street, October 26.

Atwater Kent Distributors
Attended Championship Bout

Among Atwater Kent distributors are a number of ardent fight fans. The recent championship bout ship boat between Dempsey and Tunney at the Sesqui Stadium in Philadelphia drew a number of these distributors to the Quaker City, where they made their headquarters at the factory of the Atwater Kent Mfg. Co. According to some of these distributors the big event was a success.

 attitudes are high. The Toman Reproducer

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Nickel Plated</td>
<td>$7.50</td>
</tr>
<tr>
<td>Gold Plated</td>
<td>$10.00</td>
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</tbody>
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Write for trade discounts.

Sample on approval (3 days) to any responsible dealer.

Will sell itself on quality and volume of tone. We challenge comparison.

Wonderful, deep, rich, mellow and powerful tone.

Surpassed by none.

Send for sample NOW!

Manufactured by

E. Toman & Co.

2621 West 21st Place

CHICAGO, ILL.

Sales Distributor

Wondertone Phonograph Co.

210 No. Michigan Ave., Chicago, Ill.

Cable Address—"Wonderone Chicago."

Cable address—Western Union—A.R.C. (5th Edition).
Your Customer
Should Know that

—the Orthophonic record
—a product of the Victor Co.—is just so wonderful, new and different that everyone must have it to be up-to-date.

Bruno

C. Bruno & Son, Inc.
Victor Wholesale Exclusively
351 Fourth Avenue
New York City

1834—Over 92 Years of Dependable Service to the Music Trade—1926
New Reproducing Sonora Phonographs...Model C Radio Receiving Set...Highboys...and Speakers

St. Louis, Mo., November 8.—The talking machine business shared with other branches of business the demoralization in October which grew out of the world's baseball series and the usual St. Louis Fall festivities. There were compormises, however, and the booth which was given to radio by the broadcasting of the championship games. Many of the dealers gave play-by-play service at their doors, drawing crowds and establishing good will. In the December action, after the series, radio benefited most, but the talking machines had a healthy comeback and have continued to improve, with the best demand for the improved machines.

New Artophone Catalog

The Artophone Corp. issued the first of this month its annual catalog of 200 pages, setting forth the company's complete line of machines, records and small goods. It calls attention to the improvements in all the Artophone machines and the offering of two new models, the Arlingdale and Gibson-Stoer, the last named.

An Artophone sales meeting was held late in October, at Memphis, Tenn., at which the home office was represented by Edwin Schiele, president, and Ray Lay, vice-president. Of Southern representatives attended. The meeting was held at the Peabody Hotel.

L. M. Ott has been appointed Texas representative of the Artophone Corp. He was formerly with the Jenkins Music Co., Kansas City, Mo. He succeeds J. M. Rogers. His headquarters will be at Dallas. F. C. Stewart has been appointed representative for California and the Far West, with headquarters at Los Angeles.

Radio Exposition Creates Interest

Interest in radio was given a great impetus by the second annual Southwest National Radio Exposition, given in October, at the Coliseum by the St. Louis Radio Trade Association. The arena of the Coliseum was crowded with the booths of dealers. Various local stations took turns at broadcasting the daily programs. In connection with the show a radio dealers' convention with daily sessions was held. Of one of the features was a stag banquet for dealers, exhibitors and their employees at the Marquette Hotel. At the show there were 121 exhibits by the country's leading manufacturers and distributors of receiving sets and accessories. There were hundreds of dealers in attendance from the St. Louis trade territory. In connection with the show a meeting of the National Association of Broadcasters was held.

Columbia Salesmen Meet

A sales meeting of Columbia Phonograph Co. salesmen was held recently under the direction of N. E. Smith, manager of the St. Louis and Kansas City branches. It was attended by W. C. Ockendon, Thomas Devine, Louis Marks, George Fahri and C. R. Salmon.

G. Bolst, assistant manager of the greater St. Louis area of the Columbia Phonograph Co., St. Louis branch, has returned from a two weeks' vacation which he spent on a hunting trip to the western part of the State of Kansas.

Smith-Reis Co. Liquidates

The Smith-Reis Piano Co. has liquidated its business and closed its doors. The firm's stock of talking machines was purchased by Thiebes Music Co. and will be merchandised at the Thiebes store.

The Kirkland Piano Co., on North Twelfth street, has gone out of business. It handled the Brunswick line of machines.

Thiebes Co. Adds Brunswick

The latest addition to the Brunswick family in St. Louis is the Thiebes Piano Co., which operates two stores, at 1103 Olive street and 5911 Easton avenue. This firm has been very brisk in the past thirty days.

The excellent national advertising which the Brunswick Co. has been running has produced real results for the dealers, with sales in the $900, $900 and $1,000 class have been remarkable.

New York Distributor Adds to Radio Lines

Three new products, Utah speakers, Burns B eliminators and the Enchanter ship model speaker, have been added to the line handled by the Herbert-John Co., distributors of radio products. These will be exploited in connection with the Crosby, Eagle and Amrad sets and accessories now being distributed in the metropolitan district by the Herbert-John organization.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF THE TALKING MACHINE WORLD, PUBLISHED MONTHLY, AT NEW YORK, N. Y., FOR OCTOBER 1, 1926.

1. Name of the Publisher, editor, managing editor and business manager: Publisher, Edward L. Hassler; Managing Editor, E. J. Doerr; Business Manager, W. Y. Wilson.

2. Location of known office of business operations: 2211 Commerce Street, Houston, Texas.

3. Address of the known office or business of circulation: 111 Madison Avenue, New York City.


5. Known bondholders, mortgagees and other security holders owning or holding 1 percent or more of total amount of bond: None.

6. Address of the publishers, editors, man by name and address must be stated and also immorally thereof: The names and addresses of the individuals who must be given, if owned by a firm, company, or other unincorporated concern and than the names and addresses of individuals who must be given, if owned by a firm, company, or other unincorporated concern or by an individual, shall be as follows: Editor, E. J. Doerr; Chairman, W. Y. Wilson; Secretary, William F. Brown; Treasurer, Le Roy Thompson.

7. Full names and addresses of the owners, stockholders, and security holders, if any, and the total amount of bonds, mortgages or other securities. If there are none, state so: None.


9. Location of the office from which the going to the public: 2211 Commerce Street, Houston, Texas.

10. Average number of copies of each issue published for the 12 months ending with the date of filing this statement: 7,768.

11. Full names and addresses of the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None.

12. If the average number of copies of each issue of this publication sold or distributed, otherwise, to subscribers during the six months preceding the date of filing this statement is required from daily publications only, the number is: 7,768.
Ten Big Important Features of
The New Pathéphonic

REG. U.S. PAT. OFF.

1. It gives unadulterated music over the whole range.
2. Gives equally lifelike rendition of voice or instrument.
3. Not only the higher-priced models, but every model is equipped with Pathéphonic amplification.
4. No complicated or electrical parts to get out of order.
5. Easy to operate.
6. Always ready to meet every musical mood.
7. Unlimited guarantee as to workmanship and material.
8. Old records that never can be replaced, as well as the electrically recorded records, are reproduced better than you ever heard them played.
9. You can distinguish each instrument and the individual voices of the chorus.
10. An automatic stop adds to the pleasure of operating the instrument.

Price Range
(List)
$125—$275

These ten features have created big sales for the Pathéphonic. However, its biggest feature—fidelity of tone reproduction—cannot be described by words. "Only your ear can tell you."

Just Off the Press
A New Catalogue completely describing this new type of Reproducing Instrument is now ready. Send for a copy today.

Pathe Phonograph and Radio Corp.
30 Grand Avenue
Brooklyn, N. Y.

Chicago Sales Office: 535 So. Wabash Ave., Chicago, Ill.
Special Christmas Displays to Feature Carryola Line

Sales Promotion Department of Carryola Co. to Aid Dealers' Profit From Sales of Portables—Extensive Advertising Program

Special Christmas displays which will aid the dealer in promoting the sale of Carryola portable phonographs are now being planned by the sales promotion department of the Carryola Co. of America, Milwaukee, Wis. Complete cutouts, in which the Carryola portable phonograph is the focal point, are now in the process of preparation, together with window and counter streamers, and miscellaneous literature. The cut-out display, which will hold the Carryola portable will be finished in seven different lithographed colors and according to present plans all of the material will be in the dealers' hands before December 1.

An advertising program for the coming year even more ambitious than that sponsored during the year 1926 was decided upon at a meeting held by the board of directors of the Carryola Co. about the middle of October. The sale of Carryola portable phonographs will be promoted during the coming year by advertising appearing regularly in the Saturday Evening Post, Liberty, True Story and a number of other publications of national and international circulation.

Thermiodyne “Treasure Chest” Radio Announced

Leo Potter, President of Algonquin Electric Co., Outlines Features of New Receiver—Exhaustive Tests Made

The new Thermiodyne “Treasure Chest” receiver embraces many distinctive features, according to Leo Potter, president of the Algonquin Electric Co., Poughkeepsie, N. Y., who recently acquired control. This new seven-tube set is distinctive in name as well as in appearance, Mr. Potter states, the hammered all-metal cabinet resembling the pirate treasure chest of old. It has three stages of tuned radio frequency, detector and three audio stages, one of transformer and two of resistance coupling with a new master control device. Newly designed condensers are said to enable the receiver to cover a wide band of from 190 to 550 meters. Separate vernier controls for fine tuning and a number of other refinements are said by Mr. Potter to make the Thermiodyne “Treasure Chest” unique in quality of tone, selectivity and distance.

The Thermiodyne “Treasure Chest” is housed in an all-metal cabinet, Mr. Potter stated, in order to attain better reception due to the additional shielding, and to reduce manufacturing and shipping costs and eliminate breakage in transportation. Exhaustive tests have been made with this receiver by its designer, Robert J. Momper, inventor and chief engineer of the master control, Thermiodyne. These tests were conducted during the Summer with both indoor and outdoor antennas.

Also associated with Mr. Potter are W. E. Steinback, former president of the Eissmann Magneto Co. and Algonquin Electric Co., who will have charge of manufacturing; Frank G. Jarabin, and many former officers of the old Thermiodyne company.

Remodel Hoermele Shop

COLUMBUS, O., November 3.—The Hoermele Music Shoppe is being completely remodeled and new demonstration booths, record racks and small goods show cases are being installed.

A new store, the Music Shoppe, has opened at 41 West Main street, Lancaster, N. Y.
ANNOUNCEMENT

We announce with much pleasure to our many friends the formation of the Okeh Phonograph Corporation, which has acquired the Okeh-Odeon Record business of the General Phonograph Corporation.

We are now in a position to assure our national trade of greater sales of Okeh-Odeon records through increased manufacturing facilities, the latest and improved electrically-recorded records and very liberal merchandising and advertising policies for Okeh-Odeon dealers.

We thank our many friends throughout the country for their patronage, which we shall strive to merit in the future even more progressively than in the past.

Very truly yours,

OKEH PHONOGRAPH CORPORATION

[Signature]

President and General Manager
In almost every home, where there is a phonograph, Okeh Odeon music is heard

OKEH music—what record owner has not heard the magic of it? What Dealer has not profited by the resultant sales from its satisfaction?

Today Dealers are preparing to supply the best music for holiday festivities—the impelling dance music elaborately arranged is going to give a distinct note of charm to home entertaining. . . . Okeh dance and vocal hits are influencing the choice of buyers.

Odeon European classics give Okeh Dealers the chance to sell wonderful delights in music. Varied enough in nationalities to meet a universal personal demand.

Okeh Records, as you know, are made of the finest quality materials—they will now be electrically recorded. They have a brilliant and rich tone.

You, too, may sell Okeh-Odeon records by obtaining an Okeh Dealer's License

Okeh Phonograph Corporation
OTTO HEINEMAN, President and General Manager

25 West 45th Street  New York, N. Y.
The charm of Raquel Meller's personality; her gift to facilitate change from one mood to another; the utter simplicity of her art; her triumph over European and American audiences—assure these records a warm welcome.

10 inch $1.00

Raquel Meller weaves dreams of tears and laughter for all... it is the music of the simple, loving heart— and such artistry is heard only on Odeon Records

Okeh Phonograph Corporation
OTTO HEINEMAN, President and General Manager

25 WEST 45th STREET

NEW YORK, N. Y.
The Talking Machine World, New York, November 15, 1926

HEINEMAN MOTOR No. 77

THE

STANDARD MOTOR

Standard means first choice; the best Standards are earned not claimed. Millions of Heineman Motors distributed during the past ten years have served the Phonograph Manufacturer, the Dealer and the Phonograph Owner with such complete satisfaction that Heineman Motors have earned first place in the phonograph industry. They are standard; best.

Phonographs with Heineman Motors are quality phonographs

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres. and Gen'l Manager
Sole Sales Agents for
HEINEMAN MOTORS—OKEH-TRUETONE NEEDLES

25 West 45th Street
New York, N.Y.
Competition grows keener—
Our business grows bigger
from the sale of

Okeh Records

We are proud to record that from a small store we have grown into the largest Southeastern Distributor of Okeh Records. The foundation of our business growth is Okeh Records.

Our experience prompts us to advise you to sell Okeh Records. Although competition has steadily grown keener Okeh Dealers find that thousands and thousands of customers buy Okeh Records from preference.

Becoming a Licensed Okeh Record Dealer is easily effected. Simply write to us expressing such a desire . . . we shall then extend to you our fullest cooperation. Our cooperation is service and personal attention . . . always it has proved profitable to Okeh Dealers.

JAMES K. POLK, INC.
181 Whitehall St., Atlanta, Ga.
Branches: 811 W. Broad St., Richmond, Va. 1315 Young St., Dallas, Texas

Valley Forge Distributor
Has Attractive Display

Harmony Shoppe, Valley Forge Distributor,
Presents Repair Parts and Val Phonic Reproducer in Effective Window Display

One of the departments of the talking machine store which is frequently overlooked by the dealer is that of repair parts and acces-

ories and yet this department is one which if properly handled will bring in profits that will compare very favorably with any other in the store, when the overhead of the sections and the time and energy put into them are compared. Particularly at the present time does the repair parts and accessories department occupy a position which, if the dealer avails him-

self of it, can be made to produce very healthy profits. The new reproducers are selling in a fashion which gladdens the hearts of those dealers who are pushing them, and those people who own the old type phonographs and who hesitate about giving them up to purchase the new type are installing the new reproducers and are having their instruments overhauled, as in many cases they have been merely pieces of furniture for some time back.

In most cases where dealers report success in handling repair parts and accessories it is found that the only work necessary to bring these products before the eyes of the public is a permanent and attractive window display. This display should be changed frequently, but a showing of the parts with small window cards to explain their uses and advantages is usually sufficient to bring customers into the store. There is reproduced herewith a photograph of a window display used by the Harmony Shoppe, of Huntington, W. Va., of which Sam Ridenour is proprietor. This establishment distributes the Valley Forge line of phonograph parts and main springs, made by the J. A. Fischer Co., exclusively. As can be seen from the accompanying illustration, the entire foreground of the window is given over to a showing of Valley Forge products with the new Val Phonic reproduction featured in a frame. This display of the Val Phonic was called the "Evolution of the Reproducer" and showed the types used from the first phonograph through different stages up to the Val Phonic. Tone arms, main springs and other parts were arranged artistically about the floor of the window.

Mr. Ridenour is well qualified to lay out a display appropriate for a retail store, as he conducted such an establishment for many years and he relates episodes of the horn machine days when booths were unheard of and when fifteen or twenty gathered in a store to listen to a recording being played which found ready sales throughout the crowd.

Amborada Radio Features
Have Appeal for Women

Declaring that the growing interest of women in radio is fully as important from the dealer standpoint as new circuits, improved quality and volume, officials of the American Bosch Magneto Corp, Springfield, Mass., point to the seven-tube Amborada receiver as an ideal set for feminine requirements. The average woman desires a receiver not only housed in an attractive cabinet, but one that will bring in distant stations during daylight hours. The Amborada is said to fill this need in every respect. The tuning of this set is said to be very simple, one knob turning an electrically illuminated scale which is calibrated in wave lengths. The appearance of the Amborada makes it particularly appealing to women, according to Bosch officials, in that it resembles an occasional table, its rich finish and simple lines making it a piece of furniture fit to be placed in any home.

An especially attractive feature of the Amborada is the elimination of dials and the old panel system of radio building. This receiver has two drawer-like knobs which serve as station selector and volume control respectively and a small window in the table top gives access to an electrically illuminated wave length scale.
The record that sells because it satisfies everybody—

You want your business to grow! True. But a record business grows in proportion to the satisfaction your records give people. When Business Growth is your ambition the first thing to do is to look around for profitable, satisfying records to include in your stock.

To the best of our information Okeh Dealers have had no need to look beyond Okeh Records. This merchandise, wherever sold, dominates the choice of customers. The result is profit . . . Business Growth.

Become our Licensed Okeh Dealer and sell the records that satisfy everybody.

Okeh Phonograph Corporation
New York Distributing Division
15-17 West 18th Street
New York City

Amrad Lamp Socket Power Unit Proving Big Seller

Model A-C 5 of Amrad Corp. Line Uses a Principle Which Differs From That of Other Power Sets—Demand Taxes Factory

Minford Hills, Boston, Mass., November 6.—The new lamp socket neon hydro produced by the Amrad Corp., of this city, known as model A-C 5, is going over in a tremendous way, according to Harold J. Power, president of the Amrad Corp. Although the Amrad factory is a large, well-organized plant, the demand for this new model is already taxing facilities.

In commenting on the new set Mr. Power stated: "The big thing about our lamp socket power unit is that we are using a principle greatly differing from that used by others. We have a very large capacity and small inductance in the filter circuit. This has many advantages. First and foremost is the fact that if an open circuit comes in the choke coil circuit, only a very small voltage is built up. Most of those using paper condensers are having much difficulty due to breaking down caused by the very high voltages built up in the large choke coils, which, necessarily, must be used with small capacity in order to eliminate the hum. We are using the famous Amrad electrolytic condensers, which give us a very large capacity at a very small cost, thus making it practical for us to use this principle of elimination."

"The next feature of our unit is that the large condenser capacity stores energy directly back of the set to supply the sudden drains of plate current necessary to faithfully reproduce loud or long-sustained musical notes. Here again it is not possible to do this with paper condensers because of the prohibitive cost which would be incurred."

The Amrad lamp socket neon hydro and power drive unit is produced in a table model, in conjunction with the Amrad cone table, and also installed in the Amrad console. The Amrad Corp. also continues the production of the Amrad five-tube neon hydro, which is operated from batteries.

Cunningham Radio Tube Price Cut Is Announced

Reduced prices on three types of Cunningham radio tubes have been announced by E. T. Cunningham, Inc. The CX-300A detector, formerly listed at $5, is now $4; CX-112 power amplifier, formerly $6.50, is now $4.50, and CX-371 power amplifier, formerly $6, is reduced to $4.50.

This step has been made possible through additional production economies and steadily increasing consumer demand, according to Herbert H. Frost, general sales manager of the Cunningham organization.

Effective Poster Service for Gulbransen Dealers

Poster service to Gulbransen dealers has been made more complete by the addition of a Christmas design, being used or scheduled for use in scores of cities throughout the country for November and December posting. The poster is beautifully colored and carries out the suggestion of piano music in the home at Christmas time and the year round. Under the Gulbransen name the slogan is used, "Every Type of Piano for the Home."

The illustration, attractively done by one of the country's leading poster organizations, shows a Gulbransen registering upright, a present from dad to mother, a delighted little miss with her doll and buggy, the boy with his toy railroad train, and a large Yule tree giving a Christmas aspect to the whole scene, an effective bit of publicity.

For Profitable Stock

Inquire About

The coming season of festivities brings with it increased home entertaining, there will be new records to make the occasions merrier. For every choice in music there is an Okeh classification that best satisfies it.

You will find more sales are made when Okeh Records are included in your stock.

To carry this profitable stock you must become one of our many satisfied Licensed Okeh Dealers.

The proof is in the selling. Why not write for details.

Sterling Roll & Record Co.
137 W. 4th St.
Cincinnati, Ohio

J. B. Bradford Sales Staff
Guests of Gulbransen Co.

H. M. Holmes, sales manager of the J. B. Bradford Piano Co., Milwaukee, Wis., and his corps of salesmen were guests of the Gulbransen Co., Chicago, at a recent dinner meeting at the Milwaukee Athletic Club. This particular meeting was occasioned by an arrangement concluded by the two houses for exclusive representation of the Gulbransen in Milwaukee by the Bradford Co. The Bradford house has sold the Gulbransen for some time, but has not had the sole agency in the city.

Following are those who were present at the dinner and meetings: H. M. Holmes, sales manager of J. B. Bradford Piano Co.; C. E. Oerdgen, S. I. Drake, Emory J. Norton, T. O. Heaton, J. T. Summers, Herbert E. Sonner, M. Kordus, C. M. Navock, all salesmen for the Bradford house; W. A. Holmes, manager of the H. Buchheim Music Co. of Sheboygan, and brother of H. M. Holmes; F. W. Giesel, of the Gulbransen Co., and Ted J. Holzem, salesman for the Gulbransen Co. The dinner was held at the Milwaukee Athletic Club through the courtesy of H. M. Holmes.

Mr. Holzem gave a general sales talk, pointing out the many selling points and advantages that are a part of the Gulbransen proposition. Mr. Giesel spoke on the general policies of the Gulbransen Co., gave a brief outline of the factory and how it functions, and emphasized the latest selling points in connection with the full line of Gulbransen instruments, which now includes uprights, small uprights, grands and re-producing pianos and the registering line.

The close association of a house possessing the prestige and selling activities of the Bradford Co. with the nationally advertised, nationally priced Gulbransen line is one that promises to become one of the most important deals consummated in the local music trade, according to the Gulbransen executives.
Sales Ahead!

Each new release of Okeh records is an event for Okeh Dealers.

Why?

With the announcement of popular Dance and Vocal records, Odeon records of classical music and the greatest selling Race records the Dealer sees—Sales ahead! It isn't his hoping—it is sales history repeating itself. Month after month his profits steadily grow; each sale is a repeat sale; these plus new sales mean—More sales ahead!

The manufacturer is faithfully working to give the Dealer quality recordings and music that has a national appeal. The purpose is accomplished—one release sold is—Sales behind! A new release ordered is—Sales ahead!

HEARD ON Okeh

Johnny Marvin

Alma Rotter

Butterbeans and Susie

Louis Armstrong

Victoria Spivey

Bertha "Chippie" Hill

Vernon Dalhart

Eva Taylor

Clarence Williams

An Okeh Dealer's License Behind You!

We believe in Cooperation with our Licensed Okeh Dealers because unity in purpose brings us nearer the ideal in Business—Growth! We are past the age of "growing pains"! We have fully matured into a large and successful organization. Our success has been built upon the success of Okeh dealers ... Because Okeh Dealers have realized a most profitable business from the sale of Okeh records we have shared profits. These records have sold to the mutual profit of both our Dealers and ourselves.

Sincerely interested in the marketing of our merchandise to the Dealers' best advantage we know how much SERVICE means to you—and so, we give our best efforts to serving promptly and satisfactorily.

If you are not a Licensed Okeh Dealer we urge you to inquire of us the details of this plan. When you consider that there is no investment of money needed and that with an Okeh Dealer's License you have an opportunity to enlarge your record business it should seem reasonable to you that such an inquiry should be made.

Please write to us. Your letter will be welcome and will receive promptly our personal attention.

Consolidated Talking Machine Co.

227 W. Washington St. Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich. :: 1424 Washington Ave., Minneapolis, Minn.
F. W. Schnirring Makes Constructive Suggestions on Phonograph Advertising

Advertising Manager of the Sonora Phonograph Co., in Interesting Article, Analyzes Possibilities of Developing a New Type of Copy Appeal in Phonograph Advertising

"Does the Phonograph Need a New Copy Appeal?" is the title of an intensely interesting and constructive article by F. W. Schnirring, advertising manager, Sonora Phonograph Co., that appeared in a recent issue of one shouldn't even pay the garage rent. What she says is true, and it is true despite the fact that phonographs are being sold at a unit price that is higher than ever in the history of the phonograph industry. The records that are being bought for those expensive instruments are the lowest in price in the history of the industry. People buy these records at a cost that is far less than the cost of the record price of the phonograph.

"An operatic star of a silvery and pleasing voice said not long ago that there was a time when a single recording would pay the rent for a Park Avenue apartment in New York. But now, she continued, those royalties won't even pay the garage rent. What she says is true, and it is true despite the fact that phonographs are being sold at a unit price that is higher than ever in the history of the phonograph industry. The records that are being bought for those expensive instruments are the lowest in price in the history of the industry. People buy these records at a cost that is far less than the cost of the record price of the phonograph.

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Oriole Brings Real Entertainment!

The day of temperamental Radio is past—now comes dependable Oriole Radio Performance!

“Carolyn! Listen! Isn’t it real! Doesn’t it seem like the artists are playing right here?”

Oriole RADIO is Profitable ~ because it truly serves!

Just ask any Oriole owner. You’ll find a real enthusiast! You’ll find delighted pride-of-ownership. You’ll find a real salesman, selling other sets for you. Oriole reception is better, clearer, more natural. Selectivity is amazing, tuning sharp, volume rich and full, tone beautifully rounded and complete, and tonal range surprising—fully six and one-half octaves on the “Mayfair”. And all brought in with sweet fidelity. No wonder Oriole fans are increasing.

The Sets That Don’t Come Back!

And ask any Oriole dealer who has handled these sets for a year or more [they’ve been marketed for five years], and you’ll find the same convincing enthusiasm. Oriole sets sell on performance, stay sold, and sell other sets for you! The Oriole Franchise protects you. There’s unusual Dealer-Jobber advertising co-operation, too—a real sales plan, with effective folders, bill-boards, newspaper advertisements and broadsides to back you up. Write or wire for details today.

The “Warwick”—$125
Every Oriole Set, regardless of price, is the same efficient Radio instrument. The difference is in the cabinets, none in the quality of the Receiver,—for Oriole has only one quality—the finest possible to build. This Model 71 offers everything in Radio entertainment possible to obtain at any price. Six tubes, Trinum Circuit, and all Oriole Refinements, at a price in reach of all.

The “Canterbury”—$150
An attractive console. Neat and pleasing. Black walnut, highlighted finish. Same receiving set, six tubes, two dials, in all Oriole models. Cushion sockets prevent howling. Three aerial posts make possible the use of an aerial from thirty to a hundred and fifty feet.

The “Mayfair”—$270
The ultimate in rich beauty—a console of high-lighted, transparent-grain, black walnut with genuine Bakelite panels and two vernier dials, gold filled. Six tubes, Trinum Circuit. It has two loud speaker units, one high, one low, giving full six and one-half octaves tonal range. Ample room for all batteries and accessories.

Sales Department
THE ZINKE CO.
1323 S. Michigan Ave.
Chicago, Ill.

Manufactured by
W-K ELECTRIC CO.
Kenosha, Wis.

ORIOLE Radio Receivers
October Smashes Sales Records

Here's what Columbia dealers did in our territory in October:

1. Inserted more Columbia newspaper advertising than in any previous month.
2. Bought 152 more Columbia product than before.
3. Purchased more instruments than in any month in our history.

The New Viva-tonal Columbia Phonograph and the Columbia New Process Records, Viva-tonal Record, sure are pulling the Business. Write us, if you want your share.

Baltimore Wholesalers Report Large Gains in Sales Volume in Past Month

Demand Made Upon Wholesalers Is an Indication of the Huge Sales Being Made by Dealers —Sales Activity Expected to Continue Through the Holidays—News of the Month

Baltimore, Md., November 9.—October smashed all previous records, being far ahead of the big October, 1925, the actual increase in business being 153 per cent and being also much ahead of the big September of this year. Columbia dealers, in this section, bought more of the new Viva-tonal phonographs than they had ever purchased of any similar model machine in any one month since this company was organized. Leonard W. H. Swartz, president of the Columbia Wholesalers, Inc., said: "Record sales were the biggest for any month since the company has been in business, with the exception of Christmas, 1925, and it almost equaled that big month. Furthermore, Columbia dealers, in this territory, did more newspaper advertising than in any previous month, with the result that Columbia sales, during October, were all around the biggest the company has ever enjoyed.

"Machines came in by the carloads and went out the same way, never being left over in the warehouse. On some days as high as three carloads of machines came in. Quite a few dealers have ordered more of the new Viva-tonal Columbia Phonograph than forty days after all machines of the whole year of 1925. Best of all, the dealers are enjoying wonderful retail sales on these new instruments, and have surprised even themselves by the fine quality of the better-grade machines such as the big $275 and $300 models they have been able to sell. Even the dealers in the smallest country towns are buying these big machines, and they are tremendously enthusiastic over the beautiful cabinet designs, but more especially the marvelous tone qualities. Several carloads of these particular models came in just the last ten days of the month, and are already having a noticeable effect in further increasing record business.

"In spite of all these big shipments, Columbia Wholesalers still had more machines on back order at the end of the month than ever before in their history. Incidentally, it was interesting to note that record sales alone for this October were larger than total machine and record sales for October, 1925. This makes the nineteenth consecutive month in which Columbia sales have shown an increase in this territory.

"Dealers have been considerably benefited by Columbia's greatly increased local newspaper advertising which, backed up by big double-page spreads in the national magazines, has helped an already big volume of business. "Virtually every music store, such as Munch's Music Shop, Komel Piano Co., G. Fred Frantz Co., and such big Washington stores as Lewis & Co., Thomson Bros, have won approval of their unusual window displays, featuring the new Viva-tonal Columbia. "Trout's Music Store, in Baltimore, has just moved to its new location, which now represents one of the most attractive stores in the city.

"The Whispering Pianist (Art Gillham) records are selling extremely well, and sales in the Newport News and Norfolk territory were considerably increased by his appearance there. The Columbia Music Shop had Mr. Gillham appear personally in the store, and drew a very large crowd. Mr. Gillham autographed a great many records, which found instant sale. "Radio business also went splendidly during the month, showing a gratifying progress over the same month in 1925. The new Harmonated Fada sets have been selling far above factory shipments. The new Fada speaker has created a veritable sensation and dealers are placing heavy orders. Crosby sets are now coming through much better than expected. L. M. Andrews, president of the company, has just returned from a trip to the Philco factory in Philadelphia, where he endeavored to get larger allotment for the big-selling eliminators. These have come in by the carloads, but large quantities are still on back order.

"In order to improve its service in the Virginia territory the firm recently added to its force G. K. Owens, with headquarters at

October 1926

Advocates Direct Mail Drives by Radio Dealers

"Don't Be Afraid of Waste Baskets" When Planning Direct Mail Campaign, Says L. C. Lincoln, F. A. D. Andrea, Ad. Manager

"Don't be afraid of waste baskets," is the advice of L. C. Lincoln, advertising manager of Andrea, Inc., to radio, to dealers who are contemplating direct mail campaigns.

"The hazard of the waste basket is constantly brought up by the opposition of direct mail literature," said Mr. Lincoln in discussing this subject with a representative of The World. "The waste basket is a hazard, but if the person receiving the direct mail literature is interested in the article advertised, there is hardly any doubt but that he will look over the literature sent to him before it is thrown away. It is true that many people receive more advertising matter in their mail than they want, but the bulk of advertising is in no bar to its efficiency. People continue to buy publications full of advertising, and it is a noticeable fact that generally the publications with the most advertising are the ones that have the biggest circulation.

"The radio dealer is particularly fortunate in being able to make use of direct mail advertising, tying in with national advertising in publications, with every prospect of success. I believe that direct mail advertising should be used by all radio dealers. The large advertisers are taking care of this phase of dealer advertising even as they are preparing newspaper copy which the dealer may run in his local newspaper. All the dealers have but one business —to get profit and addresses and the manufacturer does the rest, the cost to the dealer being the exact cost to the manufacturer for a complete direct mail campaign to the prospect."

Richmond, Va. Mr. Owens is an exceptionally capable radio man and is qualified for his new work in this section.

The Consolidated Gas & Electric Co. has entered the talking machine field and taken on a complete line of the Brunswick phonographs and Panatropes and Brunswick electrically recorded records. Commenting on this acquisition to the Brunswick, Charles F. Shaw, manager of the local agency, said:

"To select the Consolidated Gas & Electric Co. as the distributor of the Brunswick line is one of the highest compliments that could be paid our instruments. Before selecting the Brunswick they looked over the field thoroughly and decided upon our products only after careful investigation of quality and performance. They are carrying a complete line of all electrically operated machines, and have equipped a handsome section of their retail store for the display and demonstration of the Brunswick products."

Another achievement of the Brunswick agency which was accomplished in connection with S. Lasting & Bro., of Portsmouth, Va., is the placing of Panatropes on all boats of the Chesapeake Bay steamship line.

Brunswick artists appearing here during the past month included A. Bernard, who appeared at the Rivoli, and Ben Bernie and His Orchestra at the Century Theatre. During the appearance of the latter his orchestra gave a concert at the showrooms of the Consolidated Gas Co., which attracted a large crowd.

Manager Shaw reports approval of the following contracts in addition to that of the Consolidated Gas Company: Ashton-Thomas Furniture Co., of Southern Pines, N. C., and W. H. Hooff, of Charlton, W. Va. C. McKelvey, manager of the消费品 department, visited the Brunswick agency here this month, and made a very interesting talk to a gathering of salesmen. Mr. McKelvey is from the Lagos headquarters.

Victor sales in this territory are increasing. (Continued on page 82)
The Set That Sells and Stays Sold!

Deliveries—one or one carload at once.

Exclusive sales franchise for your city.

A factory behind the line that has been in business for 58 years and stands back of the radio and the sales policy.

Over nine million dollars of invested capital behind Showers radio.

Prices amazingly low!

Quality of workmanship and materials highest possible.

Write today for our complete story on one radio set you can sell at a profit.

SHOWERS BROTHERS RADIO DIVISION
914 SOUTH MICHIGAN BOULEVARD—CHICAGO, ILLINOIS

FACTORIES:—Bloomington, Indiana — Burlington, Iowa — Bloomfield, Indiana
The Greatest Radio Season
Is Just Beginning!

COLUMBIA WHOLESALERS, Inc.

Announce their lines for the coming season and assure dealers from—Pennsylvania to the Carolinas
of the same quick service and close co-operation as rendered in previous years.

FADA
CROSLEY
MOHAWK

Receivers

PHILCO
BALKITE
TIMMONS

PHILCO
BURGESS
Elims.
FADA
BRANDES
TOWER

PATHEX CAMERAS
and PROJECTORS
BRACH Equipment
STERLING Products

DE FOREST TUBES

COLUMBIA WHOLESALERS, Inc.
205 West Camden Street
Baltimore, Md.

Large Sales Gains Are Reported in Baltimore
(Continued from page 80)

by leaps and bounds, according to W. F. Roberts, manager of E. F. Droop & Sons, and the only trouble now is "to get the goods, not to sell them," he declared. "Business has shown a steady increase since August," Mr. Roberts said, "and our September business showed an increase of 169 per cent over September, 1925, while October ran 187 per cent ahead of the corresponding month last year."

Hecht Bros. & Co., one of Baltimore's biggest department stores, have taken on a complete Columbia line for their big store at Baltimore and Pine streets, Baltimore, Md., and also for their beautiful new furniture store on Howard street.

Kranz-Smith and Hammann-Levin Co., Consolidate

Baltimore, Md., November 4.—With the consolidation of the Kranz-Smith and Hammann-Levin Co., three of the best-known music houses in the East being operated by the same management. Some time ago the Kranz-Smith organization merged with the Sanders & Stayman Co., and the joining of forces with the Hammann-Levin Co., which took place last month, puts under one roof a complete and varied stock of all musical instruments. Among the lines carried are talking machines, Martin band instruments, Atwater Kent, R C A, Zenith and Stromberg-Carlson radio products and Leedy drums.

The Arboretum Five-Tube Receiver Has Strong Appeal

The Precision Products Co., Ann Arbor, Mich., recently introduced to the music-radio trade the Arboretum, a five-tube receiver, employing two stages of tuned radio frequency amplification, detection and two stages of audio amplification. All tuning is accomplished by two large knobs, one controlling two tuned circuits, the knob being split to give independent control of either circuit at will. A stabilizing switch is provided for balancing the set and improving the tuning of stages in the crowded lower-wave bands. The set is designed to operate with a short antenna and ground, either an outside or inside concealed aerial being used. The cabinet design is new and distinctive, the receiver being finished in high-lighted dark brown mahogany with hand-rubbed finish. A genuine walnut panel board with an antique bronze dial plate of conservative design and subdued finish makes the Arboretum an attractive piece of furniture, harmonizing with either the mahogany or walnut in the room. Precision Products Co. recently purchased the radio manufacturing division of the Machine Specialty Co., of Ann Arbor, thus increasing the production of Arboretum receivers to meet a demand that shows signs of growing to large proportions.

Miss L. M. Guth Honored by National Credit Ass'n

Credit Manager of the Plaza Music Co. Is Appointed Chairman of a Committee of Seven of the National Credit Association

Miss L. M. Guth, credit manager for the Plaza Music Co., who some time ago was appointed chairman of the women's committee of the New York Credit Men's Association, has been further honored by being appointed chairman of the committee of seven of the National Association. This announcement was made at the first dinner of the New York Credit Men's Association, held recently at the Martinique Hotel, New York City.

At this dinner J. H. Tregoe, executive manager of the National Association, was the speaker of the evening. In his address Mr. Tregoe sketched for his audience a picture of credit progress in the United States during the past thirty-six years. He showed how, through the weakness of the bankruptcy laws of the past and through a former lack of co-operation prior to present-day association of credit men, conditions were quite chaotic. This has not only been greatly improved and the bankruptcy laws strengthened, but unusual progress is being made, setting new standards throughout the country.

It is understood the appointment of Miss Guth, of the Plaza Music Co., establishes a radical precedent in the National Association's activities.

The New York Band Instrument Co., New York, tied up with the concerts by Raquel Meller by record advertisements in local papers.

Big Publicity Campaign on Stewart-Warner Products
From October 10 to Christmas Seventy-one Cities Throughout the Country Will Read About Matched Unit Radio Sets.

Beginning October 10 and continuing until Christmas the leading newspapers in seventy-one cities in the United States will carry a series of advertisements of the Matched Unit Radio products manufactured by the Stewart-Warner Speedometer Corp., of Chicago. The advertising Department of the corporation chose metropolitan newspapers covering the smaller towns in their sections almost as thoroughly as local papers, and prepared mats, display and other advertising helps free of charge for the dealers' use in tying in with the national campaign.

In several cities where the newspapers published special radio show numbers before October 10 advertisements of the national series were printed in these special editions. In addition to the advertising matter every newspaper on the list was furnished with publicity stories to be used with the campaign, and in this connection the Stewart-Warner Air Theatre WBBM proved a valuable asset. Stories concerning WBBM have not only appeared in publications carrying Stewart-Warner advertising, but in small-town newspapers in all parts of the country, and the name Stewart-Warner is now one of the best known to radio enthusiasts.

New Eagle Trickle Charger Proves Popular With Trade

Eagle Charger Corp. States That All Products Are Moving in Satisfactory Fashion—Using Big Newspaper Ad Campaign

PHILADELPHIA, Pa., November 7—The new Eagle trickle charger, made by the Eagle Charger Corp., of this city, is proving a big success. Although all products of the Eagle line are moving well, according to I. A. Marzollo, sales manager of the company, this little charger, which not only charges "A" batteries but "B" batteries as well, is proving the leader of the line.

The Eagle Charger Corp. has embarked on a newspaper campaign in its native city. The Philadelphia Bulletin, Inquirer and Ledger will be used on Fridays, Saturdays and Sundays until December 11. This space will occupy space in two New York papers as well, the News and the Sun.

Famous Bridge Built by a Famous Engineer

H. D. Leopold, the father of H. Donaldson Leopold, advertising and sales promotion manager of the Carrozza Co. of America, Milwaukee, Wis., portable phonograph manufacturer, was the builder of the Bear Mountain Bridge, recently described in the Saturday Evening Post and metropolitan newspapers. Mr. Leopold, Sr., who was described as a gifted engineer, designed the plans and personally supervised the construction, the bridge being completely built in eighteen months, an operation which is regarded as a feat, since Mr. Leopold set the World's show to build the Brooklyn Bridge. The Bear Mountain Bridge, between New York and New Jersey, is the largest single suspension bridge in the world. Mr. Leopold also built the longest hangar in the world, at Lakehurst, N. J., which housed the Los Angeles dirigible.

The Rutan, Kansas City, Mo., has been incorporated with a capital of $15,000 to manufacture and deal in musical instruments. The incorporators are John A. Rutan, Hallie B. Rutan and Jay M. Lee.
KELLOGG Radio

has been selected as the Radio of Flawless Reproduction

by prominent Wholesale and Retail Distributors everywhere—among which these concerns are known throughout the land as Leaders in the marketing of Musical Instruments.

Landay Brothers
ELEVEN STORES IN NEW YORK & NEW ENGLAND

Grinnell Brothers
FORTY STORES IN DETROIT AND MICHIGAN

Baldwin Piano Co.
PROMINENT CHICAGO MUSICAL HOUSE

Sherman, Clay & Co.
SAN FRANCISCO • LOS ANGELES • PORTLAND • SEATTLE
AND SPOKANE—15 RETAIL STORES ON THE COAST

Kellogg Switchboard & Supply Company
Licensed under application for letters patent of Radio Frequency Laboratories, Inc. (R.F.L.)

1066 West Adams Street, Chicago
Federal-Brandeis, Inc., Merger Completed
With Authorized Capital of $10,000,000

Rudolph Spreckels Chairman of Board.—Lieut. Commander Ellery W. Stone President of Corporation—Headquarters in San Francisco—Merged Firms Were Leaders in the Radio Industry

The Federal Telegraph Co. of California, founded in 1911, and the Brandes Products Corp. of the United States, Canada and England, founded in 1908, two of the oldest radio companies in this country, announce the completion of a merger under the new name of Federal-Brandeis, Inc., with an authorized capitalization of $10,000,000. Both companies are pioneers in their respective fields of commercial radio communication and radio acoustics.

Headquarters of the new corporation are located in the Hobart Building, San Francisco, with five plants manufacturing radio equipment at Newark, N. J.; Pab Alto, Cal.; Toronto, Canada, and Slough, England. The common "A" stock is being quoted on the San Francisco exchange, and it is expected that application will be made to list on the New York Stock Exchange.

Officers of the merger are headed by Rudolph Spreckels, of San Francisco, chairman of the board. He is the president of the United Bank & Trust Co. of California and is a prominent capitalist on the Pacific Coast. Lieut. Commander Ellery W. Stone, U. S. N. R., has been elected president of the corporation. He is also director of the United Bank & Trust Co. and is prominent in the radio industry as an engineer, the author of text-books on radio and as a successful executive.

Other officials are Frederick Dietrich, of Newark, vice-president in charge of production, who also continues as president of all the Brandes companies; M. C. Rypinski, of New York, vice-president in charge of patents and development; Augustus Taylor, of San Francisco, secretary; Walter H. Dool, New York attorney, assistant secretary; J. E. Godcharles, of San Francisco, treasurer, and Frederick Dietrich, assistant treasurer. D. S. Spector, of New York, general manager of the merchandising division, will direct sales of the American, Canadian and English companies.

C. A. Spreckels, president of the Federal Sugar Refining Co., of New York, is chairman of the executive committee. The other members are Messrs. Dietrich and Rypinski.

Composing the board are Rudolph Spreckels and Messers. Stone, Dietrich, Rypinski, Taylor, C. A. Spreckels and Howard Spreckels, Robert Hays Smith and Horace Hill, San Francisco capitalists.

The Federal Telegraph Co. introduced continuous wave transmission into this country through the Poulsen Arc, which it controls in the United States, and which changed the art of radio transmission. The company operates a radio communication system between the leading Pacific Coast cities, and is the only company in the world successfully operating a point-to-point land radio system. The majority of the world's high-powered commercial transmitting stations, including the Lafayette, in France, the largest on the world, were built by the Federal Telegraph Co.

In addition to its land system the company has been concerned with the development of its marine radio service. Dr. Frederick A. Kolster, its chief research engineer, is the inventor of the radio compass, described by the Commissioner of Lighthouses as the most important nautical instrument produced since the magnetic compass. He also developed the decrementer for measuring wave-lengths, and the radio fog signaling system.

Dr. Kolster has been engaged in radio research work since 1902. The small, rotating loop used on receiving sets originated as a part of his radio company. He was chief of the Radio Division of the United States Bureau of Standards for several years, and represented the Government as technical adviser to the American delegation at the International records convention, in London, in 1912. Recently he developed the Kolster broadcast receiver, which is now being manufactured in the two Newark factories of Federal-Brandeis, Inc.

The Brandes Products Corp., with its affiliated companies, has been a leader in radio acoustics since 1908. It originated the "matched tone" feature in hearing and developed the first commercial acoustical housed cone-type speaker. Its activities are international with these speakers, as well as with headlights, transformers and other radio specialties.

Garod Radio Sets Used on Canadian Railroads

Monotony of Long Train Journeys Is Dispelled by Use of Radio Receivers—Long-Distance Reception Is a Common Occurrence

On the Canadian national railways radio reception is now a permanent part of the service. According to reports there have been some recent experiments in long-distance reception established since the inauguration of this new fixture. Recently in the observation car of the Canadian National transcontinental express the audience listened to the strains of music broadcast by Vera Cruz, Mexico. This program was received while the train was thundering along at the rate of sixty miles an hour near Edmonton, Alberta, Canada. The same Mexican program was received previously while the train was passing through Manitoba.

Roy Cummings, a member of the service engineering staff of the Garod Corp., states the Caron had a remarkable reception on the trains for the purpose of relieving the monotony of the longer journeys. The choice of the Garod, a standard neutraline receiver, was made following the great number of experiments.

These illustrations show several of the many late models of our line, which have been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

These instruments are produced in all the popular finishes and styles, including Uprights, Console and Wall Cabinets, and experimenting with radio, our facilities enable us to make prompt deliveries and most attractive trade prices. Catalog and price list mailed on request.

Excel Phonograph Manufacturing Company
402-414 West Erie St., Chicago, Illinois
Important Activities and Trade Changes

Feature Month in Los Angeles Territory


Los Angeles, Calif., November 3—J. W. Bonthe, general manager of the music department of Barker Bros., announces that a branch store will be opened in Hollywood next month when complete stocks of some of the standard lines of phonographs will be carried in addition to other musical instruments. Barker Bros. have for some time conducted a branch store in Long Beach very successfully under the management of Earl Dibble.

Beck Joins Wurlitzers

Hermann Beck has been appointed manager of branch stores in southern California for the Rudolph Wurlitzer Co. Mr. Beck was, until quite recently, in charge of the music department of the Broadway Department Store, where he had established an excellent record; he originally was regarded as essentially a phonograph man, but in late years has been in charge of general and other musical instrument departments.

Association Broadcasts Daily

A daily hour's program is given under the auspices of the Radio Trades Association of Southern California, between two and three p.m. The program is broadcast over KNX and consists of orchestral selections by the Radio Trades Association Concert Orchestra, which seems to meet with the approval of all, many letters of appreciation from dealers and from the general public having been received. This arrangement whereby daily programs are given was made by the Association in order that radio dealers might be assisted in the demonstration and sale of radio sets in the afternoons at a time when there is little of interest being broadcast; sales from demonstration, which would otherwise be postponed until evening, are thus more easily effected during the day.

Wiedoeft and Orchestra Return

Herb Wiedoeft and his famous orchestra are back again in Los Angeles after a most successful transcontinental season. They are playing at the Cinderella Roof and received a tremendous ovation on the first day of their return. New orchestra records of this famous exclusive dance orchestra are being recorded by the Brunswick Co. in its Los Angeles recording laboratory.

New Radio Jobbers Appointed

Chanslor & Lyon have been appointed distributors for Zenith for California. This is the

initial investment of Chanslor & Lyon in radio and it is understood that they will carry standard tubes and batteries and other accessories. The radio department is in charge of N. J. Etienne, who has been in the radio business for a number of years, including the last three years with the Zenith Co. Chanslor & Lyon are an old-established firm in the automotive business in a very big way, with branches in San Francisco and other cities.

Association Plans Big Meeting

A meeting-get-together meeting of the Radio Trades Association of Southern California will take place on Monday evening, November 15, at the Elks Club. Plans have been made in order that the presentation may be one of the most instructive and interesting and a delightful entertainment has also been arranged. R. B. Yale, of the Yale Radio Electric Co., will be chairman of the day and his personal acquaintance with the best of radio dealers alone will insure a large attendance.

Improvemnt in Talking Machine and Radio Business Noted in the Akron-Canton Field

Indications Point to a Satisfactory Sales Volume During Remainder of the Year and Dealers Are Optimistic—Starr Co. Opens Branch—Columbia Artists' Appearances Aid Sales

Akron-Canton, O., November 8—After several months of apathy the talking machine record and radio business in the Canton-Akron area has taken a turn for the better and indications point to a good volume of sales the remainder of the year. Survey of the district showed practically all of the leading dealers are busy and are looking forward to even greater volume of business after Thanksgiving. Distributors of Victor, Columbia, Sonora and Brunswick machines all report a marked improvement in sales since the first of October. Record sales have also increased proportionately in the past thirty days.

Talking machines are in good demand here, according to George C. Wille, well-known Canton dealer. The same is true in the Akron district, according to the George S. Dales Co., Windsor-Poling Co. and the M. O'Neel Co. The Brunswick Piano and Radio Co. is doing well with good response in this territory, according to the D. W. Lerch Co.

Considerable loss from fires to the talking machine and record department of the Genesee Bros. Co., Kent department store, recently was reported by officials. It is planned to re-establish business at the former location. Loss to building and contents was approximately $50,000.

It is announced that Miss Margery Scott has been placed in charge of the record department at the George C. Wille Co. She formerly was in charge of the sheet music department of the same store.

A factory branch of the Starr Piano Co. has been opened at 14 West Fifth Street. A line of talking machines as well as pianos will be merchandised, it was announced. The branch is to be maintained only temporarily. A larger area will be developed in the future to talking machines as a result of the merger of the Anderson Piano Co. and the House of Soward, two well-known Dayton, O., music houses.

Hiram W. Hunt, proprietor of the Melodia Music Co., Troy, O., and Hunt's Music Store on East Main street, has made an assignment to W. A. Haines.

Announcement is made that the talking machine department of the Paul Winters Piano Co., New Philadelphia, will be enlarged within a short time.

Ace Brigode and his Fourteen Virginians, widely known Columbia, Edison and Okeh record artists, have been playing in the Akron-Canton district for the past several weeks, dividing the time between East Market Gardens, Akron, and Moonlight Ballroom, Canton. According to music dealers in the two cities, sales of their records have been greatly stimulated.

The new home of Wurlitzer, on South Ladd Avenue, Dayton, will be opened soon for occupancy soon after the middle of November.

Announcement is made that the M. O'Neill Co., Akron department store, has taken over additional floor space for the enlargement of its radio section. William Wolf, with many years' experience in the radio and electrical work, has been named manager of the radio department at the M. O'Neill Co. store, which is enjoying a steadily growing volume of business on radio sets and accessories.

Get Your Copy NOW!

Big New Udell Catalog

You can make friends and money by stock- ing and selling this line now! UDELL Radio Cabinets, Tables, Player Roll Cabinets and Console Talking Machines. Our complete line is on permanent display at BOTH the American Furniture Mart (space 1029), Chicago; and the Furniture Exchange (space 314), 206 Lexington Ave., New York. It will pay you well to see them there!

Write for Special New Radio Catalog No. 86 NOW—The Greatest Values in Our Half-Century Experience.

The UDELL WORKS, Inc.

Established 1873

28th St. at Barnes Ave., INDIANAPOLIS, INDIANA.
In All the Field, No Selling Value Such as Offered in this New Line!

Here is an unprecedented offer to merchants who are looking for a line of musical instruments that really offers genuine man-sized profits. It is an unusual opportunity for retailers who want a better instrument, to sell for less, than has ever been offered before.

The EUPHONIC is a beautiful phonograph. Rich in design. Unusually distinctive in cabinet-work. Lustrous finish of rare antique appearance. Astounding realism in reproduction of voice or instrument. Tone chamber of marvelous construction unequalled in the field.

The Euphonic line is unsurpassed on the market today—for value, for range of discounts, and for protective merchandising policy!

We invite correspondence with you, so that we can explain in detail all the advantages offered by us. We know you will recognize this as the most profitable proposition ever offered the musical trade. Take advantage of it today. Write.

WASMUTH-GOODRICH CO.
Manufacturers of Phonographs and Radio Cabinets
Peru, Indiana
Quaker City Dealers Look Forward to Busy and Profitable Holiday Season

Demand for New Talking Machines, Records and Radio Continues Strong Throughout the Entire Territory—Plans of Trade to Cash In on Holidays Are Completed—The News

PHILADELPHIA, Pa., November 8—If present-day activity in the talking machine industry of the Quaker City is a criterion upon which to build for a happy Christmas for the dealers there may be expected one of the brightest of holidays ever experienced in the trade within recent years. From the manufacturers to the distributors in the wholesale and retail branches of the industry, the demand for talking machines of the newest types continues to keep pace with production. Among the distributors a decided shortage of stocks on hand is experienced. Factory shipments are sent on their way before they are unpacked in the warehouses, so that distributors and themselves urgently in need of many of the most popular styles, with a waiting list to consume all incoming goods for the next few weeks.

In order to avoid shortage of holiday goods the dealers are urging the public to buy at this early date and in many cases have been successfully securing advance Christmas purchases. They state that cash orders are more frequent than they anticipated, indicating the public as being plentifully supplied with funds. The larger downtown retailers have been campaigning for early holiday shopping and it is among this class of houses that cash orders are forthcoming. These dealers are particularly successful in securing advance orders for the higher priced models in the $900 to $1,000 types and this class of trade are the cash buyers.

As business grows with the waning year the dealers are convinced that the methods best adapted for promoting sales of machines are to keep up the good work of demonstration concerts before the public and the tie-up with local entertainments and amusements featuring the recordings as adopted ever since the new types of talking machines made their appearance. The constant exploitation of the new types through concert and other demonstrations has brought the machines before the public with practical results in dollars and cents, and whatever extra expense the dealers have taken upon themselves to carry out their plans of public demonstration has been returned manifold.

Records have been moving space with the demand for machines, and unless dealers are preparing for the holidays accordingly, with present-day urgent needs for these trade commodities, the distributors are prone to believe that the retailer will be caught short of many popular numbers. Distributors, while able to fill most orders for records, still are obliged to await the factory’s convenience in meeting demands because of the overburdened working facilities and the overflow market on records.

Tie-Ups Move Records

Tying up with local artists in special recording through the Victor resulted in the wide exploitation of two prominent bands and orchestras in this city, that of the P. R. T. Cooperative Band and the orchestra of Harry MacDonald featured at the King Joy Restaurant. The H. A. Weymann & Sons Co. during the month sent out notices to the dealers informing them of plans for the ready stocking of the two recordings with special poster service for window displays and advertisements. The Weyman Co. also announced a special offer on the Black Label records in 100 lots and backed the dealers with broad advertising of the records. On Thursday, October 21, the firm cooperated with the Victor Co. in the full page ad in the daily press on special recordings of the Waring’s Pennsylvanians records, while that musical organization played at the Stanley Theatre in this city.

Phonograph Society Organized

Outstanding of trade events in the closing days of October was the organization of the Philadelphia Phonograph Society, with a membership of patrons of the talking machine industry among the public who are interested in the promotion of good music and better recorded programs represented by the phonograph trade featuring high class records. This entirely original and new factor in the promotion of high class recordings among the consuming public had its origin with the Phonograph Monthly Review, published at 64 Hyde Park, Boston, Mass., a publication designed to foster an interest in high class records among the public through the retailer by stimulation of interest among those desiring the higher type.

(Continued on page 88)

The New Orthophonic Victor Record

Offers you a wonderful opportunity to increase your business and make a substantial profit.

Co-operate with VICTOR ADVERTISING appearing in your local newspaper. Announce it to your customers and emphasize the five points of superiority over any other Record made.

DEMONSTRATE the new Record on an ORTHOPHONIC VICTROLA and cash in

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia
Standing head and shoulders above the field of ordinary portables, the Caswell Aristocrat looms up as the paramount holiday profit-opportunity!

It is an ideal holiday gift unequalled anywhere for quality and value. Its low price, combined with the unusual and extraordinary features offered only by Caswell, will make it the leading choice of people who demand the greatest value for the money expended.

Nowhere else can you find such a sales-getting attraction! Think of it—a superb portable phonograph covered with deep grain genuine leather, applied over a three-ply veneer case by a special process (patent applied for) to retail for $35.00!

This is without a doubt the outstanding portable phonograph value of the year. Numerous other features, exclusive with Caswell, give you an advantage that cannot be equalled by the competing trade.

Remember this—every one of these big Caswell sales factors is vitally important to you. If you are interested in securing greater profits, JOIN WITH CASWELL NOW! The Caswell “golden rule” selling policy protects the jobber and dealer, and affords him remarkable holiday opportunities to greatly increase sales.

Caswell Manufacturing Co.
PORTABLE PHONOGRAPHS OF DISTINCTION
MILWAUKEE, WIS. ST. PAUL AVE.
U.S.A. AT 10TH STREET
We are distributors
of the famous
Farrand Speaker

Trilling & Montague
49 N. Seventh St., Philadelphia, Pa.

"Grow With Us"

The Wondertone

Retail at $5.00

Usual trade discount

Actually revolutionizes the old
type phonograph, bringing out
with absolute fidelity almost un-
believable reproduction.

Strong volume and beautiful clar-
ity embracing the entire musical
register.

Order a sample now

GUARANTEE TALKING MACHINE SUPPLY CO.
Note New Address — 35 North 9th St.

Write for our latest Main Spring Chart

of records, and lovers of good music, over the
talking machine. The meeting for the organiza-
tion of the new body was held on October
27, at the headquarters of the Columbia Phot-
ograph Co., 40 N. Sixth street, under the direc-
tion of Axel B. Johnson, manager of the Phon-
ograph Monthly Review.

The first gathering brought together thirty
enthusiasts among the patrons of the retailers,
and they heard Manager Johnson outline the
aims of the Society while others interested in
the promotion of the new association gave their
views on the eventual developments of such a
movement. Following the opening address of
Manager Johnson, election of officers took place,
with Professor Fred Rouzer, noted leader of
German Choral Societies, elected president, and
James B. Yarnall to the office of secretary.

It was learned that the organization of the
new society was purely for the promotion of
better recordings and that it was unaffiliated
with any of the manufacturing, distribution or
retail firms for business purposes but that prom-
inent concerns in all branches of the industry
were co-operating with the Society in pro-
moting its aims to stimulate the purchase of
high grade recordings, solely in the interest of
better music and elevating entertainment among
the public. Manager Johnson stressed em-
phatically that the altruistic aim was to bring
together those interested in the development of
appreciation of better music. He disclosed the
fact that the membership was open to the pub-
lc generally solely for the good of musical en-
terprises as represented in the phonograph and
its recordings.

While the first gathering brought an initial
attendance and enrollment of thirty members it
is expected that by the time the next meeting
takes place on December 12 this will have
been raised to more than 100. The sessions of
the new organizations will be held monthly
at the various headquarters of the manufac-
turers in this city, the December gathering to
be assembled at the Brunswick headquarters,
40 North Sixth street, when Manager George
Lyons will act as chairman. At the first ses-
sion of the new Society Manager J. J. Doherty,
of the Columbia Phonograph Co., was chair-
man and various local executives of the manu-
facturers or distributors will preside from
time to time as the sessions are held.

Victor Distributors Remodel Display Room
Philadelphia Victor Distributors, Inc., have
completed extensive alterations at headquarters
at 833 Arch street. As a result there has been
provided on the second floor a large and com-
plete display room for the entire Victor line.
This room, with its attractive fittings and dec-
orations, has been designed solely for the bene-
fit of the Victor dealers in the territory and is
placed at their disposal to bring their cus-
tomers. Although the power and lighting sup-
ply in the business section of Philadelphia is
direct current, Louis Buchin, president of the
company, has made arrangements with the elec-
tric light company whereby a special alternating
current wire has been extended to the Phila-
delphia Victor Distributors’ headquarters. This
permits the demonstration of the entire Victor
electric line without devices for change in the
current from DC to AC.

Fire Fails to Destroy A-K Quality
There was recently displayed in the windows
of the Motor Parts Co., Atwater Kent dis-
tributor, on North Broad street, this city, an
Atwater Kent Model 20 compact which had been
literally burned to a crisp. The motor was a part
of mass of charred wood and the diaths missapen
by the heat of the fire that destroyed the home
of the man who owned it. Despite the unusual
experience which the set had gone through and
its decrepit condition it was still capable of
bringing in station after station.

Makes Helpful Suggestions to Dealers
The service department of H. A. Weymann &
Son, Inc., Victor distributor, has sent a num-
ber of helpful suggestions to its dealers during
the past month. The new records in the Vic-
tor catalog, by the Reverend J. M. Gates, were
the subject of one letter; the new Orthophonic
Victrola another. One letter was devoted en-
tirely to suggestions for tying up with the full-
page advertisement placed by the Victor Talk-
ing Machine Co. on Orthophonic records and
another on placing increased effort behind the
sale of the old type Black Label record.

Introduces the Wondertone Reproducer
The Guarantee Talking Machine Supply Co.,
of this city, of which W. H. Posner is the head,
has introduced a new product to the talking
machine field, the Wondertone reproducer. The
Guarantee Co. has built up its business upon the
reputation of Guarantee main springs and talk-
ing machine repair material and also on the
Guarantee portable. This reproducer is of the
new type with metal guard and is being pro-
duced to meet a popular-priced market.

Record Month for Columbia Branch
Enthusiasm over the record account att-
tained in the month of October on the sale of
the Columbia and its new type Viva-tonal
machines on the part of Manager J. J. Doherty
is justified in the accounting of the Phila-
delphia business at the close of the month. It
shows that the October sales were the largest
in any single month in the past three years and
that the record sales kept pace with those set by
the machines. Manager Doherty spent part of
the month in Allentown, Pa., calling on the
dealers in that section.

Among the concerns adding the Viva-tonal
Columbia during the past month were Wil-
liam Kebab, of Reading, Pa.; M. Freed, of
Pittston, Pa., and C. C. Beach, Canton, Pa.,
while S. Lewis & Son, 1109 Broadway, Camden,

(Continued on page 90)
Oro-Tone Trade Leaders

The New Military Oro-Phone with Compo Brass and Copper Arm

The New No. 90 Military Oro-Phone is an extra-loud reproducer for customers who want tremendous volume. For louder and stronger music of any kind, the Military Oro-Phone, with either C-1 all brass arm or the E-1 composition arm, will give the very best results. Also sold without tone arms. Fits all phonographs.

The No. E-1 Composition Brass and Copper Alloy Arm is new in material and design, practically unbreakable and produces a deep, solid, non-vibrating tone. Supplied in 8½ and 10½-inch lengths.

List price, nickel finish, $5.00. Gold finish, $7.50.

The Original Oro-Phone with All-Brass Tone Arm

The No. O-76 Original Oro-Tone Reproducer brings the much-desired deep, rich, glowing music to old-type phonographs. The volume is sufficient to fill the largest room, yet there are no unpleasant overtones. Can be sold with or without tone arms. Fits all phonographs.

The No. C-1 All-Brass Tone Arm is of gradual taper design and air-tight construction. It is guaranteed unreservedly like all Oro-Tone products. Supplied in 10½-inch length; also 8½-inch after December 15th.

List price, nickel finish, $7.50. Gold finish, $10.00.

The Flexo-Phone Reproducer with Compo Brass and Copper Tone Arm

For the dealer who wants to meet the demands for a lower-priced reproducer. Has a standard size hub connection and will fit the C-1 arm and the E-1 arm described above.

Will fit the old-type Victor and all other tone arms with standard size reproducer connections. Has a flexible or floating diaphragm and produces a rich tone of excellent quality and volume.

There is an enormous demand for these reproducers and tone arms, for the reproduction of the new electrically-recorded records which old-style devices cannot successfully handle.

Cash in on this big opportunity by ordering now!

The Oro-Tone Company
1010 George St. Chicago, Ill.

Oro-Tone for a better tone
N. J., stocked with an entirely new line of the Columbia Viva-tonal records.

**Buyers Assets of Diamond Co.**

Following the purchase of the Diamond Furniture Company, and its assets and building at 2107 Germantown avenue, by Joseph Jacobs, formerly of Jacobs, Inc., 1590 Germantown avenue, the business will be augmented by the addition of a complete stock of the Columbia phonographs. The new owner for many years has been identified with the Jacobs, Inc., firm, also engaged in the furniture business and large dealers in talking machines. He severed his connection with the Jacobs concern following his affiliation with the new firm as sole owner.

**Tie-Up With Halloween**

Tying-in with the merrymakers of the Halloween festivities the firm of M. Gragg & Sons, 2729 South Sixth street, decorated the store with witches and goblins and the luminous pumpkin and other harvest emblems. The new quarters of the company provide 3,000 square feet of space with 500 square feet to the balcony where the radio department is maintained and devoted to the Atwater Kent, RCA and Zenith sets. The main floors are given over to the display of the Orthophonic. Recently the firm entered the wholesale sheet music business in conjunction with the Philadelphia headquarters of the Q R S Co., featuring the sheet music of that firm and its mechanical rolls for pianos. Alex Grass will be in charge of the sheet music section while William Grass will continue the management of the West Philadelphia store.

**Remodeling at Linton Store**

With the advent of the holidays the new store front of the Linton Co., at 4713 Frankford avenue, will be entirely installed with its two new bulk display windows and modern entrance. When the store remodeling is completed there will be a special opening for the demonstration of the Orthophonic and other Victorolas, and the recently added line of Brunswick Panatropes.

**Machine and Record Scarcity Expected**

Just what may be expected with the advent of the holidays and the prospects for securing Orthophonics and other Victor types of talking machines is forecast in the present heavy demand made on the stocks of the Philadelphia Victor Distributors, Inc.Hardly are these talking machines received in the warehouses before they are sent on their way again into the laps of the dealers who are in urgent need of goods to fill over-sold order lists. There also is scarcity among the records, and unless the holiday requirements are placed at this time the dealers may be found wanting in many of the valuable numbers.

President Louis Buehn and Vice-President Harry E. Ellis, of the Philadelphia Victor Distributors, Inc., were greeted by dealers of the Cumberland Valley during a tour of that section of the State in the past month. En route to headquarters here, a stop-off was made at State College, where the officials of the company paid a brief visit to President Buehn's son, Louis Buehn, Jr., who is a student at that educational institution.

**Drive on Brunswick Panatrope**

Campaigns initiated during the month for the broadening of the retail field for the Brunswick Panatrope and the newest of Spanish styles in phonographs, recently put out by that manufacturer, were fruitful in adding to the list of local stores that have become dealers of the line. Manager George A. Lyen, of the Philadelphia branch, made the round of the up-State and city, lining up the new Brunswick dealers. Among the cities visited were Reading, Harrisburg, Lancaster and Wilkesbarre, where displays of the new models were made. H. C. Morseburg, Philadelphia representative of the company, conducted a special display of the new Seville and Madrid styles and the Panatrope at Atlantic City.

**Guarantee Portables Popular**

A world-wide reputation is being developed by the Guarantee Talking Machine Supply Co. for its portable types of talking machines with in recent times. The latest country to import the Guarantee portables and repair parts and accessories is Japan. During the month the firm entertained one of the leaders among the United States importers from Japan, Mr. A. S. E. Pou from who arranged for the importation and distribution of the Guarantee portables. The new De Luxe model has been a heavy seller as a Christmas number and is growing among the favorites in this type in many sections of the country. There are four types of these portables now on the market, the Keentone, Guarantee and Guarantee Special being the other three in the line. E. Bauer, who has been touring throughout western Pennsylvania, with a profitably filled order list as result of the tour, is again at headquarters.

**Predicts Talking Machine Boom**

An old-time boom in the talking machine industry is predicted by the travelling member of the J. A. Fischer Co., 710 Market street, Irvin Epstain, who has just returned by the Brunswick Panatrope through the South and to Havana, Cuba. He found all dealers alive with business enterprise and enjoying a good old-fashioned demand for all types of these machines and for accessories and parts. So successfully marketed were the first orders for the new No. 12 tone arm of the Valley Forge make and the latest Phonograph style, that the Phonograph producer, the firm is shipping all its factory production to the dealers just as soon as it is completed, with no accumulation of orders for stock purposes and a waiting order list for future deliveries.

While in Havana Mr. Epstain encountered one of the most exciting experiences of his life and one that rarely is encountered. He was stopping at the Hotel Plaza when the hurricane, which recently wrecked a large portion of the coast, began its work of devastation. While the wind roared, and the foundation of the structure and the roar of waves over the walls of sea thundered a warning of invasion to the inhabitants of the Isle, the Philadelphia representative of the Fischer Co. went through a hair-raising experience of suspense over the outcome of the hurricane. As the roof was torn from the building, he sought shelter on the lower floor, remaining in safety there until the storm had spent its fury.

**Going After Christmas Business**

After a triumphal campaign and demonstration extended throughout the month of October the talking machine store rooms of C. J. Heppé & Son, 1115 Chestnut street, has been successful in landing many advance cash orders for the Christmas season and a larger number of others on time payment. The campaign and attractively arranged exhibition, held in headquarters, was a huge success in the drive for the early placing of Christmas purchases, of the Orthophonic and the Orthophonic Panatrope, which recently was added on an extensive scale. Manager Leo Cromson was promoter of the campaign and exhibition, and expectant gratification over the many orders secured. There also has been enjoyed a very good season for the RCA and Atwater Kent radio receiving sets.

**WHEN TO ORDER**

Keep the urge for Christmas Talking Machines in the secret. Buyers who order now will have goods at hand for the proper time. Place your order early to be sure of the desired delivery.

**Enterprise, Music, & Department Stores**

Order in abundance. Enterprising buyers are in the habit of taking advantage of opportunities to buy in quantity at the first. This time the sun is shining. Place your order now and avoid the occurrence of another Christmas Panic and shortage.

**For Christmas**

A Christmas Velvaloid Record Cleaner with HOLIDAY GREETINGS will make a most attractive gift for the dealer present to a salesman. It is a sample.

Send for sample. It is worth your consideration. Then order early. Make your Christmas this year worth while.

**PHILADELPHIA BADGE CO.**

Manufacturers

942 Market Street

Philadelphia, U. S. A.

**35% Dia. Pat. 1922**

**THE TRADE IN PHILADELPHIA AND LOCALITY**—(Continued from page 88)

**W**e are prepared to supply Victor Dealers located in the territory we cover with the Orthophonic Records.

Now is the opportune time for Victor Dealers to place comprehensive orders and get into stock such numbers that will have continued sale.

The ORTHOPHONIC RECORDS offer sales opportunities that every Victor Dealer should take advantage of.

**Victor Wholesalers**

H.A. WEYMANN & SON, INC.

To hear the Eckharmonic is to enjoy the most faithful reproduction of voice or music yet attained in radio. The new Eckophonic full floating resonator gives to Eckharmonic reception an exquisite organ-like richness and volume which renders with equal fidelity the wonderful depth and roundness of a perfect bass note or the clarity and sweetness of the highest treble. In simplicity of control the Eckharmonic sets a new standard.

ECKHARDT CORPORATION 213 South Broad Street PHILADELPHIA
Working on New Talking Motion Picture Apparatus

Radio Corp. of America, General Electric Co. and Fox Film Corp. Collaborating on Development of “Pallophotophone”.

Considerable interest was aroused in trade circles by the well-authenticated report that the Radio Corp. of America, the General Electric Co. and the Fox Film Corp. are collaborating on a new talking motion picture system called the Pallophotophone, which is said to register sound on a film.

This photographic device, the invention of Charles A. Hoxie, an engineer of the General Electric Co., is said to have been first tested as a high-speed recorder during the World War at the United States naval radio receiving station at Otter Cliff, Bar Harbor, Me.

There are said to be two distinct parts to the Pallophotophone. One device records the sound and the other reproduces it. The first consists of a tiny mirror about the size of the head of a pin, which reflects a beam of light. The mirror is said to be attached to an extremely delicate vibrating diaphragm. When sound waves vibrate the diaphragm, the mirror oscillates and the reflected beam of light moves upon a strip of film similar to that of a motion picture. The film passes in continuous motion in front of the ray. A motion picture machine, in synchronism with the sound recorder, makes a picture of the speaker or the scene. The dancing light beam so delicately catches the overtones and speech shadings that an entire chorus can be recorded with entire fidelity, according to reports from Schenectady.

The name Pallophotophone is derived from two Greek words, “pallo” and “photo,” meaning “shaking light.”

In far away Saxony there is evidence of the fame of the Wittich Music House, which has enjoyed a successful career in the city of Reading, Pa. To the hunting lodge of one of the landed proprietors of the little kingdom nesting on the border of Germany there has been shipped a Borgin No. 2, purchased at the Leon Wittich Music House.

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Stop It!

Last quarter — eight minutes to play—score tied—your favorite has the ball on opponent’s twenty yard line — first down — ten yards to go — looks like a touchdown —

Broadcasting coming in fine—play by play—and then—it fades away. Tubes are not lit—“A” Battery is out — run down. This cannot happen to those who use the

FRESHMAN AUTOMATIC CHARGER

This device keeps the “A” Battery fully charged at all times

An absolute necessity—fool proof and dependable in every respect. Equipped with a Tungar Rectifying Tube which supplies a steady charging current to the “A” Battery when the set is not in use. When the radio is in operation the charger is disconnected by means of an automatic replay.

Sold to Authorized Freshman Dealers Only

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Chas. Freshman Co., Inc. Freshman Bldg. • • • New York
2626 W. Washington Blvd., Chicago
Sales Improve Steadily in the Buffalo District as Trade Plans for Holidays

BUFFALO, N. Y., November 8—Pre-Thanksgiving days in the Buffalo district are finding deal-

ers and manufacturers of phonographs and radio most grateful to the spirit behind the
customer's mood to buy. The entire Fall sea-

son has been particularly brisk, and optimism

prevails throughout the trade. Inability to meet

the demand for some models is the only un-

favorable report coming from radio dealers.

Record sales are holding up well, averaging

almost double the volume of a year ago. There

is still a brisk and growing demand for the

four-grade talking machines. The higher-priced

instruments, particularly those electrically op-

erated, are increasing in demand. Public

demonstrations, which have proved the un-

canny perfect reproduction of these instru-

ments, have been the greatest force in bringing

them into a sudden popular favor, many dealers

believe.

Big Sales of Fada Radio

Curtis N. Andrews is endeavoring to satisfy

his dealers in their overwhelming demand for

Fada radio receiving sets. Mr. Andrews said

his department is suffering somewhat from

a shortage in receiving sets, but he hopes for early

relief from this condition. The Fada, he said,

has met every expectation as a receiving in-

strument and pleased his dealers, who have

found it profitable to push the set.

Third Annual Radio Show a Success

The Buffalo Radio Trades Association did it-

self proud in the conduct of the third annual

radio show held in Broadway Auditorium dur-

ing the week of October 18. Favorable com-

ment has been heard on all sides, both from

exhibitors at and not invited to the show. Man-

ufacturers, jobbers and dealers exhibiting at the

show have expressed keen enthusiasm over re-

sults, in spite of the fact that it raised almost

continuously five of the seven days of show

week. Entertainment features were of the

highest caliber.

Among attractive booths at the show were those of the Federal Radio Corp., exhibiting the

Ortho-sonic line; Buffalo Talking Machine Co.,

featuring Federal radio and the Victor; Curtis

N. Andrews, with an exceptionally attractive

Fada display; Wholesale Radio Equipment Co.,

showing Magavox and Freed-Eisemann; H. B.

Alderman Co., standing out among other booths

with two revolving shows, featuring the Grebe

line and the Fries; Zoë Bib's booth attracted

much attention with its wigwam and Mohawk

Indians, an animated ad for the Mohawk re-

ceiving set, which is distributed by its organ-

ization, and was attractively displayed in the

large exhibit. Neal, Clark & Neal, Schweger

Brothers and John Kibler had attractive dealer

booths. The J.90qels Sales Corp. exhibit fea-
tured the Crosley line and a number of other products.

Ortho-sonic Popularity Continues

The Buffalo Talking Machine Co. has had a

very good month, both in talking machines and

records, according to Mr. Grinnell, president.

Mr. Grinnell said they were completely

sold out in Federal Ortho-sonic receiving sets,

hoping daily to receive a large order.

Due to this tremendous demand, which is not

only national, but international, the Federal

Radio Corp. has its factory working two shifts,

day and night. This, it is believed, will greatly

relieve the present shortage and the factory

will be able to supply its jobbers with instru-

ments in time for the holiday trade.

Dealers Add Columbia Viva-tonal

Columbia Viva-tonal Instruments are coming to

the front in this district by leaps and bounds, and

E. L. Wallace, district manager, has every

reason to be proud of the number of new ac-

counts with dealers of highest standing in this

territory, which he opened recently. Old Co-

lumbia dealers are very enthusiastic over the

new instrument and the records, which have

found a ready response from the buying pub-

lic here. W. A. Phillips, head of the Philip-

Music Co., Rochester, is back in the Columbia

ranks, and was one of the most enthusiastic boosters

for the line.

Mr. Wallace reports several other new ac-

counts in western New York. Record sales

have greatly increased and the demand is grow-

ning daily, he said. The Masterwork series evi-

dently is filling a great need in records, and they

are meeting a greater public response than

had been expected.

Appearance of Art Gillham, Columbia artist, in

Rochester recently, stimulated sales of his

records. Mr. Gillham visited dealers, autogra-

phed his records and in many instances sang with

the Viva-tonal playing his records, in a

comparative test. The Royal Mount Ash

Welsh Choir, which filled a week's engagement

at Shea's Buffalo recently, was responsible to a

great degree for the increased sale of its

Columbia records.

The Columbia Music Shop, Michigan avenue

and William street, is doing a tremendous

business in the Viva-tonal and Columbia

records. This house is receiving some very

effective publicity through its new broadcasting

station.

Adds Spartan Radio Line

H. B. Alderman Co., which recently added the

Sparton line to its stock, reports October busi-

ness has been an excess of that of September,

with a constantly growing demand in the three

receiving sets handled, Grebe Synchromoph and

Fries, together with Spartan, for dealers.

Everett M. Vestr, was introduced to mem-

bers of the Victrola Dealers Association at a

recent meeting, as Victrola representa-

tive in the Buffalo district. He is making his

headquarters at the Hotel Statler.

Samuel Hamilton has joined the Curtis N.

Andrews staff as a new member of the service

department.

Denton, Cottier & Daniels have augmented

their radio department with a comprehensive

line of Stromberg-Carlson receiving sets.

Recent visitors in the trade here were W. C.

Fubri, general sales manager of the Columbia

Phonograph Co.; H. F. Nickels, district man-

ager of the Pittsburgh branch; R. J. Mueller,

of the Cleveland office. While in Buffalo they

made their headquarters at the Buffalo dis-

tributing office, and expressed pleasure over

the manner in which Buffalo has accepted the

Columbia line.

First gain in loss estimated at several thou-

sand dollars to the Willard Music House, in

Union street, Olean, N. Y., recently.

Charles Lord has bought the radio stock and

business of Louis Brust, Gasport, N. Y.

L. J. Chatten Discusses

Dealer Service Problems

An interesting discussion of dealer service

problems, and the steps being taken by radio

manufacturers to solve them, was embodied in a

letter written recently to the editor of Print-

ers' Ink by Louis J. Chatten, general sales


The letter follows:

"Your editorial in the September 30 issue on

the education of retail dealers in proper methods

of servicing radio strikes a responsive chord in

the hearts of radio manufacturers who have

made earnest effort to do the very things that

you suggest.

"For our part, as one link in the service chain,

we have established a service school in our

Chicago factory branch. Dealers and distrib-

utors and their servicemen and salesmen are

instructed in proper methods of handling the

inevitable service problems that arise in radio . . .

"It is not correct to state that 'there has de-

veloped a 'Why should we worry?' attitude to-

ward the troubles of the user after he has

bought a set.' That is to say, if you are re-

ferring to the better type dealer and the better

type manufacturer. As a matter of good busi-

ness and fair dealing I have repeatedly told

that service is sec-

ond only to the original quality of the mer-

chandise purchased.

"Where dealers are given franchises to-day by

useful, but not repairable manufacturers, it is insisted that

they be in position to render the sort of service

referred to in your editorial. As we were the

first to establish the franchise dealer plan in

radio, which plan is now in operation in im-

portant trade centers in foreign countries as

well as being the lifeblood of our retail organi-

zation in the United States) we have kept close

to the needs of the dealer, and service has be-

come the most important plank in our policy of dealer

education.

"Our service education goes right through from

factory to distributor and dealer. We have

even gone to the extent of temporarily release-

ing a Fada foreign representative to a distrib-

uting company in Australia, so that proper serv-

ice schools may be given to dealers, and other

tried radio trade processes installed for the

better handling of radio in that far-off land.

Atwater Kent and Pooley

Lines at St. Louis Show

St. Louis, Mo., November 3.—The Brown &

Hall Supply Co., of this city, distributor of

Atwater Kent products, was a large exhibitor

recently at an electrical convention held here.

The display of Atwater Kent and Pooley mod-

els occupied six spaces on the main floor of the

exhibition building and were sumptuously fur-

ished, making an excellent setting for the

display of the merchandise. In addition to these

six spaces two additional spaces were hired on the circular edge of the arena, which

was used solely for the display of one of the current Atwater Kent posters.
Insuring the stability and the constant improvement of Neutrodyne

What the Hazeltine Corporation is doing to protect your business and to maintain Neutrodyne’s leadership in the field of radio receivers

The Hazeltine Corporation is today one of the most active forces in radio. Instituted originally to take over the patents of Professor L. A. Hazeltine, it has become one of the strongest, most progressively constructive agencies in the entire radio industry.

Maintains an extensive engineering laboratory

The Hazeltine Corporation, in co-operation with its licensee, the Independent Radio Manufacturers, Incorporated, and the fourteen companies who alone are permitted to manufacture Neutrodyne apparatus, maintains an engineering laboratory for the sole purpose of improving the Neutrodyne receiver.

These co-operating engineers, designers and inventors have already accomplished some remarkable results.

For example, they developed the first shielded Neutrodyne receiver. For over a year and a half, they worked upon this feature, finally turning it over to the fourteen licensees to be applied to the manufacture of commercial Neutrodyne sets.

It is noteworthy that this “shielding” principle for the first time permits the efficient use of more than two stages of radio amplification, and also that only because of the peculiar design of the Neutrodyne receiver has anything like full efficiency been possible in a shielded receiver without sacrifice of stability.

Another example of the work of this laboratory is to be found in the development of the audio frequency amplifiers. Because of certain improvements, the reproduction of true and natural tone quality is now better than ever before. These improvements are of course for the exclusive use of the licensed Neutrodyne manufacturers.

World-wide patent protection

Not only have the Neutrodyne inventions been protected in all foreign countries, but through the close watch that is kept on foreign inventions, valuable rights have been secured from inventors abroad.

Hazeltine vision is world-wide, and today the Neutrodyne is an internationally famous receiver. Its manufacturers, distributors, dealers and users are fully protected practically all countries.

The great benefits which result from these activities of the Hazeltine Corporation are the ones enjoyed by the distributors and retailers of Neutrodyne apparatus.

Neutrodyne distributors and dealers benefit most

When they handle Neutrodyne receivers, they are first of all absolutely certain that they are selling radio apparatus that is protected by valid patents. They are also certain that along with Neutrodyne comes a real guarantee that the responsibility for the prosecution of litigation, if any, will be assumed, as to Neutrodyne receivers, by the Hazeltine Corporation and by the Independent Radio Manufacturers, Incorporated.

In addition they know that Neutrodyne receivers not only hold a position of leadership today in public esteem, but that they will continue to lead—they know that Neutrodyne will always be in advance of the best developments in radio.

Why such leadership and protection are assured

The continued activities of the Hazeltine Corporation in the fields of patent and engineering research are made absolutely certain through a financial arrangement by which the Hazeltine Corporation receives from the fourteen licensed Neutrodyne manufacturers a royalty of 5% of the manufacturer’s net wholesale price. A certain definite proportion of this revenue will always be used for the protection of Neutrodyne interests and the improvement of Neutrodyne apparatus.

Play safe with Neutrodyne

This 5% royalty paid to the Hazeltine Corporation is not a tax upon Neutrodyne receivers, but a form of insurance, with the distributors, dealers and users of Neutrodyne the chief beneficiaries. It comes direct from the licensed manufacturer, and not from the trade.

It is used to stabilize the Neutrodyne receiver as an article of merchandise in which any distributor can safely invest his money and his reputation.

And it is used to keep the Neutrodyne receiver among the leaders in this ever-improving industry.

Play safe with Neutrodyne. It is backed up, not by mere promises, not by uncertainty, but by bed-rock principles of honest dealing.

The following fourteen manufacturers are the only ones licensed to manufacture Neutrodyne receivers and the protective policies outlined above apply only to the Neutrodyne receivers made by them:

THE AMRAD CORPORATION
Medford Hills, Mass.
F. A. D. ANDREAS, Inc.
New York City
CARLLOYD ELECTRIC & RADIO COMPANY
Newark, N. J.
EAGLE RADIO COMPANY
Newark, N. J.
FREED-EISEMANN RADIO CORPORATION
Brooklyn, N. Y.
HAZELTINE CORPORATION
(Sole owner of “Neutrodyne” patents and trade-marks)

GAROD CORPORATION
Belleville, N. J.
GILFILLAN RADIO CORPORATION
Los Angeles, Cal.
HOWARD RADIO COMPANY, Inc.
Chicago, Ill.
KING-HINNERS RADIO COMPANY, Inc.
Buffalo, N. Y.
WM. J. MURDOCK CO.
Chelsea, Mass.

STROMBERG-CARLSON TELEPHONE MANUFACTURING COMPANY
Rochester, N. Y.
R. E. THOMPSON MANUFACTURING CO.
Jersey City, N. J.
WARE RADIO CORPORATION
New York City
THE WORK-RITE MANUFACTURING CO.
Cleveland, Ohio

INDEPENDENT RADIO MANUFACTURERS, Incorporated
(Exclusive Licensees of Hazeltine Corporation)
Amrad achievements in Neutrodynes radio are based on three great ideas:

1. Powel Crosley, Jr.'s genius in mass production.
2. Radios set operating direct from a light socket.
3. Use of the famous Mershon Condenser.

Engineering skill and inventive wizardry are of little practical worth until some master of production and organizer of distributing machinery can delivery the product into the public's hands at reasonable prices. So completely has Powel Crosley, Jr., demonstrated his ability to make good radios in great quantities and at high speed that his influence in Amrad affairs already manifests itself in this startling fact—AMRAD NEUTRODYNES AT $80—beautifully made and giving wonderful performance. All because of Crosley's purchasing power and standardized manufacturing methods.

Radio Power from Light Socket

Amrad's crowning achievement. A power unit using current direct from house lighting fixture to furnish A, B and C current to the radio. Switch that turns on radio starts AC current from light socket. Snapped off everywhere else. No batteries—nothing to charge. An entirely NEW development in power supply. Peak efficiency at all times. This remarkable unit has been TESTED BY CONSTANT USE IN HOMES FOR OVER A YEAR.

The Famous Mershon Condensers

These condensers are of sufficient capacity to store enough energy to supply smooth, maximum values of plate current without disturbing musical sounds. Their use guarantees chemical batteries. They have great self-capacity with a safety factor of more than 100 per cent beyond demands made upon them in home demands made upon them by Amrad radios. These marvelous condensers almost cut off the alternating current ripple leaving continuous direct current where required.

Beautiful Models

Simple of design and rich in the elegant finish of the luxurious mahogany. Fittings are the finest. Dials are recessed behind windows. Delicate vernier controls. In the console the celebrated Crosley MUSICHONE has been skillfully arranged with the front panel forming a huffer board to produce a most exquisite tone. There is no distortion or choking from the tremendous power output of the light socket. Silk screen protectate the cone from damage.

THE AMRAD CORP.
Medford Hillside, Mass.
Harold J. Power, Pres.
Write Dept. T J L 8, for illustrative literature.
TWO unusual letters have come to us that will interest every dealer in Radio! Entirely unsolicited, they speak far more eloquently about Fada Harmonated Reception than anything we can say.

After all—no amount of self praise or vainglorious boasting on our part can mean so much as the sincere praise of those who have no "axe to grind."

We thank the writers...publicly and individually...and reprint the letters herewith! Read them!

Dealers who are anxious to capitalize on the public favor for FADA RADIO HARMONATED RECEPTION should write or wire at once. We will gladly give you the name of your nearest distributor.

Applications for the valuable Fada Franchise will have proper and prompt consideration.

F. A. D. ANDREA, INC.
1581 Jerome Avenue New York

Manufacturers of TUNED RADIO FREQUENCY Receivers using the highly efficient NEUTRODYNE principle

This is what we mean by shielding.

View of Fada 8 chassis showing full shielding on tubes and coils and on audio stages.

Fada Neutrodyne Receivers—table and furniture models—5, 6 and 8 tubes—$85 to $400. Fada Cone Speaker—Table Type $35. Pedestal Floor Type $50.
The Christmas Demand Is a QUALITY Demand

At Christmas, perhaps more than at any other season of the year, the public shows its preference for QUALITY in radio receivers. What better reason for dealers to prepare now for the Christmas demand with a complete line of Eagle Radio Receivers!

Eagle Radio Franchise is your surety of a profitable season. To be an Eagle Dealer is to enjoy the advantages of our liberal trade agreement. Write for information now.

Eagle Radio Co.
16 Boyden Place
Newark, N. J.
The NEW Models of
GILFILLAN RADIO

The New Gilfillan Model 20 Single Dial Control and Shielded Radio Stages

Model 10 Compact and powerful—hand-carved Walnut cabinet. Five-tube Neutrodyne including "power" tube. Two Vernier action controls. Two Radio and two Audio Stages. Registers full scale on cone speaker. Operates with Battery Eliminators, if desired. Plenty of range and marvelous Tone with exceptional selectivity.


Model 25 Table cabinet with No. 30 set.

Model 30 Handsome mahogany console. Six-tube Neutrodyne. All units shielded in copper (including one "power" tube). Two Vernier action controls. Three Radio and two Audio Stages. Special Cone Speaker registering full scale. Space for all Batteries or Battery Eliminators. Great range, with marvelous Tone and Selectivity—a superior set in every detail.

Model 40 Table cabinet with No. 30 set.

These new Gilfillan models are most attractive to the buyer and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY. Place order through your jobber. Send for beautifully illustrated circular, giving prices and full details, to our nearest office.

GILFILLAN BROS. INC.
25 Wilbur Ave., Long Island City, N. Y. 1815 Venice Blvd., Los Angeles, Calif. 2525 W. Penn Way, Kansas City, Mo.
Feeling of Optimism Ushers in the Holiday Season in New England Field

Scarcity of Goods to Meet Demands of Gift Buyers Predicted by Some Retailers—Wholesalers Busy Keeping Stocks of Dealers Up To Mark—News Activities of the Trade

BOSTON, MASS., November 8.—The month is ushered in with a renewed feeling of confidence that the year is to make a far better showing than was recorded for 1925, that is, so far as the talking machine business and the radio, too, are concerned. In the talking machine industry with the new types of perfected instruments on the market the cry already is being heard of a possible scarcity of goods at the eleventh hour, a cry that sounds rather familiar and is reminiscent of other days. Certain it is that dealers everywhere are showing a marked interest in the new types and are ordering in large numbers. As most of the instruments are hand-some models they add considerably to window displays and are accordingly attracting much attention wherever shown.

President Knuepfer Entertains

Several of the talking machine boys enjoyed the hospitality of President Knuepfer, of the New England Music Trade Association, when he entertained the members at the Merrimack Valley Country Club, outside of Lawrence, a couple of weeks ago. It certainly was a most enjoyable occasion and Harry Spencer, in particular, showed up pretty well in the golf which occupied most of the day. In the evening, after more of the boys had motored out from Boston, a good dinner was served in the club house, which was thoroughly enjoyed by all. President Knuepfer sat at the head of the table, and following the feast there was a free-for-all discussion of ways and means of making the association a bigger and more effective body, for it was the consensus of opinion that there is a distinct place for the organization if only each individual member would do his share toward pushing it into the limelight. President Knuepfer was deservedly showered with congratulations for staging so pleasant a party.

Radio in Every Room at New Statler

When the new Hotol Statler is opened its guests will be regularly regaled with any entertainment that may be “on the air,” for the management has decided to install sufficient apparatus so that guests in every room may get almost what they want in the way of news or entertainment. The system to be installed is a two-channel one furnished by the Graybar Electric Co. While radio in hotels is not a new idea, the method to be installed in the Statler is the first of its kind in any local hotel. And don’t forget that the New England Music Trade Association is to be the first organization to hold a strictly social function in the hotel after the official opening. That’s thanks to President Knuepfer and Secretary Billy Merrill, who only has to go out the rear door of his Boylston street establishment and cross the street to get into the Statler.

Eastern T. M. Co. Reports Shortage

Herbert Shoemaker, of the Eastern Talking Machine Co., is one of those who is unable to get an adequate amount of Victor goods for which, he says, dealers are clamoring. November started off right smart and there seems to be no reason why, once in the swing, the Eastern will not pile up a respectable volume of business to the end of the year. Shoemaker had a call the other day from Ralph S. Crow, district manager of the Victor Co., who stayed in town several days.

Vitaphone Draws Large Audiences

The Warner Bros.’ Vitaphone has reached Boston. It and John Barrymore in “Don Juan” opened Friday, October 29, at the Colonial Theatre, and large audiences have been the rule since. The daily papers speak with considerable enthusiasm of the new device which gives the audience both the person and the voice of numerous stars such as Mischa Elman, Marion Talley, Martinelli and others.

Busy Days at Sonora Headquarters

The H. Burke Co., at 219 Columbus avenue, handling the Sonora line, reports business as coming along very well and Joe, the spokesman for the house, speaks especially enthusiastically of the new Sonora model D, a line which he says is selling well. Joe says that the way the talking machine business is coming back is reminiscent of old days. The best proof of the busy times now being experienced by the house is the fact that the shipping, sales, and office forces have had to be increased. Roy L. Deckar and Robert Stewart are the men added to the field staff, the former to cover the State of Maine. The latter has not yet had a definite territory assigned him. Mr. Deckar comes to the company with an established reputation in the radio field. Joe Burke had a call the other day from Charles C. Henry, the radio engineer of the Sonora Phonograph Co., and he reported a gratifying situation everywhere in the radio and accessory lines.

W. A. Fisher Now Ditson Vice-President

One of the important pieces of news grafting to the trade is the announcement that at a meeting of the stockholders of the Oliver Ditson Co., held on Monday, November 1, William H. Fisher was elected vice-president of the house, succeeding Clarence A. Woodman, whose sudden death occurred several weeks ago. For thirty years Mr. Fisher has been editor and publishing manager of the house and will continue to retain his position as publishing manager. Mr. Fisher’s able assistant, Charles F. Manney, at the same time becomes editor and David C. King sales manager.

Maine Dealers Add Columbia Line

Our friend Bill Parks, New England manager for the Columbia Co., was up in Maine a week or so ago and in company with young George Donnelly traversed the principal places in the Pine Tree State; and it is significant that almost everywhere he found dealers in a happy mood and all of them looking for a splendid business from now on to the holidays. While in Maine, Bill signed up several big dealers to handle the Columbia output. Later Parks went to Worcester and the territory thereabouts and was in the company of John J. Moore. At the Hotel Bancroft, in Worcester, Parks and Moore staged a fine exhibit of the Viva-tonal instruments. One likes to hear of good business, so it is in order to make mention of the fact that Bill Parks says September and October combined produced a big amount of Columbia business and that October showed bigger out.

(Continued on page 100)
There are only THREE broadcast stations in Boston which operate on a daily time schedule. They are widely enough separated to prevent any interference with each other. WEEI is a part of the WJZ chain, and WHO is a part of the WHO chain, so that New England gets the very finest programs that go on the air.

Several sections of the country — notably New York and Chicago—are hampered by too many stations and the prominent "pinpoint" of wave lengths. It is from such sections that reports of "Chaos in Broadcasting" originate. That means a wavering of the audience in New England Radio. Every listener is assured of a good program every night.

Entire Territory Served

Every section of New England is "covered" by broadcasting. Those sections which cannot get Boston direct with a degree of consistency can get entertainment from the Springfield hook-up with WJZ, or the Providence hook-up with WNAC.

There are 8,000,000 people in New England and a total wealth of $25,000,000,000. There are 30,000 industries and 1,300,000 homes occupied by owners. There are 7,529 miles of railroad lines, 12,285 miles of coast line, 13,000 miles of State highways. There are 1,549 banks and 500 Gas and Electric Light Companies. There are over 2,000,000 automobiles. Of the entire population of the country's population is in New England and 49% of the savings of the United States are here.

This Great, Wealthy, Susceptible Market Is "Covered Like a Blanket" by

The Boston Post

The acknowledged "Voice of New England" in radio matters

Here are the RADIO ADVERTISING Figures of the BOSTON NEWSPAPERS

| THE BOSTON POST | 366,609 lines |
| Globe | 257,546 lines |
| Herald | 238,570 lines |
| Advertiser | 89,448 lines |
| American | 61,620 lines |

The Post Has a Dominating Lead in BOTH Local and National Radio Advertising

Only ONE Newspaper in the entire United States (published in New York City) carries more Radio Advertising than the Boston Post.

The Boston Post's sound, constructive and informative Radio Editorial Policy, in our judgment, is the outstanding example of COMPLETE READER CONFIDENCE.

Special Representatives:

THE KELLY-SMITH CO.
New York, Philadelphia, Chicago, Boston
Optimism Permeates the New England Trade Field

(Continued from page 98)

put than almost any other branch of the company in the country.

W. C. Fohr, vice-president and general sales manager of the Columbia Co., was a Boston visitor a short time ago and he expressed himself as well pleased with the progress that was being made by the New England department, and especially with such Henderson concerns as the C. F. House Co., the R. H. White Co. and the Shepard Stores.

Manager Parks has added to his New England Columbia department Mr. Clark, an Exeter graduate, whom he has placed in the record ordering department, and in addition three men have been added to the warehouse division of the Columbia to take care of the incoming and outgoing record shipments.

Bright Outlook for Brunswick

Harry Spencer, Boston manager of the Brunswick Co., reports a brisk demand for Brunswick goods with the prospects fine for continued big business, provided sufficient goods can be received from now till Christmas. Two new connections which the Boston headquarters, have lately consummated are the Le Favor Music Co., at Salem, and the Arthurton Furniture Co., at Waterville, Me., both of which placed large initial orders. The Panatropic is reported to be coming along finely and thoroughly out the New England territory it has been finding its place in a number of fine homes.

The Program Book at the Radio Show

In conjunction with the Sixth Annual Boston Radio Exposition held in the Mechanics Building last month, there was issued a program and feature book that is well worthy of mention. The book was 112 pages in size with an attractive cover in colors. In addition to the program of events and listing of the various exhibits there are a number of interesting feature stories. Credit for this book and its excellent arrangement is due Carl M. Frost, its editor. Mr. Frost is one of the prominent advertising men in the city of Boston and head of Harry M. Frost Co., Inc., advertising agents for the Tower Mfg. Co., the Boudette Mfg. Co., Chelsea Radio Co. and other prominent radio firms.

A Popular New Record Artist

The Brunswick, on November 4, released the first recording of the voice of Big Brother Bob Emery, WEEI announcer, which will be specially interesting news to the lovers of radio in this territory, for everyone listening in is familiar with Big Brother. The record is a double-face ten-inch one containing the songs so well known to thousands of children throughout New England. It is hoped by the Brunswick Co., which is co-operating with the Edison Electric Illuminating Co. of Boston on this record, that the boys and girls of New England will have this record in their homes. The number of the record is 3346.

Through the courtesy of Harry Spencer a Brunswick Panatropic was put to good use in the office of the Boston Transcript Election night. The Panatropic was attached directly to the loud speakers and this service by way of entertainment happily supplemented the regular bulletin board announcements as to the course of the election as the records came into the office.

Melody Shop Has “Opening” of Store in Bismarck, N. D.

H. L. Dahners, for many years the big dealer at Mandan, N. D., handling Brunswick, Victor, Columbia and Edison, has annexed new interests at Bismarck—the State capital across the river. He bought the Brunswick stock of Webb Bros. and opened a splendid new general music store, to be known as “The Melody Shop.” On phonographs he will feature Brunswick and Columbia. He is handling complete line of Columbia instruments, Ludwig drums and the Baldwin piano.

The opening was October 9. S. A. Hilde, Brunswick representative in North Dakota, assisted at the opening, giving away souvenirs and furnishing music by the Brunswick Panatropic. About 2000 people called at the store. Mr. Dahners is very optimistic regarding phonograph business and placed a large order for all models.

Ralph Bretzner to Represent R. T. Davis, Inc., in the East

Ralph Bretzner, 160 West Forty-fifth street, New York City, was recently appointed factory representative of Richard T. Davis, Inc., for the Eastern territory. Mr. Bretzner will handle the complete Davis line, including Vogue speakers and the Mastro-Ortholian. The Mastro-Ortholian created wide interest at the New York and Chicago Radio Shows, being the first receiving set with movable master control operated in conjunction with a full-volume power reproducer.

Announcement is made that the Saxophone Shop, featuring small musical merchandise, has been opened as a division of the A. B. Smith Piano Co., Akron, O. The shop features the King line of instruments.

Trilling & Montague Add to Fleet of Delivery Trucks

More Prompt Service Given Dealers by New Trucks, Which Are Also Used to Advertise the Lines Carried by This Firm

PHILADELPHIA, PA., November 5—Trilling & Montague, of this city, wholesale radio distributors, have put in commission a fleet of new delivery trucks, one of which is shown in the accompanying photograph. These trucks, while primarily designed to provide prompt service to dealers in all parts of Philadelphia and surrounding territory, also provide excellent publicity for some of the various lines distributed by the company. As may be seen, aside from the name of the company and its familiar phrase “Grow with us” there are featured upon the truck Zenith radio, Kolster radio, RCA radionets and Reclus. These trucks are painted in the harmonious colors and have already become a familiar sight to residents of Philadelphia.

New Prices on Several Stewart-Warner Radio Sets

During the latter part of October new and lowered prices were announced for several of the radio products of the Stewart-Warner Speedometer Corp., Chicago. The new prices are as follows: Model 300 table type receiver, formerly $65, new price $58; model 305 table set, formerly $95, now $75; model 311, a console receiver, formerly $250, now $200; model 410 console set, formerly $65, now $31; model 400 cone type reproducer, formerly $25, now $17.50, and model 403 horn type reproducer, formerly $17.50, now $12.50.

On Sunday, October 31, there appeared in leading newspapers throughout the country announcement of the new prices and Stewart-Warner dealers tied up simultaneously with the reduction through newspaper advertising and window displays. The Stewart-Warner Speedometer Corp. prepared for its dealers a number of helps and suggestions for the retailers to follow in merchandising the receivers.

Theatrical Stars to Broadcast in Eveready Hour

Following out its announced intention to broadcast programs of the highest quality in the well-known Eveready Hour, the Eveready Carbon Co. announces the engagement of a group of theatrical stars who will perform before the microphone each Tuesday evening during the Winter. Eddie Cantor and Julia Marlowe have already appeared before the microphone during the Eveready Hour, and each week a new star will be featured in addition to the established artists and orchestra of the Eveready group. The Eveready Hour, one of the oldest features on the air, is broadcast each Tuesday evening from station WEAF, New York, and a group of affiliated stations.

It was also announced that Frank Croxton, concert and light opera bass, is filling Wilfred Glenn's place as a staff artist of the Eveready Hour during Mr. Glenn's engagement in London. Mr. Croxton is also known as a phonograph record artist.

Without Question
America's Finest
RADIO CABINETS
New Catalog for Season 1926-1927
Just Off Press
Write Today
Unless You Have a Few of These High-Grade, Quality Cabinets on Your Sales Floor You Cannot Serve Your Good Customers
Cabinets for Every Purpose—Three Complete Lines
THE PIERSON COMPANY, 836 Cedar Street, ROCKFORD, ILL.
$15.00
(West of Rockies, $18.00)

An astonishingly low price for this 22-inch Windsor Cone Loudspeaker mounted on sounding board and supplied with easel. Can be hung on wall or stood on table or floor.

This Amazing New Cone Speaker
Hangs on Wall or Stands on Table!

NOW the radio world enjoys a new sensation—a 22-inch cone loudspeaker mounted on a sounding board and equipped with an easel back so that it can be hung on the wall, stood on a table, or placed on the floor.

And this is the famous Windsor Cone Loudspeaker that reproduces all the tones as they are broadcast. From the deepest throated pipes of the largest organ to the softest note of a croming lullaby—from full volumed brass of a band playing "The Stars and Stripes Forever" to the last faint note of "Home, Sweet Home" played by a master violinist—every tone, every sound is reproduced with perfect fidelity in all its beauty, just as it entered the microphone.

This wall and table model Windsor Cone Loudspeaker has no equal in value in the world of radio. When compared with the average cost of cone-type loudspeakers of even smaller size and without the sounding board and easel back, the cost of this Windsor model is amazingly low.

Write or wire at once for illustrations and prices covering all models of Loudspeakers and Loudspeaker Consoles comprising the extensive Windsor line, together with the unusually liberal trade discounts. The extensive magazine and newspaper advertising campaign appearing this season will send many radio enthusiasts into your store to see and hear these remarkable cone and horn loudspeakers combined with fine furniture.

Electrical Department

WINDSOR FURNITURE COMPANY
World's Largest Manufacturers and Originators of Loudspeaker Consoles
1426 Carroll Avenue Chicago, Illinois
Los Angeles Branch, 917 Maple Ave.
Richmond Public Turn "Ad Writers" to Win Talking Machines Given as Prizes

Richmond, Va., November 9.—Three talking machines with built-in superheterodyne radio reception units, with a total value of $2,150, are being offered as prizes in a novel ad contest staged by the News Leader, Richmond's afternoon newspaper.

Officials of the Corley Co. first conceived the idea and submitted it to the News Leader. The paper quickly appreciated the value of it and proceeded to put it into execution.

The Columbia Furniture Co. utilized a Hyperion Electrola in putting over a "phantom music" stunt at the Colonial Theatre. Different parts of the auditorium cone speakers were placed, connected by wires with the Hyperion concealed behind the stage. Selections were rendered during the performance, alternating with the orchestra. For the guidance of the audience these were included in the program. The idea was carried out through an entire week and is reported to have proved a distinct success. At any rate, executives of the company say that they were more than pleased at the reception accorded it.

James K. Polk, Inc., distributor of Sonora phonographs and Okeh records, did a particularly good volume of business in October in this territory, according to Charles J. Rey, manager of the Richmond branch office. In addition to Virginia and North Carolina, this distributing office has supervision over two counties in West Virginia in the vicinity of Bluefield and seven counties in extreme northeastern Tennessee. One of the best sellers in the phonograph lines is the Sonora console, retailing at $95. Mr. Rey says that he is greatly oversold on this particular model and that it will probably be some time before he will be able to catch up with his orders.

Although the outgoing season is now over the James Cowan Co., which retains the Carryola, reports that this instrument is going strong with its local trade, especially among the colored element. Among the purchasers are a number of servant girls, who carry it to and from their places of employment, getting much enjoyment out of it during periods of work as well as when they are not busy.

John H. Cowan, a son of Mr. Cowan, formerly with the James Cowan Co., now a road man for Goldberg Bros., Fathe distributor, is to be married November 20 to Miss Catherine Basie, a Richmond girl. The young man travels Virginia, Maryland and portions of Pennsylvania and Ohio.

Mrs. David Atwood, formerly Miss Elsie Applegate, who was married recently, has joined the sales staff in the retail department of the Corley Co. W. B. Guerrett has rejoined the sales staff of the wholesale department of the Corley Co. He returns to the company from Greensboro, N. C., where he had another connection for several years.

The Columbia Furniture Co., which is now concentrating on the Atwater Kent in the radio line, reports that the new single-dial set is meeting with a warm reception from its trade and is proving a big seller. The company is open every Monday evening from 7 to 10, giving radio demonstrations, and finds the idea to be working exceedingly well. Radio fans attend the demonstrations in goodly numbers, evincing deep interest in them, according to Jack Herbert, manager of the radio department. A number of direct sales are reported to have resulted from the experiment.

Goldberg Bros. have remodeled their offices on the ground floor of their establishment on Governor street, near Main, enlarging the space.

F. A. D. Andrea Adds Truck With Striking Ad

A new truck, with a striking Fada advertisement on both sides, has been added to the fleet operated by F. A. D. Andrea, Inc., New York, manufacturer of Fada radio, for deliveries in the metropolitan zone. The Fada colors of black and orange are utilized in such a way as to make it an outstanding piece of traveling advertising. It is pointed out that the truck traverses the entire length of the greater city, because the Fada factory is located in the extreme northern section, adding to its publicity value. Incidently, the driver has not been instructed to keep off the busy thoroughfares.

An entirely remodeled and modern music house is now enjoyed by M. F. Malarkey, Pottsville, Pa., with much larger space devoted to the talking machine section. The record department now is removed to the front.

CLEAN-CUT PROFITS—

—make your business prosper. There are no strings tied to Jewell Sales. Every buyer wants an instrument before he invests. Jewell quality and dependability insure satisfied customers.

Our sales organization with representatives in principal cities in the United States and foreign countries—in your locality—co-operate with you in keeping your stock complete.

An advertising program covering the United States and several foreign countries keeps our products constantly before the buying public and we also have circulars for mail and counter distribution.

Your customers ask for Jewell instruments because they recognize their merit satisfactory instrument. Its double scale for testing A and B battery voltages, circuit voltages, voltage chargers, etc., makes it adaptable to the use of the set owner. Its handsome appearance—polished black bakelite case, silivered movement parts, silivered scale with black characters—all tend to its desirability. Its superior quality identifies it as a typical Jewell instrument.

Send for our prices and discounts

Jewell Electrical Instrument Co.

1650 WALNUT STREET

CHICAGO, ILLINOIS

New Fada Truck

Pattern No. 107 Jr. Tube Checker

Pattern No. 107 Jr. Junior Tube Checker for the set owner's use in establishing the condition of his tubes. It plugs into the tube socket in the set, giving a test under actual operating conditions.

Pattern No. 133-C 0-7.5-150 volt portable voltmeter is a very
We are proud to announce...

The New Thermiodyne Treasure Chest Receiver

A logical development of the famous Master Control Thermiodyne still giving joy in thousands of homes.

Turning one dial brings in station after station all the way from 200 to 550 meters. But this is not just another "single dial" receiver. It is an entirely new, completely shielded, seven-tube, tuned radio frequency set of exceptional range, power and purity of tone.

The cabinet is an exact replica in hand-wrought iron of a medieval treasure chest in the Spanish Museum. All-metal construction insures double shielding against internal and external inductance, as well as complete protection against damage in shipment.

We guarantee to prepay express both ways on any set that does not give satisfaction. That's how good we know it is!

Write NOW for details of our complete new line. Every day you wait you are losing money.

ALGONQUIN ELECTRIC COMPANY, Inc.
LEO POTTER, President
Main Office, 120 Broadway, New York, N.Y.
Factories: Poughkeepsie, N.Y.

The New Thermiodyne

[Ther-MY-odyne]
Artistic New Radio Stand
Introduced to the Trade

Progressive Musical Instrument Corp. Announces Special Wrought-Iron Stand for Atwater Kent Model 35

A new and an artistic stand for a radio receiving set has just been introduced by the Progressive Musical Instrument Corp., 319 Sixth avenue, New York City. This stand embodies the new wrought-iron vogue and is especially designed for the Atwater Kent model 35. It is finished in two-tone brown and gold to match this well-known receiver and makes a very fitting combination, as the reproduced photograph herewith shows.

Besides holding the radio set this wrought-iron stand has a special battery compartment large enough to hold a storage battery, three 45-volt "B" batteries, a "C" battery or substitute power equipment. The Progressive Musical Instrument Corp. introduced this new stand in the metropolitan area and, due to its attractiveness and popular price, over two hundred dealers are enjoying sales of this piece of furniture. Production on these wrought-iron radio receiving set stands is being constantly increased and the Progressive company states that it will be able to make deliveries over widespread territory during the next few weeks.


Executive of the Kellogg Switchboard & Supply Co., Chicago, During Visit to New York, Made Headquarters at Boley-Oliver Co.

R. K. Smith, manager of the radio department of the Kellogg Switchboard & Supply Co., Chicago, Ill., was a recent visitor to New York, making his headquarters at the Boley-Oliver Co., 1440 Broadway, New York. Kellogg sales representative in Eastern territory. Mr. Smith, who had recently completed a trip to the Coast, was keenly enthusiastic regarding reports of Kellogg jobs and dealers in the leading trade centers, where good business and optimism seem to be general.

The Kellogg line has been making splendid headway throughout the country, and only recently Sherman, Clay & Co. and Girnissel Bros., two of the foremost music houses, were appointed Kellogg jobbers. While in New York Mr. Smith was delighted to learn of the deal closed by the Boley-Oliver Co. with the Landy chain of stores whereby Kellogg products are being featured to splendid advantage. At the present time the Kellogg plant is working to capacity to take care of the orders received from jobbers and dealers and Mr. Smith is doing everything possible to give the company's representatives efficient service and cooperation.

Expands Department

Extension of the talking machine business has been planned by Proprietor Werner, of the New Holland Music House, at New Holland, Pa. In line with the expansion of the talking machine department of the plant, the factory has been acquired by an investment syndicate including Mr. Werner and the present management.

The Progressive Musical Instrument Corp. introduced this new stand in the metropolitan area and, due to its attractiveness and popular price, over two hundred dealers are enjoying sales of this piece of furniture. Production on these wrought-iron radio receiving set stands is being constantly increased and the Progressive company states that it will be able to make deliveries over widespread territory during the next few weeks.

Silent Motor Corp. to Increase Its Facilities

Firm Taken Over by Herman Segal, President, Unique Reproduction Co., to Continue to Make Motors for Portables

The recent purchase of the Silent Motor Corp. by Herman Segal, president of the Unique Reproduction Co., New York, manufacturer of Add-A-Tone reproducers, has been the subject of general comment in the trade and Mr. Segal has received many letters of congratulation from manufacturers, jobbers and dealers. According to its present plans the Silent Motor Corp. will not only continue the production of its single-spring motors for portable phonographs, but will also increase its facilities to provide for the manufacture of good-sized quantities of double-spring motors.

Double Spring Silent Motor

The Silent single-spring motor for portables has attained tremendous success, but factory facilities heretofore were not sufficient to enable the company to make double-spring motors in volume. Under Mr. Segal's direction, however, these facilities have been materially increased and plans are being made for the production of both types of motors.

The Silent double-spring motor, which is also well known to the trade, has a number of distinctive features, including extreme simplicity of spring replacement. To replace a spring the motor need not be taken off the motor board, for by releasing two screws which hold the spring barrel it is possible to remove the broken spring immediately and replace a new one without any additional labor.

Frederic Tietz, Jr., Opens Musical Booking Office

Albany Talking Machine Dealer Forms Booking Office for Purpose of Encouraging and Aiding Young Talented Artists

Albany, N. Y., November 5—Frederic Tietz, Jr., proprietor of the Frederic Tietz Shoppe, talking machine dealer, recently announced, through advertisements in the newspapers of Albany, Troy and Schenectady, the formation of a booking office for musical and theatrical talent to be conducted at his establishment at 722 Broadway. No fee will be charged for registration and it will not be until suitable engagements have been arranged for the musician or dancer or theatrical act that any charge will be made.

Mr. Tietz is well known throughout the entire country as an authority on musical matters and is a descendant of the famous musical family, dating back in the profession for more than 150 years of continuous activity musically, both in this country and Europe.

Aside from the lurid features of this plan to encourage and help place talented artists, the retail establishment of Mr. Tietz is certain to profit from the promoter's prominence in musical circles. The music store should be the central point in the musical activities of a city and the formation of a booking office is a long step in gaining such a position.

It was Mr. Tietz who first put into effect the Paramount policy of selling records, by which records are sold without their being played, thereby safeguarding the public against purchasing worn-out records and guaranteeing first-run records which have never been played.
Sensible Prices!

No product in the history of the phonograph business has ever been received with more enthusiasm than these new Artone Creations.

The reception accorded them can only be described as a virtual triumph—for their remarkable tone, artistic appearance, unusual eye value and unmatched SENSIBLE PRICES!

List Prices
No. 65, Nickel $65
No. 75, Gold $75

Satisfied Customers
and
Satisfactory Profits
with

Long Island City, N. Y.
Satisfactory Sales Gains Recorded—New Sonora graph Holds Center of Stage in "The Romance of Music"—Other Trade Activities of the Month

**Pennsylvania Phonograph Distributing Co.,** Sonora distributor, is very much pleased over the outlook for the Sonora line in the territory of Pittsburgh. Ordinarily a certain number of new accounts have been opened for Sonora phonographs and the Sonora radio. Local retail dealers of the Sonora line are expressing keen interest over the many new models which the new models are finding favor among the buying public.

**Feature Edison in Unique Program**

"The Romance of Music" was presented at the Junior High School, at McKeesport, on the night of November 2, to a large and enthusiastic audience. The "Romance of Music" (from the Edwin L. Drake Edition) was featured under the joint auspices of Thomas A. Edison, Inc., and the Clifford Music House, of McKeesport. The artist in the concert included Victor Young, pianist-composer, and Helen Davis, soprano. Admission to the concert was by invitation and the house was packed when the first number of the program was rendered. The program was opened with a cinematic feature of the production of good music.

**Ideal Phonograph Parts Co.**

*Adds Pathephonic Line*

Pittsburgh and Cleveland distributor adds Pathephonic phonographs and Pathe Cone Speaker Lines Carried—Business brisk

Pittsburgh, Pa., November 7.—The Ideal Phonograph Parts Co., with offices in this city and Cleveland, is making a big push in the talking-machine and accessory business in the territory which it covers. From the date of reorganization of this company, less than a year ago, its development and expansion have been remarkable. It not only has added materially to the number of dealers in its original territory, but through the amalgamation with the former Bael-Lyons Co., in Cleveland it has greatly increased the scope of the territory which it serves. Another way in which this company has expanded is in the lines which it distributes. An important announcement has just emanated from its headquarters that it is now distributor of the new Pathephonic phonograph, made by the Pathe Phonograph & Radio Corp., Brooklyn, N. Y., and also in the new Pathe screw-type speaker made by the same company. It is interesting to note that the acquisition of the cone speaker line widens the activities of the Ideal Phonograph Parts Co. in a degree into the radio field. The Ideal Co. is very enthusiastic over the Pathephonic instrument and is placing its entire facilities behind it.

Paul Susselman, president of the company, paid a flying visit to New York in the past month during which he visited his many friends in the metropolis. It was during this visit that Mr. Susselman concluded negotiations with H. N. McMenimen, of the Pathe organization, for the Pathe line. Fred C. Schuyler, sales manager of the company, is spending most of his time in the two territories and through his effort is greatly increasing the sales of the company.

The best that our company has ever experienced. The Conservatory Grand or Model 175 and the Sonnet Model 200 are outcomes of our factory that are much in demand. We find that the new invention that has made possible the creation of this achievement in this reproduction is accomplished in the new Saxophonix instrument. It is equipped with the best silent motor and the marvelous sounding Saxophonix equipment combined with artistic cabinet work and exclusive design."

**Ideal Phonophon Parts Co. Introduces New Model**

Stressing the point that "the phonograph has its progress," the Ideal Phonograph Parts Co. of Pittsburgh and Cleveland is now offering a new phonograph, the ArtOPhone, Model 95, at a moderate price. This new instrument is American walnut cabinetry. The machine is a Heineen double spring motor, new type tone arm and sound box with special horn built of sprucewood. The Ideal Phonophon Parts Co., Inc., is factory distributor for the Valley Tzong main springs and parts, New Principle reproducers, Carryola portable, Artone phonographs, in addition to Okeh and Odeon records. Paul Susselman, president of the company, stated that business conditions were brisk and that the reports from the traveling salesmen indicated that there would be a shortage of merchandise for the holidays along certain lines.

**Features Zenith at Store Exhibit**

The W. F. Frederick Piano Co. featured a radio show in its radio display rooms, 635 Smithfield street, for the holiday season. This display of the Zenith radio sets was shown, and a number of demonstrations were made for the benefit of visitors throughout the department. The emphasis of the theme of the Zenith radio was shown and special emphasis was placed on the fact that no batteries were needed to operate it. The advantage of connecting the Zenith with any electric installation was plainly demonstrated to prospective patrons.

**Federal Radio Featured at Concert in New York**

Kenneth Reed, sales representative for Federal Corporation, presented Model F 40 at Concert in the Prince George Hotel

Kenneth Reed, sales representative for the Federal Radio Corp., Buffalo, N. Y., in New York territory, presented the Model F 40 Federal to excellent advantage at a concert given at the Prince George Hotel on election night. In his set, which is the most popular models in the Federal line, was featured in the Italian Room of the hotel, where Mr. Reed used it for the purpose of giving out the election returns to a most interested audience. From eight o'clock in the evening to midnight the attendance was never less than 200 and for the greater part of this time nearly 500 people were present.

In addition to giving election returns, a musical program was presented on the Federal set and the hotel executives were delighted with the success of the "overture" which Mr. Reed that various makes of sets had been presented in the Italian Room, but without calling for the rehearsals of any of the elevators with electrical dynamo directly under the floor. The F 40, however, won the enthusiastic praise of all present and Mr. Reed was congratulated on the presentation. The Musical Products Distributing Co., New York, Federal distributor, furnished the set for the occasion, and B. D. Cohen, president of the company, was among those present at the concert.

**New Weymann Catalog**

PHILADELPHIA, Pa., November 6—H. A. Weymann & Son, Inc. has issued to the trade a catalog showing several new added styles of Weymann banjos. This catalog is known as No. 58.
By Comparison
NEW DEVELOPMENT
OF ACOUSTICAL
SOUND REPRODUCTION

—makes even the old type of
tape sound like a modern
recording

— the Best

CASH IN
on your
OPPORTUNITIES

Pathé
CONLOU SPEAKER
If you want the best!

Write For Our
Dealer's Proposition

Cathedra1 Model
Polychrome or
Gold Finish
$30

Grecian Model
Polychrome or
Gold Finish
$25

614-16-18 Fifth Ave.
PITTSBURGH, PA.

1231 Superior Ave.
CLEVELAND, OHIO
Great Tribute to Publicity by Mohawk Corp. of Illinois

Latest Catalog, Admirably Produced, Most Interesting From Many Standpoints—New Styles Are Artistically Shown

In the latest catalog issued by the Mohawk Corp. of Illinois, Chicago manufacturer of Mohawk one-dial six-tube radio receivers, there is a section devoted to a discussion of the merits of advertising. It is divided into two classifications, trade paper advertising, and national consumer advertising. The following excerpt from the page devoted to trade paper advertising, in the opinion of good points, and is interesting to both manufacturers and dealers.

It reads as follows: "Mohawk believes in trade paper advertising. Mohawk believes the correct and most reliable avenues for satisfactory retailer distribution of radio products to be in the automotive, electric, furniture, hardware, music, and the exclusive radio fields. All good trade papers shun exaggeration, are unbiased, and are dependable from an editorial standpoint. They offer to the dealer in radio the best possible opportunities to prove the experiences of the most successful dealers, the newest and best in selling, merchandising, and advertising, and contain wide varieties of subjects, which can and do help the dealer to become a better merchant.

"Mohawk, therefore, developed its advertising program in such a way that the trade papers in the major fields of radio retailing form the backbone of the Mohawk advertising campaign. Consistent and persistent advertising in every issue of the publications Mohawk has selected marks the following out of Mohawk's belief that the first and most important person in Mohawk's program is the dealer. These publications are read by the general as well as the every community. He is going to know about Mohawk in its every phase."

Referring to national advertising the Mohawk Corp. expressed its policy in the following statement: "The 'power of the press' is not a 'power' used illegitimately, but rather is a 'power' for the good of the greatest number of American citizens. Worthier and more aggressive endeavor the newspapers of America have played a major part. So, too, in radio. The newspapers have given unsparingly to the growth of radio in every branch of the industry—technical, manufacture, broadcasting. Publicity, news stories, daily program announcements in the newspapers of America, are the very backbone of the radio industry.

"Because of these facts, because radio has had the fullest support of the newspapers of America and particularly because newspaper advertising is good and clean advertising and also because newspaper advertising is a valuable and forceful and definite help in the selling of radio and because Mohawk exclusive distributors encourage newspaper advertising Mohawk radio will be advertised in the leading newspapers throughout America and Canada."

The Mohawk catalog contains illustrations of the various Mohawk receivers in a rich brown, together with detailed descriptions of each model. The frontispiece gives the reader glimpses of the Mohawk plant interior, including scenes in the test room, wood-working department, cabinet room and assembling room, together with outside views of the Mohawk factory and the Mohawk cabinet plant.

The Caswell Aristocrat Portable Popular Model

Many Advance Orders Placed for this Instrument—Caswell Plant a Busy Spot These Days

Dealers throughout the country who are handling the portable phonograph products manufactured by the Caswell Mfg. Co., Milwaukee, Wis., are now making up the Caswell Aristocrat and Gypsy portables for Christmas and the holiday trade, according to advice which they have been given from retailers by the Caswell executives. Many advance orders have already been placed for the Aristo-
Radio owners have long been wanting a quality power unit that would really fit into the radio cabinet, and could be purchased at a fair price.

This remarkable combination “A” Battery and charger, in a single, compact unit, with container of a non-corrosive compound, fills this want and puts ordinary units into the discard.

The dimensions of the Homepower, only $4\frac{3}{4}\times8\times12\frac{1}{2}$ inches, make it easy to fit into practically all cabinets.

The price is less than a separate battery and charging device of equal quality.

National Homepowers come in three types to fit every radio and every purse. They are clean, compact, easily installed and the composition container holds its handsome appearance indefinitely.

Line up with National, the only manufacturer of power units that are stripped of sales resistance. Get your share of the easy business and profits that go with handling this wonderful unit. You can cash in BIG on the National advertising campaign now running. See your jobber or write us today.

NATIONAL LEAD BATTERY CO.
General Offices: ST. PAUL, MINN.
Factories: St. Paul, Chicago, Kansas City, Los Angeles
Branches: New York City, Dallas, Oakland, Atlanta, Portland (Ore.), Baltimore

NATIONAL HOMEPOWER
RADIO “A” UNITS
TYPE 1
TYPE 2
TYPE 3
Thorola Radio

Rules the Air

Thorola De Luxe Console, Model 59
With Horn and Cone Speaker Combination
—An Exclusive Thorola Feature

Money Makers and Business Builders

The whole Thorola line is made up of skilfully designed receivers and speakers which owe their popularity to supreme quality at moderate prices.

The new Thorola Console DeLuxe Model 59, with Horn and Cone Speaker Combination, is the fastest seller in the radio world because it offers an exclusive feature that the knowing radio buyer wants.

All other Thorola Receivers and Speakers offer proportionate splendid values. Millions of people are now hearing about Thorola every month through forceful advertising in all leading publications.

Good territories are going fast. Act quickly
Write or wire at once for detailed information.

REICHMANN COMPANY, Manufacturers
1725 West 74th St. Chicago, U.S.A.

Thorola

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td>Model 57</td>
<td>Thorola Table</td>
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<td></td>
<td>Model 58: Thorola Console Built-in No. 4 Speaker</td>
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<td>Model 59</td>
<td>Thorola De Luxe Console—Horn and Cone Speaker Combination</td>
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<td>Thorola Core Speaker</td>
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<td>Model 12</td>
<td>Thorola Speaker Controlled Mike Diaphragm</td>
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<td>Model 7</td>
<td>Thorola Junior Speaker</td>
<td>$15.00</td>
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Prices Slightly Higher West of Rockies
Sales Records Throughout the Middle Western Territory Reach New Heights

Confidence of the Trade in Outlook Justified by Growing Volume of Business—All Lines in Good Demand—Chicago Radio Show Added Impetus to Sales—Trade Activities of Month

CHICAGO, ILL., November 8.—The sales totals in phonographs, records, radio receiving apparatus and accessories, are far ahead of all predictions made during the Spring and Summer months, is the report of music-radio dealers and distributors in this section of the country. Several months ago all divisions of the trade looked anxiously toward the Fall and early Winter months, feeling confident that sales records for the past few years would be smashed. Their expectations and hopes have been realized and in greater measure than had been expected.

While there is no acute shortage of talking machines, retailers and distributors report that they have been moving very rapidly, with an equally good demand for all models ranging from the new consolettes to the largest machines. The combination radio-phonograph has also made a strong bid for honors, resulting in sales far ahead of the expected volume. As an indication of the renewed interest in talking machines, an incident typical of many is herewith related. A local retail dealer received, within a comparatively short time, forty-four service calls from phonograph owners. In calling upon the owners he succeeded in selling a good percentage of new machines, and in each case placed the old phonograph in good condition, adding a new arm or reproducer and records. This happening, like hundreds of others, proves that interest in the talking machine has been renewed, through the publicity given the improved and new types of talking machines and the consistent and large-scale advertising of the electrically recorded records.

The recent Chicago Radio Show drew thousands of interested visitors, and while it added impetus to the radio business during the exhibition and for a week or ten days after it closed, many dealers reported a slight lull in activity during the closing days of October. The slackening of trade was only temporary, however, and as it now stands, factories making receivers, reproducers, battery eliminators and other accessories are taxed to the limit to meet the urgent demands of the trade. The Middle Western public, finally realizing that nothing radical or sensational had been incorporated in the Fall models, is purchasing radio in greater quantity than ever before.

Paul Ash and Columbia Score

Upon the occasion of his two thousandth performance in Chicago, Paul Ash, Columbia record artist and creator of vaudeville stars, accompanied by Ruth Etting, the "Sweetheart of Columbia records," was formally welcomed at the office of Maytag's London and was inundated with letters and wires of congratulation. Four million people have paid to see Ash and his orchestra in the last seventeen months, his popularity is the talk of the show world and it is said that not less than two hundred imitations of Paul Ash in other cities were trying to duplicate his success. Many of Ash's shows, especially the finales, are sufficiently elaborate and colorful to fit into any of the nationally known musical comedy productions.

In the October 15 issue of the Chicago Evening American there appeared a complete Ash-Columbia record page containing a number of news stories dealing with Paul Ash's passing of his two thousandth anniversary performance in Chicago and one article dealt with the role that Columbia records play in his success. This story centered about an interview with A. J. Heath, manager of the Columbia Phonograph Co. Chicago headquarters, in which he stated: "There is a tremendous demand for Ash's records, in fact we are sometimes faced by a positive shortage of the records. Incidentally, Mr. Ash has become a popular record artist not only in Chicago but in at least thirty States in the Union. We have had a number of suggestions that we include in a record some of Paul Ash's favorite expressions—his words of command and encouragement to his performers and musicians. We may do this, especially for... (Continued on page 112)
Mowhawk Pocahontas Model Much Admired

One of the radio receivers which occupied a prominent place in the eyes of the public and the trade alike at the recent Chicago Radio Show was the Mowhawk Pocahontas model, manufactured by the Mowhawk Corp. of Illinois. Throughout the Fall, especially during the past few weeks, the Mowhawk plant has been taxed to capacity to supply its distributors with this particular model, which is being featured by dealers especially for the holiday trade.

The Pocahontas contains the Mowhawk one-dial six-tube shielded receiver, with a built-in loud speaker of late design and a battery compartment which houses the batteries, power units, etc. The cabinet itself is of Colonial design finished in rich toned walnut with a hand-rubbed piano finish. The chassis of the set is installed in a drawer, making it a compact unit, and allowing the user to separate it from the cabinet with a minimum of trouble.

Annual Banquet of Klein Employes

On Saturday evening, October 25, six hundred employees of the L. Klein department store, 14th and Halsted streets, held their annual banquet in the Gold room of the Congress Hotel. Two Columbia record artists, Ruth Etting and Art Linick, were billed originally for the evening, and Klein employes were delightedly surprised when Paul Ash and Milton Watson, also Columbia record artists, made their appearance and contributed their talent to the festivities. The L. Klein phonograph department carries Columbia Viva-tonal phonographs and records.

Murray M. Kirschbaum Visits Chicago

Murray M. Kirschbaum, manager of the music department of J. S. Donaldson department store, Minneapolis, Minn., accompanied by Mrs. Kirschbaum, recently spent a few days in Chicago. The visit to the Windy City was a combined business and pleasure trip, the occasion being the fifth wedding anniversary of the couple. The Donaldson department store recently added the Viva-tonal line of Columbia phonographs and New Process records.

Another visitor was H. W. Lawton, manager of the Columbia Phonograph Co. branch office in Seattle, Wash., who recently spent a day at the Chicago Columbia office while en route to New York, where he visited the headquarters of the firm.

L. T. Johnson With Music Trade Radio Corp.

L. T. Johnson, formerly head of the radio department of the L. Marble Co., local radio and automobile distributor, joined the sales staff of the Music Trade Radio Corp., Chicago, on November 1. Mr. Johnson represents the Music Trade Radio Corp. in the city of Chicago only, specializing on Federal radio receivers, a line with which he is thoroughly familiar in both its merchandising and technical phases.

The "Ortho-Sonic Hour" Inaugurated

The "Ortho-Sonic Hour" was inaugurated over WQJ, the Calumet Baking Powder Co., Rainbow Gardens broadcasting station on Wednesday, October 27. The programs, which consist of both classical and popular music, are sponsored by the Federal Radio Corp., of Buffalo, N. Y., and will be broadcast every Wednesday evening from 11:00 to 12:00 October 22 and every Thursday night A. C. Stearns, advertising manager of the Federal Radio Corp., and D. R. McKinnon, Chicago representative, were present. Mr. Stearns opening the program with a short address. Buckingham Corp. Making Chassis Receivers

The Buckingham Radio Corp., Chicago, according to a recent announcement made by L. B. Freed, president, is now engaged in the exclusive manufacture of chassis receivers. One of the features of the Buckingham chassis is that it affords jobbers and dealers a means of disposing of surplus cabinets during the Spring months. One of the most popular chassis, according to Mr. Freed, is the six-tube Buckingham Junior, measuring seven inches by eighteen inches and employing a six-tube circuit.

Buckingham Junior Panel with two-dial control. Mr. Freed, for the past several years, has been interested in the manufacture of batteries, but according to the latest report he has decided to go into the manufacture of radio chassis exclusively.

Joe A. Loughran Becomes District Manager

Joseph A. Loughran, for the past three and a half years associated with the sales department of the Music Master Corp., Betzwood, Pa., was recently appointed Chicago district manager for that firm. Mr. Loughran will open offices in the near future of their present headquarters at the Morrison Hotel. His office will serve the territory surrounding Chicago, Milwaukee, Detroit, Cleveland and Toledo. He will devote his energies to rendering service to the jobbers handling Master music speakers and in promoting the sale of the horn and drum type reproducers manufactured by the Music Master Corp.


R. J. Oetzen, who recently became associated with the Victor Radio Corp., Chicago, in the capacity of sales manager, is now a former sales manager of the Economy Screw Corp., and has had extensive experience in the radio field, especially in the merchandising of radio parts and accessories. He assumed his new duties on October 1, and is concentrating his attention upon the distribution of Victor radio products, which include the Leader and Operetta loud speakers and loud speaker units.

A. G. Gulbransen Talks of Pianos on Farms

The Farm Journal, the most largely circulated farm paper in America, issues every month a Merchants' Supplement, resembling a trade paper, for the dealer in the small community. The October number has a full-page article quoting A. G. Gulbransen, president of the Gulbransen Co., Chicago, on the subject of pianos on farms and the opportunities of music dealers in smaller communities. Figures of interest

(Continued on page 114)
Jewel Brass Tone Arm
and Concert Reproducer

Standard Length ten inches in stock. Made in nine or nine and one-half-inch lengths only on special quantity orders.

A HIGH-GRADE BRASS TONE ARM made with an instrument taper from the reproducer to the base. The patent floating felt lined soundproof collar insures a positive delivery of sound waves into the tone chamber, and carries a solid column of tone from the reproducer to the amplifier. The base flange is made of pressed steel four inches in diameter and is very strong and durable. The lower tubular part extends one inch through the motor board. Diameter of the tubular part 1 13/16 inches. Finished in beautiful ebony black, which harmonizes perfectly with either nickel or gold finish. List price Nickel $15.00; Gold or Oxidized finish $20.00.

JEWEL CONCERT REPRODUCER

VICTOR AND COLUMBIA DEALERS, increase your record sales. It is a well known fact that there are hundreds of thousands of phonographs, the owners of which have tired of them, consequently THEY BUY NO RECORDS. Revive these by selling them a JEWEL CONCERT REPRODUCER. IT IS especially adapted for the electrically recorded records, and a demonstration not only shows that it is much superior to the old style reproducer, but in almost every instance it means a sale. Attached in a minute. No tools required, no adjustment necessary. List price nickel plated $5.00; gold or oxidized finish $7.00.

JEWEL TYPE B Loud Speaker Unit

This compact little unit represents a truly remarkable development. The substantial soft rubber hub eliminates metallic vibration, forms an air tight connection and makes a real loud speaker out of the Victor, Edison or any other good talking machine that has a standard size hub like the Victor. Simply take off the regular reproducer and put on the Jewel Type "B" Unit and you will have a speaker of ample volume with a full, clear, natural tone that must be heard to be appreciated. Takes up no more room than the regular reproducer and is easy to take off and put on without tools. Complete with Cord list price $6.00.

Manufacturers and Dealers, write for discounts

154-160 Whiting Street

Chicago, Ill.
to merchants are given as to the responsiveness of farm people to the appeal of music.

The article is given specific retail interest by pictures and information regarding a retail salesman who traveled 1,200 miles by auto in July and who sold pianos valued at $4,775 from a piano loader.

In part the article says: “Music is of great importance to the city home, but I feel that it is many times as important to the country home. It might be said that music is the cornerstone of the country home. Where family life is such a strong factor as it is on farms and in small towns, music brings an influence that actually holds the home circle together, thus going far beyond the bounds of furnishing mere entertainment.

“On the farm, particularly, music is a social, cultural, educational force. The possibility of attending institutions of learning may not be so great for the farm girl or boy and the opportunities for social contact not so great for the older folks, but the study of music right at home is open to all of them. Especially is this true with the registering piano, which enables every one in the family to play music with personal expression and individual touch, as in hand playing.”

Chicago Talking Machine Co. Men Meet
On November 1 a sales meeting was held by the Chicago Talking Machine Co. local Victor jobber, which was attended by all territorial representatives. D. A. Creed, vice-president and general manager of the firm, and W. C. Griffiths, sales manager, addressed the sales staff on matters of policy and on ways and means to render service to Victor dealers in this territory. The Chicago Talking Machine Co., according to the reports of its executives, is enjoying one of the best Fall seasons in its history, and since the introduction of the new Orthophonic recordings the house has been rushed with orders.

Sonatron Tube Co’s Effective Display
The drawing power of what is said to be the largest line of radio tubes in the world proved extremely effective at the recent Chicago Radio Show, where the Sonatron Tube Co. booth on the main floor of the Coliseum was surrounded almost incessantly. Harry Chirelsen, president of the firm, and his assistants were usually kept busily occupied giving out information to the many thousands of radio fans who requested data on the Sonatron line. Dealer interest was also high at the Sonatron booth.

Pfanstiehl Radio Featured in Displays
The week of October 11 to 17 was “Radio Week” in Chicago, with the Chicago Radio Show at the Coliseum as the main drawing card. Dealers throughout the city capitalized on the event by sponsoring the most attractive window displays of the season, and the picture shown here, from the window of the Steger Piano Co., is typical of dealers’ display windows, throughout the city.

The Steger window was trimmed in Fall colors with bronze hangings forming a background, and red and bronze leaves in the form of garlands festooned over the drapes. At the left is shown model 202, the six-tube Pfanstiehl receiver, and in the center is model 201, high-boy, six-tube set surmounted by the Overtone wall clock speaker. Model 182, a five-tube two-dial receiver with built-in speaker, is shown at the left. In the center foreground is an electric revolving sign supplied by the Pfanstiehl Radio Co., Chicago, manufacturer of Pfanstiehl receivers to its exclusive Pfanstiehl dealers. According to the officials of the Steger Piano Co. the window proved to have tremendous pulling power, striking the public eye as it did when interest in radio was at a fever height.

Brown “B” Current Supply Unit Introduced
A new “B” current supply unit was recently introduced to the trade by the Greene-Brown Mfg. Co., Chicago. The new product, which is known as the Brown “B”, employs the Brown “B” rectifier tube, operating on a new activated gas principle. The tube has no filament, and is manufactured to special specifications to match the individual circuit characteristics. The Brown “B” operates any radio set having from one to twelve tubes, including power tubes with a uniform flow of noiseless “B” current. The firm states that laboratory tests on a sensitive oscillograph show that pure direct current free from any trace of alternating current is delivered over the entire range of operating loads.

Burton Greene, president of the new corporation, has had a very successful record of achievement in the financial field and the merchandising of other products, and Paul H. Brown, vice-president, was formerly sales manager of All-American Radio Corp., and also

**United Motors For All Types of Phonographs**


Write for Catalog

**United Mfg. & Dist. Co.**

9702 Cottage Grove Ave. Chicago

**New Brown “B” Current Supply Unit**

sales manager of the Grigsby-Grunow-Hinds Co., Chicago. He has a thorough background of experience in both the design and marketing of radio products and has announced a sales policy for the jobber offering complete protection of invested sales effort.

George A. Pearson Expects Wonderful Season

Chicago radio manufacturers report that the radio season is fully thirty days in advance of last year, both as regards dealer and consumer purchases. At the present rate of progress the industry’s volume for the next six months should total almost one-half billion dollars, in the opinion of leading executives.

George A. Pearson, president of the Electrical Research Laboratories, Chicago, one of the industry’s pioneer concerns, predicts an acute shortage of receivers before the season is very much older, with plants taxed to the limit in an endeavor to keep pace with demand.

“Indications are that this is to be the greatest buying year that radio has yet experienced,” stated Mr. Pearson. “An entirely new and untested market seems to have been tapped in the millions of homes that have suddenly awakened to the fact that radio is no longer an experimenter’s playing, but a perfected instrument that brings the world to their door. In all my experience, dating back to the earliest attempts to popularize broadcast reception, I have never seen anything like the rush to radio that is now on.”

“Most remarkable of all is the fact that the newcomers to the radio, unlike their predecessors, are not content for the most part with a minimum investment. Instead, they demand a relatively costly, high quality product, simplified in operation, equipped with units for house current supply and housed in cabinets that are genuine living-room furniture.”

(Continued on page 116)
All these features:

The De Luxe ranks high above the usual conception of a portable machine. Note carefully this array of outstanding features:

3. 12-inch turntable.
4. Removable Indexed Record Album. Holds and protects 12 records.
6. Domes of Silence protect all edges.
7. Full piano hinged cover.
8. Handle has clearance over table; does not need to be moved to edge of table for winding.

All hardware is brass, heavily plated.
Tone chamber opens to give any degree of volume.
No need to detach tone arm before closing the case. (This is an improvement of great convenience.)

Write your jobber—or direct to

Consolidated Talking Machine Co.
Consolidated Building
227-229 West Washington St., Chicago

Minneapolis: 1121 Nicollet Ave.
Detroit: 2957 Gratiot Ave.
"One and two-dial operation, elimination of squeals and howls without sacrifice of sensitivity, high selectivity, pure reproduction, these are among the salient qualities that a receiver must boast to satisfy the present trend in the demand.

"This year is destined to witness two types of radio disappointments, that of the consumer who is unable to purchase the receiver of his choice because of shortage in the supply, and that of the manufacturer and dealer who has failed to keep pace with public preference, and who consequently offers the receivers that the consumer recognizes as out-of-date.

"Only those manufacturers who have fortified themselves through adequate research and production facilities, so that they can give the public what it wants when it wants it, are in position to benefit substantially and permanently because of the present buying wave.

"And, because of the comparatively limited number of such manufacturers, it seems to me inevitable that we are entering the most acute shortage that the industry has yet known."

Interesting Visitor to Radio Show

Mrs. C. R. Brackett, of the Brackett Co., Des Moines, la., one of the few women jobbers in the Middle West, was a visitor to the Chicago Radio Show. Mrs. Brackett owns and operates her own radio, electrical supply and automobile accessory jobbing business, doing her own buying and issuing her own catalog.

Elaborate Stewart-Warner Display at Shows

The Stewart-Warner Speedometer Corp., Chicago, has featured a very elaborate display at the major radio shows this season. The four large corner columns connected by an ornamental grille were especially sculptured to bring out all the motifs of radio. For instance, the pipe organ, the quartet, the orchestra, football, baseball, tennis, golf, market reports, the pulpits, WBBM broadcasting station, the tower of the Stewart-Warner factory, are shown as typical of the entertainment which radio brings to the home. These posts are finished in beautiful tones of gold polychrome, and the curtains are of a blue green gold and black damask, with a heavy gold fringe.

The grille about the top is of wrought iron, and a ceiling effect about thirty inches wide of wood grille was suspended just inside the iron grille. Through this was cast a very attractive clouding effect.

The center column was of walnut, with hand-crafted motifs, and was about four and one-half feet square. This formed a very beautiful setting for the console and for the console top panels were oil paintings, reproductions of Stewart-Warner national advertising.

A special carpet was also used on the floor of the booth and large bouquets of ferns, in yellow and amber colorings, were used about the top grille, through which appeared the lighting effects.

The exhibit was designed by W. L. Steensgaard, manager of the display division of the Stewart-Warner Speedometer Corp. It is being used at the major radio show this year, and about sixty other shows were taken care of with attractive material on a lesser scale. The exhibit contained many display hints for visiting dealers and gives an excellent example of what may be accomplished with space at any exposition and still conform with the ruling of the show.

Expansion of Chicago Signal Co.

The Chicago Signal Co., manufacturer of signal devices for many years, is planning an extensive program in the radio and phonograph fields for the coming year. The firm entered the radio field two years ago, introducing as its first product the Temple loud speaker, and later specializing upon built-in horns for radio cabinets. Horns ranging from twelve inches to ten feet in length are made by the firm, in a variety of shapes, and are found in the radio receivers manufactured by a number of nationally known concerns.

All of the horns are of the exponential type, made of specially developed material, designed by and constructed under the supervision of F. Temple, chief engineer, and Alfred Marsh, general sales manager.

The Temple Comparator, a testing device by means of which four loud speakers may be compared, is also manufactured by the Chicago Signal Co. and sold to dealers for use in their stores. According to executives at the firm, considerable stress will be laid next year on the development of talking machine tone chambers, for use in both mechanical and electrical machines.

Introduce the Abox Filter

The Abox Co., Chicago, is introducing to the music-radio trade the Abox Filter, a device designed for use with an A charger of the electrolytic or bulb type. The Abox takes the pulsating current from the charger and smooths it out into a uniform, direct current so free from hum that the manufacturer states that the ear cannot detect a sound six inches from the loud speaker, even when audio amplifiers of considerable power are employed, experiments have proved.

The Andrews condenser, which the Abox Filter embodies, was invented by E. F. Andrews, designer of the Deremadine circuit, and is also of the electrolytic type. The Abox filter is packed with electrolyte already in it in a solid form, so that it may be shipped and placed conveniently on the dealers' shelves. As the container is made entirely of metal it is very rugged and not easily injured. When placed in operation by the user, it is only necessary to fill it with distilled water, in which the solid electrolyte dissolves.

(Continued on page 118)
REMEMBR'ING

the others
then Listen to a

Utah Superflex
$10.00
Reg. U. S. Patent Office

Utah Book
Exceedingly Decorative, Finest Reproduction.
Size 17½" x 13½".
$19.00

Utah Standard
14" Bell
$22.50
The Speaker with the Golden Throat

Utah Junior
11" Bell
$12.50

G U A R A N T E E
Buy a Utah and use it for two weeks. Compare its tone with the best the others are able to produce. If the Utah does not give better reception return it to your dealer and he will refund your money.

Utah Cone Speaker
Free edge—17½" high.
$16.00

Utah Radio Products Co.
1421 S. Michigan Ave., Chicago

We are manufacturers not assemblers

The only complete line of speakers on the market

Made in Salt Lake City
Trade Mark Registered
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

The Abox Filter, which is distributed through jobbers, was first shown at the Chicago Radio Show, where it attracted considerable attention from consumers and dealers. The firm maintains a factory in Racine, Wis., and has three sales offices at 215 North Michigan avenue, Chicago, where F. H. Redmond, sales manager, makes his headquarters.

Signs Noted Men and Orchestras for Columbia

T. G. Rockwell, supervisor of record sales, the Chicago branch of the Columbia Phonograph Co., Inc., returned on October 28 from a two months' trip to the Pacific Coast, in which he visited San Francisco, Los Angeles, Portland and Seattle. Mr. Rockwell, while on the Coast, signed a number of prominent entertainers and musical organizations as Columbia record artists, including Jackie Sanders Hotel Olympic Orchestra, Seattle; Earl McElroy's Spanish Ballroom Orchestra, Portland; Earl Bertnitz and His St. Francis Hotel Orchestra, San Francisco, and Don Clark and His Biltmore Hotel Orchestra, Los Angeles. He also arranged for a recording by Alume McPherson, the famous evangelist, which will be released December 1, and for which a large sale is expected.

Mr. Rockwell preceded the Columbia recording expedition to the Coast, securing the talent, and was followed by Arthur Beigh, musical director, in charge of the expedition. A number of vocal selections by Coast artists were also made at the same time.

Of special interest to the trade will be the recordings by the Sol Hoppil Hawaiian Trio, of Los Angeles, which Mr. Rockwell states will reveal something new in Hawaiian music played to standard tempo when the records are released in the near future.

Electrical Research-Klamer Merger

According to a recent announcement, the Electrical Research Laboratories, Chicago, manufacturer of Erla radio receivers, loud speakers, power units and tubes, has effected an operating merger with Klamer Factories, Inc., Evanston, Ill. The Klamer factories manufacture cabinet and receivers for Erla receivers through the alliance of the two manufacturing interests. Electrical Research Laboratories is one of the most prominent firms in the trade and is now in its fifth year as a producer of radio receiving equipment.

Monroe Line of Radio Receiving Sets

W. C. Braun Co., pioneer radio distributor, of Chicago, recently introduced, in addition to its regular line of sets and accessories, the Monroe line of radio receiving sets designed and manufactured by the firm. The line consists of several models, a five-tube RF circuit with three-tube control in several cabinet designs, a two-diode, six-tube model, enclosed in various styles of console cabinets, a single-dial control six-tube, table receiver, and an eight-tube set in popular period furniture design cabinet. A special catalog has been issued illustrating the new line of receiving sets and describing the individual construction features of the various models made by this firm.

W. C. Griffiths Undergoes Operation

W. C. Griffiths, sales manager of the Chicago Talking Machine Co., local Victor jobber, was stricken with appendicitis at his office on October 4, rushed to the hospital and underwent an operation immediately. His many friends in the trade will be glad to learn that his recovery was rapid and that he returned to his desk on November 1.

G. W. French Visits Chicago

A recent Chicago visitor was G. W. French, of G. W. French & Sons Co., Inc., of Ionia, Mich. This music house has been established since 1896, and has built up a splendid reputation and business in its community. The firm has two automobile trucks, suitable for delivering phonographs and pianos. Galbranzen pianos are supplied on and the house also handles phonographs, musical merchandise, band instruments and sheet music. The other members of the G. W. French & Sons Co., Inc., are Mr. French and daughter, Lyle G. French and Grace E. French.

Now Making Complete Receiving Sets

The All-American Radio Corp., known for its radio transformers and parts, has now entered the complete receiving set manufacturing field. The firm now manufactures, in addition to transformers and parts, a line of receivers ranging in price from $80 to $415. Five-tube All-American receivers are furnished in compartment, cabinet and highboy models. The six and seven-tube Rauland receivers include the "Sovereign," a Spanish Renaissance type cabinet, the "Lorraine," of attractive Italian Renaissance design, both having built-in speakers, and concealed loop. Housing a seven-tube model, the "Forty" has the appearance of a Spanish treasure chest when closed.

The "Molliformer" "B" Unit Ready for Use

The "Molliformer" is backed by two years of startling performance that has placed this unit far in advance of all other "B" Eliminators. The "Molliformer" assures years of service without attention. There are no acids to spill—no corrosive fumes—no expensive, critical rectifying tubes. Thousands of users endorse the "Molliformer" for the long-lived, dependable service it affords.

Two "Molliformer" Models—Completely Assembled—Ready for Use

Model FW4, 35 milliamperes at 90 volts ..................$22.00
Model DM, 40 milliamperes at 150 volts ..................27.50
Units for 25 and 40 cycle current $1 additional

EXCLUSIVE TERRITORY

Write today for discount. Exclusive territory still available. Circulators sent upon request.

C. E. JACOBS

6808 N. Kedzie Ave.

Chicago

In addition to these models are the six-tube Rauland Sextet and Rauland Doet. The latter is a conventional table-model while the Sextet is of early American design with built-in All-American reproducer. The incorporating of the Rauland-Lyric-Trio amplifier in conjunction with the tuned radio frequency circuit used in the Rauland receivers is said to give them remarkable tonal reproduction. Accessories also are now manufactured by the firm, including the All-American B battery eliminator, All-American cone type speaker and the Rauland loop aerial.

How Frank Reichmann Sensed the Future

Few radio followers of to-day realize that loud speakers and not headphones were used by the people who listened to the first public broadcasting station in the United States. True, this first station operated over what is now known as "wired wireless," but it produced nearly the same sort of programs as are now

(Continued on page 120)
You've wanted something new—something different to offer your customers. Something that will appeal to the novice as well as the expert and make prospects of all. Here it is.

A new discovery is responsible for this improved radio—this New Mo-名师 Receiver that takes all the hocus-pocus out of radio—all the squalls and howls—and makes it simple enough for even the youngest member of the family to operate.

A Complete LINE

Once you've heard the new Erla yourself, you'll know immediately why experts say it's years ahead. You'll have an entirely new conception of radio—and you'll see the money-making possibilities in the complete Erla line.

Heading the procession is the new Erla "Super-Six" DeLuxe Console, with Single Dial Control, the finest receiver ever produced. Then there is the Standard six-tube, one-dial control table cabinet; Standard and DeLuxe five-tube consoles with two-dial control and Standard and DeLuxe five-tube table cabinets. To say nothing of a most comprehensive line of parts and accessories of acknowledged superiority.

Don't wait until the rank and file have followed the Erla lead. Now is the time to step in and take full advantage of these amazing improvements. Here's your chance to get in on the ground floor and clean up big profits before the others get a start.

Mail the Coupon Today

The established Erla policy is to give Erla dealers restricted territories. Only one dealer in each community will have this opportunity. So if you are interested in making more money—if you want to take advantage of the year's greatest achievement in radio—if you want to give your customers the very best at the lowest possible price, sign and mail the coupon for full particulars today.

BE YEARS AHEAD

Erla, "Triple-Life" Tunes, Standard, $4.50.

Erla Console, DeLuxe Speaker, $35.98.

Erla Console, DeLuxe Speaker, $35.98.

Erla Console, DeLuxe Speaker, $35.98.

Erla Console, DeLuxe Speaker, $35.98.
from our Chicago Headquarters—(Continued from page 118)

DEMAND TELLS THE Whole Story!

We have recently been forced to practically double our manufacturing facilities in order to take care of the increased demand for Minerva receivers. This is not said boastfully, but is a simple statement of fact to prove that dealers do appreciate

MAXIMUM VALUE

MINIMUM SERVICE WORRIES

This is what the Minerva receiver offers. Minerva is up-to-date. Beautiful cabinets, beautiful tone, 6 tubes, plenty of volume, and one-dial convenience, which offers real selectivity. We are open for distributors in a few localities and we invite dealers everywhere, who are interested in larger profits and less work servicing sets, to write us at once.

MINERVA RADIO CO.

154 East Erie St., at Michigan Blvd.

CHICAGO, ILL.
One of Slagle’s Leaders

This 2-dial set wins sales. Perfect control, easy tuning, beautiful appearance, clean, quiet reception, very good value, console or cabinet models. Let us tell you more about it.

A set is no better than its accessories — sell good ones

The Slagle Merchandising Policy is to provide a full line of sets within a range of prices that enables a dealer to fill any order for first-class sets from the one line. The Slagle line gives you a fully representative stock on display with smaller investment; you can concentrate your efforts on a single line and back it to the limit. The guarantee below protects you because it protects your customer.

We shall be glad to send a beautifully illustrated, 4-color sheet, giving details of our line and complete plan of merchandising. Mention the name of jobber from whom you prefer to buy.

SLAGLE RADIO COMPANY
FORT WAYNE, INDIANA

GUARANTEE
Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and if, upon installation in your home, it does not give thoroughly satisfactory service, your money will be refunded.
Bell & Howell Camera
Line With Lyon & Healy
Prominent Music Store, in the Loop District of Chicago, Featuring Line of Motion Picture Cameras Made by Bell & Howell Co.

Chicago, Ill., November 8—Lyon & Healy, prominent music store in the loop district of Chicago, recently added the line of motion picture cameras manufactured by the Bell &

It's here at
Lyon & Healy's

THE BELL & HOWELL Film Camera on Easy Payments and Layaway
Make Your Own MOVIES

New line of Film Cameras now in stock at Lyon & Healy. Features of better durability, all the improvements made in recent models. Prices from $150.00 upward. Try the new line. See these and other new appliances in the Library of Motion Picture. Follow the Path of Progress with Lyon & Healy. 

Lyon & Healy
Wabash Avenue at Jackson Boulevard

Lyon & Healy's Bell & Howell Advertising

Philadelphia, Pa., November 8—Formal announcement of the new Eckharaldine radio and Eckhmpnic resonator was made by the Eckhardt Corp., of this city, by means of a large, artistic brochure. A grayish-brown mat was used, and pasted on the facing inside pages was a communication announcing the Eckharmnic signed by Walter L. Eckhardt, president of the corporation, and on the other page an attractive display in colors similar to that appearing in the current issue of The Talking Machine World. This brochure was the creation of the Aitkin-Kynett Co., advertising agent for the Eckhardt Corp.

Imperial Phonogranks

are equipped with our NEW TRIPARTITE AMPLIFIERS.

Three scientifically proportioned and designed Tone Chambers combine in one Unit.

They will please the Dealer who is looking for volume Reproduction without sacrificing quality.

PHONOGRANDS MAKE SELLING EASIER.

The Tone, the Quality and the Prices are right.

Send for Catalog and Prices

FOREIGN INQUIRIES SOLICITED

Phonograph Division

FUEHR & STEMMER PIANO CO.
1934 Wentworth Avenue
Chicago, Ill., U. S. A.

Imperial Phonogranks

Carl Kronenberger Back From Long Trip to Europe

Carl Kronenberger, head of the Favorite Mfg. Co., 105 East Twelfth street, New York City, has returned to his offices following a three months' business and pleasure tour of the larger trade centers in Europe. Mr. Kronenberger has had a good many years been

an active figure in supplying talking machine repair parts, motors, tone arms, sound boxes and allied material to the retail trade. While in Europe he looked over the latest developments from the factories of Europe and expects to shortly announce the arrival in this country of various European materials that should find a ready market here.

Mr. Kronenberger expects shortly to make a tour of all Eastern territory.

The Favorite Mfg. Co. was recently appointed distributor for Symphonics reproducers and tone arms. The company is issuing some special circular matter on all of its products, including the Symphonics reproducers and tone arms, and expects to start an intensive sales drive on these materials.

Good Power Tubes Improve Radio Reception

(Continued from page 120)

tured, making a most complete and extensive line of these important tubes. Used in resistance or in impedance coupled sets, the Ma's result in remarkable improvements in tone quality, and are said to double volume in these types of sets.

"Success for the dealer who wants to establish his supremacy in the tube field," concluded Mr. Chirelstein, "lies in presenting to his public a complete tube service, which includes not only the standard tubes, but also the finest and latest power tube developments. The business will go to, and stay with, dealers who operate on the basis of complete service."

Eckhardt Corp. Describes Line in Artistic Brochure
Inside Information

Complete disclosure, revealing and intimate of why the SLEEPER SCOUT and SERENADER MODELS are the most talked of radio sets in trade circles this year. A perfect example of what is possible when intensive study is applied to perfecting a product that is good to start with.

For infinite refinement of detail and improvement of every feature that caused even the slightest sales resistance a year ago, see and hear the improved Scout and Serenader.

Battery compartment doors removed to show ease of hook-up. All other connections are made on a terminal strip in the rear. The Amplion adjustable Loud Speaker unit is used in the Type 61 Serenader model illustrated. Price $125. The same set with flat top without loud speaker is called the Scout Model 60. Price $100.

Sleeper Radio & Mfg. Corporation
GORDON C. SLEEPER, President
6th and Washington Aves. Long Island City, N. Y.
TWO SIDES TO THE

Your side is summed up
in this masterful editorial

Fifteen-Thousand Dollars

were spent in one advertisement, in one group of newspapers alone. Mr. Dealer, to sell reproducers by mail. Still more money has been spent in many other publications by the same people. More will undoubtedly follow.

Can you afford not to push a good reproducer?

Every live dealer having the welfare of his business truly at heart will take the time to read this enlightening editorial reprinted from the November issue of the Talking Machine Journal.
A greatly reduced reproduction of a full page newspaper mail order advertisement in multicolor which recently appeared in a number of large cities.

Keep this profitable business in the Phonograph trade - for yourself! Stock and push a truly great reproducer - sell SYMPHONIC!

Symphonic Sales Corporation
LAMBERT FRIEDL, President
370 Seventh Ave., New York City

The Symphonic Diaphragm is made of aluminum alloy, the material proved to be best for the purpose, extremely thin and sensitive for finest tonal results.
1925 Census of Manufactures Serves to Indicate Transformation of Trade

Heavy Decrease in Production and Values as Compared With 1923 Figures Reflects the Period of Liquidation of Old Stocks and Preparations for Marketing of New Machine and Record Products

WASHINGTON, D. C., November 8—The Bureau of the Census of the Department of Commerce has just issued its report covering the phonograph industry as a part of the census of manufacture, for 1925, and the figures presented are interesting, though likely to be somewhat confusing to those who are not acquainted with developments that have taken place in the industry.

The report shows, for instance, that there was a decrease of 35.6 per cent in the number of phonographs, and 16.3 per cent in the number of records produced in 1925, as compared with 1923, and that the value of the 1925 output of phonographs was 16.4 per cent less than that of 1923, with the value of records 26.3 per cent less.

Industry's Clean-Up Period

In considering the figures it must be understood that 1925 saw the cleaning up of the industry. Old machines were offered at greatly reduced prices in order to clear decks for the introduction of the greatly improved models, and the same held good in the record field. For a large part of the year the manufacturers were marking time to a greater or less degree until the new instruments could be placed upon the market in quantities, and were the instruments made to cover 1926 the story would be considerably different.

Value of 1925 Production

The total value of the production of the phonograph industry in 1925 was $61,027,147, a decrease of 43.1 per cent from the 1923 total of $107,311,265.

Only sixty-eight establishments were reported in 1925, as compared with 111 in 1923. Forty new establishments were listed last year, but seventeen had gone out of business prior to 1925; seventeen had switched from the phonograph industry to other lines, six were idle during the entire year and seven had an output of less than $3,000, the biennial census including only plants with a production in excess of that sum. Of the sixty-eight establishments reporting last year, fifteen were located in Illinois, seven each in New Jersey and New York, five each in Indiana, Connecticut, Michigan and Ohio, and the rest in other States.

Some Interesting Figures

The average number of wage earners employed in the industry declined from 20,491 in 1923, to 11,267 last year, and wage payments declined from $24,969,685 to $14,144,955, a drop of 45 per cent in employment and 44.4 per cent in wages.

The cost of materials, including fuel, electric power and containers, was $14,144,955 last year, against $24,969,685 in 1923, a drop of 45.1 per cent. The value added by manufacture, the value of products less cost of materials, was $16,210,053, as compared with $62,060,938, a decrease of 41.7 per cent.

A total of 642,015 phonographs, including dictating machines, were produced last year, with a total value of $22,651,009, as compared with 997,459, valued at $57,057,980, produced in 1923. The number of records produced in 1925 was 82,125,060, and their value $26,790,847, as compared with 98,104,279, valued at $36,372,410, in 1923. The production of needles was valued at $960,831, as compared with $1,464,064 in 1923, a decrease of 34.4 per cent.

Increase in Cabinet Values

The value of cabinets produced increased 10.7 per cent, from $2,544,208 in 1923 to $2,816,718 last year. This does not include phonograph cabinets made as secondary products by establishments classified in the furniture industry. The production of other parts, however, dropped 8.6 per cent, from $8,092,682 in 1923 to $2,543,384 last year.

Custom work and repairing to the value of $245,383 was reported for 1925, a decrease of 27.6 per cent from 1923, when it totaled $407,998. The value of all other products reported by the establishments in the industry, chiefly radio sets, cabinets and parts, was $3,013,375, an increase of 26.8 per cent over the $1,919,943 total of 1923.

Otto N. Frankfort, a Visitor to New York

General Sales Manager of Mohawk Corp. Calls Upon the Trade, Accompanied by M. O. Giles, New York District Manager

Otto N. Frankfort, general sales manager of the Mohawk Corp., of Illinois, Chicago, manufacturer of Mohawk one-dial receivers, was a recent visitor to New York, calling upon the trade, accompanied by M. O. Giles, Mohawk district manager in this territory. Mr. Frankfort, before arriving in New York, had visited Mohawk jobbers in the leading cities up State, as well as several other points in the Middle West, and wherever he called he found a keen enthusiasm for Mohawk products that was emphasized in the substantial orders placed by the jobbers. In fact, Mr. Frankfort was besieged by the jobbers to expedite shipments of merchandise, for at the present time the main problem at the Mohawk plant is one of production rather than orders.

Mr. Frankfort before reaching Chicago will visit Mohawk jobbers in Philadelphia, Harrisburg, Baltimore and other points with the idea of outlining in detail the Mohawk plans for the coming year. This season is proving to be the most active in Mohawk history, with every indication that the demand enjoyed during 1927 will even outdistance the satisfactory sales totals of the current year.

New Cone Speaker Is Popular With the Trade

CHICAGO, ILL., November 5.—The latest product of the Utah Radio Products Co., of this city, a new cone speaker of the free edge type, 17½ inches high with a weight of 3½ pounds, is proving immensely popular with the radio trade throughout the country and orders are pouring into the offices of the company at a rate that is highly satisfactory to Utah officials. In letters received from dealers commenting favorably on the new speaker, its clear tone is given high praise as is the appearance of the unit.

Arthur Bergh Returns From West Coast Recording Zone

Arthur Bergh, musical director of recordings of the Columbia Phonograph Co., New York, recently returned from a five-week recording tour of the Pacific Coast States, where Coast hits were recorded by Coast stars for the Coast trade. Orchestras and vocal stars of Seattle, Portland, San Francisco and Los Angeles made recordings, which are being manufactured at the new Columbia recording plant in Oakland, Calif. Full details of the new artists who will make their first appearance on Columbia records in the very near future appear in the Chicago section of this issue of The World.

Now you can get the Symphonic Reproductor and Tone Arm together with your supplies—parts—springs—motors, etc.

From the Old Reliable House

FAVORITE MFG. CO.,
CARL KRONENBERG, President
Established Since 1914
105 East 12th Street
New York City
Telephone Stuyvesant 1666
Two leaders in quick profits and trade building satisfaction — each the best in its price class, challenging comparison on any basis, whether appearance, tone quality, dependability, or merchandising value.

Note the many exclusive selling features — the only seamless diaphragm, the only moisture-proof diaphragm, the only true scientifically curved diaphragm, and many others.

And made by the pioneers in the cone speaker field, with fifty years of successful manufacturing experience as your assurance of stability, reliable goods, and sound merchandising policy.

Ask your jobber for details of the Stevens line or write us for literature.

The scientific curve of perfect sound reproduction

For full musical range and natural tone quality, the conoidal form of the exclusive Stevens diaphragm is essential. Combined with the famous Stevens non-freezable, balanced armature, it affords more complete sound reproduction than any other speaker commercially practicable.

the exclusive new material, has a fabric base and is formed under tension into the conoidal shape. It is resilient, practically unbreakable, and absolutely moisture proof.

STEVENS & COMPANY, Inc.
46-48 East Houston Street
New York City

Made by the Pioneers in Cone Speakers
Licensed and Manufactured Under Pat. No. 1414801
How the “Heebie Jeebies” Reached Apex of Popularity and Developed a New Dance

Record Made in Okeh Laboratories of Consolidated T. M. Co. Proved Popular—Consolidated
Music Publishing House Brought It Out on Sheet Music—Dance Steps Were Devised

The layman often is amazed at the manner in which a popular dance originates, sweeps the country, crowding the ballrooms, night clubs and dance halls, gains large-space newspaper notices, usually with illustrations, and eventually brings forth not only local, but national fame.

Miss Tina Twedie, was the first individual to publicly appear in a performance of the "Heebie Jeebies" dance, and the event caught the eye of the Chicago Evening American, which published a strip of pictures showing Miss Twedie executing the various steps, and accompanied the illustrations with instructions, enabling the reader to learn the dance. Other newspapers quickly adopted the idea, Underwood & Underwood photographed Miss Twedie, and illustrations of how the dance is done were syndicated throughout the United States, often appearing in the rotogravure sections of leading metropolitan newspapers within recent weeks. On one occasion Miss Twedie was photographed as she danced on the coromene of a thirtieth-story building in Chicago's "loop," or business district, to music received by an Ouperadio portable set, while the photographer clung to a flagship as he snapped the pictures.

Sensing the publicity value of the "Heebie Jeebies" dance as a drawing card, ballroom and cabaret managers throughout the country are now planning contests and revues built around the popular step. In Chicago alone the Mid-Nite Frolics, Sanovar, and seven other night clubs are staging "Heebie Jeebies" revues, the dance being featured as the main attraction on the program. In each case special programs are placed under the heading of the "Heebie Jeebies" record is obtainable on Okeh records and that the sheet music is published by the Consolidated Music Publishing House. On the back cover of the sheet music seldom are the names of the entertainers, while on the back cover detailed instructions and illustrations of the various steps are printed. Cale patrons are advised by the program that the "Heebie Jeebies" record is obtainable on Okeh records and that the sheet music is published by the Consolidated Music Publishing House. On the back cover of the sheet music seldom are the names of the entertainers, while on the back cover detailed instructions and illustrations posed by Miss Twedie are also included, while a picture of Paul Ash, Chicago's idol of jazz, occupies the front cover.

During the week ending November 6 the "Heebie Jeebies" dance occupied center stage at the Oriental Theatre, owned by Balaban & Katz. The stage setting resembled that of a hall of fame, with all of the old-fashioned and modern dances, from the minuet and polka down to the Charleston, listed upon one side, as already members of the hall of fame, while on the other side of the stage the "Black Bottom" and "Heebie Jeebies" were listed as applicants. Paul Ash sat as judge, dressed in the gown and wig of an old English member of the bench. To decide the controversy between Miss "Heebie Jeebies" (Miss Twedie) and Miss "Black Bottom," Ash suggested that they each call in six witnesses and have them execute their particular dances. The clashing factions both finished their separate dances, and then did them simultaneously. Ash, still puzzled as to who was the victor, left the verdict to the audience. The question still apparently could not be decided, so both the "Heebie Jeebies" and "Black Bottom" were allowed to enter the Hall of Fame.

Another instance which shows the rapid rise of the dance to popularity within a space of a few weeks is the adoption of the "Heebie Jeebies" by a shoe manufacturer, a maker of hats, and a local restaurant owner who has applied the name to a sandwich. The dance, hard on the heels of the "Black Bottom," is making a strong bid for popularity honors, and both the Okeh record and the Consolidated sheet music version have been in tremendous demand as a result.

Q R S Music Co. Purchases the U. S. Music Roll Co.

Line of United States Music Roll Co. Will Be Continued as Product of Q R S Co.—Arthur Friestedt and George Ames Join Q R S Staff

The Q R S Music Co., manufacturer of music rolls and radio tubes, with factories in Chicago, New York, San Francisco, Toronto, Canada; Sydney, Australia, and Utrecht, Holland, has taken over the United States Music Roll Co., of Chicago, without issuing any additional stock. By the terms of the purchase the Q R S Music Co. acquires the good will, patents, masters, trade-marks, machinery, inventory, etc., and will add the U. S. line to its regular line of Q R S rolls. The combined output of music rolls of the two companies last year was 8,700,000 rolls. Because of the added volume of sales with a little additional expense, it is estimated that under normal conditions the addition of the U. S. line should bring a quarter of a million dollars to the Q R S Co.'s annual profits.

A little over a year ago the Q R S Co. started to manufacture radio tubes under the trade-mark of "Q R S Redips." Arthur Friestedt, president of the U. S. Music Roll Co., has joined the Q R S Music Co., in an advisory capacity, and George Ames, vice-president and general manager of the U. S. organization, has been appointed sales manager of the Q R S Music Co.

Fifteen Q R S salesmen and executive gathered at dinner Tuesday night of last week at the Illinois Athletic Club, Chicago, the occasion being the initiation of the United States Music Co. organization into the Q R S Music Co. fold. President Tom Fletcher gave one of his usual inspiring talks and on Wednesday morning the sales force went out into their respective territories with added pep. The policies that have won so much good will for the Q R S Music Co. were impressed strongly on the minds of everyone present and no change of policy will be made because of the consolidation of the two companies. As a matter of fact the dealer who ordered from both companies heretofore will now receive items in bookkeeping, transportation and inconvenience by placing his orders and keeping only one account instead of two.

In Bankruptcy

The Briscoe Radio Service Corp., New York, has filed a petition in bankruptcy listing liabilities of $9,896 and assets of $447.
At last! THE $300. INSTRUMENT which you can retail at $170— and make money!

This is VALUE that means sales!

THE new Masterphonic Model M-3 is a superb piece of furniture craftsmanship, beautifully finished in Walnut, with all metal parts gold plated. With the new scientifically designed tone chamber and special reproducer for playing the new electric recordings, it is equal to the finest that money can buy.

Tremendous Volume
Deep Rich Tone
New, Scientifically Designed Tone Chamber!

This wonderful Masterphonic phonograph is guaranteed to be of the highest possible quality. The retail price of $170 is tempting to the consumer, and allows an unusually good profit for the dealer. We urge ordering at once!

This Masterphonic is also in big demand—

Retails for only $70!

MASTERCRAFT Model 25, built on the masterphonic principle, has made a "hit" from the very start. It will enable you to meet the insistent demand for the new type of phonograph at a popular price. This model in its beautiful cabinet and deep, powerful tone is the real leader for the season. Be sure to place your orders now in order to avoid any disappointment in delivery.
Southern Aluminum Co.,

a Leader in Its Field

Successful Distributing Firm, Headquarters in New Orleans and Allied Companies in Atlanta and Dallas. Pushing Magnavox Radio and Caryola Line of Portables

Commenting on the result of twenty years' activity with the Southern Aluminum Co., of New Orleans, La., and its allied companies, the Aluminum Specialty Co., of Atlanta, Ga., and the Aluminum Specialty Co., of Dallas, Tex., Gus Blancand, who is the directing executive of these companies, said: "We have been fortunate in our endeavors, bringing a small capital, only $175 to start with, up to a value of over one-half a million dollars, and our annual sales to an amount well in excess of one and a half million dollars. This, of course, was not the work of genius, simply the hard plugging and stick-to-liveness of a very fine force of men."

The principal medium of merchandise distribution practiced by the Blancand organization as outlined by Mr. Blancand is that which is called "The Merchant's Club Sale." By this means sales are conducted by contract between company and merchant anywhere in the United States, whereby the company furnishes men and merchandise, advertising and transportation, financing the entire sale—all under the supervision of the merchant. This sale is a club plan new account opener, building new business by actual sale, personal contact, advertising and by stimulating the merchant's own force into action by the enthusiastic sales methods of the company's crews. The merchant receives a profit of 40 per cent on the sale without advancing a cent for merchandise or expenses and his costs are well taken care of by his collections on installment sales.

In addition to the club sale each office does a regular jobbing business in a varied number of lines, including the nationally known Magnavox radio and loud speakers (Louisiana and Mississippi only), Saxon Chinaware, Rogers Silverplate and the Caryola line of portables.

Denton, Cottier & Daniels
Stage Columbia Drive

BUFFALO, N. Y., November 9—One of the most elaborate and impressive announcements ever made by a Columbia dealer was that of Denton, Cottier & Daniels, late in October after they had been established as Columbia dealers, having stocked their floors with a full line of the new Viva-tonal instruments and a large assortment of the late records, including a complete stock of the Masterworks series.

The last week of October and the first in November found the four large windows of this store turned over exclusively to the new Columbia line. As a tie-up with the window display, page advertisements were run in the three local newspapers, announcing the establishment of the Columbia line with the largest music house in this section of the country and one of the oldest in America.

Charles Heineke, one of the officials of the concern, and manager of the phonograph department, supervised the window trim and the advertising, which has caused no end of comment and brought to the store an astounding volume of Columbia business. Another unusual feature of the display was the double line of Columbia instruments along the aisle leading from the entrance on the street floor to the elevator which carries passengers to the Columbia department.

In an interview with Mr. Heineke he expressed keen enthusiasm over the Viva-tonal line and the Columbia records, particularly the Masterworks series. He said he anticipates featuring this series in his record department. Already there has been a big demand for these records, coming from all classes of patrons. They do, however, appeal to the music lover.

Columbia in Window of Buffalo Store

and the record man is the first to experience the rapid spread of musical appreciation.

"I feel that we have taken another step forward in adding to our stock the new Columbia line of instruments and records," Mr. Heineke said. "This line, together with Victor and Brunswick, in my opinion, gives us three leading makers in phonographs and records."

Ten Landay Bros.' Stores
Add Kellogg Radio Line

An announcement of interest to the metropolitan trade during the past month was the addition of the line of Kellogg radio sets, made by the Kellogg Switchboard & Supply Co., Chicago, to the stock carried in each of the ten retail stores of Landay Bros. in New York and nearby cities. The granting of the agency to the Landay organization assures the Kellogg product of high-class representation in practically every shopping center in New York City and in Newark, N. J., Mt. Vernon and Yonkers, N. Y., and New Haven, Bridgeport and Hartford, Conn. Immediately following the receipt of a stock of Kellogg receivers, Landay Bros. started an intensive campaign featuring the line in advertisements in metropolitan newspapers and giving prominent window and interior displays of the Kellogg line.

The placing of the Kellogg line in the Landay Bros. establishment was effected by the metropolitan distributing firm of the Boyle-Oliver Co., Kellogg distributor, whose officers, D. H. Boyle and Fred P. Oliver, visited the Kellogg headquarters with Julian Shield, general manager of the Landay store, during the recent Chicago radio show. Mr. Shield was taken on a tour of inspection of the factory by Ben Woodbury, vice-president and general manager of the Kellogg organization; Sales Manager R. K. Smith, G. A. Burt, R. W. Monteatter and other executives and the inspection of the plant convinced Mr. Shield.
Berg Co. Announces New Additions to Its Products

Manufacturer of Artone Portable Phonographs

Presents a Line of Console and Floor Models

—Radical Departure in Finish a Feature

The Berg Auto Trunk & Specialty Co., Thomsontown avenue and Manly street, Long Island City, N. Y., has given its jobbers a welcome addition to its line of Artone portable phonographs by the presentation of a line of console and floor models. These Artone machines are distinctly different from phonographs of this size heretofore presented and are noted chiefly for being covered with artistic reproductions of hand-tooled leather effects.

Most people think of the Berg Co. only as makers of Artone portables, and that these new large machines were designed this year as an evolution from the Artone portables; but The Talking Machine World representative in talking with Joseph Berg, president of the Berg Co., recently discovered that as early as 1916 the Berg factory produced a covered upright floor model. This sample, which is still in existence, was made at the suggestion of Harry Barnes, a well-known Brooklyn phonograph dealer; at that time the Berg Auto Trunk & Specialty Co., Inc., was making portable cases for manufacturers.

Development of these artistically covered cabinets has been going on for some time in collaboration with the DuPont Fabrikoid laboratories. The manufacture of portable cases for others developed into the radio cabinet line and several radio manufacturers have used large quantities of Berg radio cabinets. All of this experience has helped the creation of the present remarkable Berg Artone phonograph models.

Mr. Berg has over a hundred patents to his credit, and a substantial part of these apply to phonographs and acoustical improvements. So with this foundation to build on, the Berg Co. has a future that should prove interesting, not only to itself, but to the trade in general and its jobbers and retailers in particular.

E. R. Manning, treasurer and general sales manager, of the company, says that the early 1916 experiments, and Mr. Berg's work on acoustics, have reaped generous rewards. This is best indicated by steadily increasing sales, which from present schedules will exceed the plant capacity for the balance of 1926. However, additional factory space has just been acquired and production has increased materially. Bigger plans for 1927 are already under way.

Jobbers and dealers handling Berg Artone portables and large models are enthusiastic over the public's reception of them. Naturally, any new article, especially with the revolutionary features combined in the Berg line, have to go through an experimental stage with the dealer until the public accepts or rejects such merchandise. Mr. Berg and Mr. Manning have never had the slightest doubt as to the public's acceptance of the Berg line, especially because the highly decorative effects possible with the use of DuPont Fabrikoid in beautiful reproductions of hand-tooled leather designs fit in harmoniously with the present-day trend of home furniture. Odd pieces, colored lacquers and polychrome effects are greatest in demand and the new Berg Artone phonographs have been endorsed by the trade and public.

Lacey Laboratories, Chicago, to Represent Perryman Co.

The Lacey Laboratories, 529 South Franklin street, Chicago, have been appointed manufacturers' representatives for Perryman tubes, manufactured by the Perryman Electric Co., 33 West Sixtieth street, New York. The company is covering a very important territory including Illinois, Wisconsin, Minnesota, North Dakota and South Dakota, Iowa and Nebraska. H. B. Foster, Perryman general sales manager, who closed these arrangements with the Lacey Laboratories, states that the organization has already accomplished splendid results in the appointment of well-known concerns as Perryman jobbers throughout their territory. Perryman tubes are steadily increasing in popularity.

Why our service means greater, more profitable sales for you

Okeh Records

AN OKEH DEALER'S LICENSE is something to build future business on. This statement is made on the prosperity our Okeh Dealers show.

AN ESTABLISHED DEMAND for Okeh Records which sets their sales squarely on a par with other makes of records.

A VARIETY IN CLASSIFICATION (Popular Hits, European Classics, Old Time Tunes and Race) that takes care of every customer's choice.

Big Edison Advertising Campaign Now Launched

National Magazines and Newspapers With Aggregate Circulation Exceeding 7,000,000 to Be Used Before Christmas Holidays

Thomas A. Edison, Inc., has just issued a broadcast appeal to Edison dealers calling attention to the extensive national advertising campaign being conducted during the coming months for the purpose of featuring the new long playing Edison record with its forty minutes of music, and the New Edison long playing phonograph. The Edison advertising will appear in the Saturday Evening Post, Collier's, Comfort Magazine, and several farm magazines, as well as in over 150 newspapers throughout the country, with an aggregate circulation in excess of 7,000,000, before the Christmas holidays roll around.

At the Edison factory it was reported that the demand for both the long playing records and the new long playing phonograph has exceeded most substantial proportions with the result that the plant is operating nights to keep in sight of orders. A large part of this demand is traceable directly to the results of the recent tour of the country made by Charles Edison, president and chief executive of Thos. A. Edison, Inc., and Arthur L. Walsh, vice-president and general manager of the phonograph division, when personal contact was made with several thousand retail dealers to whom the new Edison products were displayed and demonstrated.

Bloomingdale Bros. Add Complete Columbia Line

The complete line of Columbia Viva-tonal phonographs and Columbia New Process records has been taken on by the talking machine department of Bloomingdale Bros., department store, New York, during the past month. The placing of the line in this establishment provides another important outlet for the Columbia products, as, in addition to the large trade within the store, from New York the proper, a great percentage of Long Island purchasers give the Bloomingdale establishment their patronage. William Schneider, manager of the music section, is planning an intensive campaign to push the new line.

JUNIUS HART PIANO HOUSE

123 CARONDELET ST.

NEW ORLEANS, LA.
Money-Making Children's Records

The "Big Three" Holiday Items

15¢ Retail

Although low in price the Cameo Kid and Uncle Wiggily records are of the highest quality. Note the accompanying record titles. They cover every song, game and story that will appeal to children.

The Cameo Kid and Uncle Wiggily records are seven inch double faced put up in gayly illustrated multi-colored envelopes.

Send for an assortment of records today, also circulars and window display matter.

CAMEO RECORD CORPORATION
249 WEST 36th STREET, NEW YORK, N. Y.
Lincoln Records

Retail 35c. or 3 for $1.00

A rising tide of Lincoln record sales makes this popular priced quality record an important item in progressive music stores.

Every dealer should have a popular priced record counter — and Lincoln records offer an unusual opportunity for attracting new customers and retaining old ones.

The volume business in Lincoln records — at 3 for $1.00 assures substantial profits.

Lincoln records are recorded by a new method giving the finest reproduction of voice or instruments in solo or ensemble.

Write today for our liberal proposition on the last minute popular successes and the musical comedy hits.

Window strips, circulars and other advertising material will also help your sales.

The Lincoln Record is a product of

Cameo Record Corp.
249 West 34th St., New York, N. Y.
Enthusiasm Over the Outlook for Holiday Business Is Marked in Detroit Territory

Business Increasing Steadily and the Peak Will Be Reached Just Before the Holidays—Dealers Large Attendance—News of the Month

Detroit, Mich., November 8.—October business was better than expected with most of our talkers, retailers and everybody enthusiastic about November and December. They can see nothing ahead but good business, their only source of worry being "will they be able to handle it?" It is true that right at this time there are a good many people out of employment owing to the temporary slump in the motor business, but dealers do not view this seriously, as business with the motor factories is always more or less "shot" at this season of the year, so that it is nothing unusual. It is true, however, that collections have been hit a little and that retailers are watching them very closely.

Adds Talking Machine Line

The last music store to add talking machines is the Janney-Bowman Co., which has the principal establishment at Park and West Eibach streets. This concern handles the Knabe and the Ampico and has always steered clear of any other mechanical merchandise. But a deal was closed recently whereby the company secured a Victor agency.

Big Crowd at Radio Show

Talking machine dealers have come to fully realize the importance of radio and nearly 99 per cent of them are now handling radio, in separate and combination cabinets. It has boosted their volume of sales enormously and it is a big factor to their stock of goods. It is no wonder then, that a great many dealers attended the fifth annual show of the Radio Trades Association of Michigan, in which E. K. Andrews, manager of the Hudson Music Store, is very active. The show was held at Convention Hall and the total attendance was double that of a year ago. While we could not get the exact attendance figures, we understand it ran way over 150,000 for the seven days ending October 31. During the show many artists of national reputation were in Detroit broadcasting over local stations, the principal attraction being Maria Kurekko, noted Metropolean opera star. As a result of the show, exhibitors foresaw the most unusual business prospects. People not only came to hear the big names actually taken for granted expectancies. All of the nationally advertised radio, outlooks were on display through the local or State jobbers.

Columbia Popularity Grows

It is hardly necessary to comment on the increasing business reported by the local wholesale house, the Columbia Phonograph Co. Not only are the New Process Columbia records selling as never before, but the Columbia phonographs are also showing a healthy monthly increase. Dealers look for important announcements on phonographs very shortly.

J. M. Quinn, recently appointed Detroit manager for the Wurlitzer Co., is extremely busy these days getting out a new store in the shape, located on Broadway, and which will open about the middle of this month.

Featuring Edison and Brunswick

R. E. Lang, Inc., of 442 East Lafayette avenue, Detroit, has three spaces in which they exhibited the Sonora in all of its styles. Speaking of the Sonora, the line is handled by many of Detroit's leading talking machine dealers, including the J. E. Hudson Music Store, the City Music Co., Everybody's Music Shop, Dupra's Music House, Raalm Bros., Crowley, Milner Co., Rand's Music Co., G. R. Walker Music Co.

Columbia Phonograph Corp.

Markets Meller Recordings

Practically coincident with the start of the second session of this month's recording trip by Raquel Meller, world-famous interpretive singer, comes the announcement of the Okeh Phonograph Corp., New York, that it has placed on the market twenty-three Odeon recordings of this artist. Mlle. Meller has recorded exclusively for the Odeon catalog and the metropolitan dealers who carry this line have received the announcement of the new records with great enthusiasm. A co-operative advertising of the Okeh Phonograph Corp. and thirty metropolitan dealers appeared in several of the city's newspapers during the past week and further advertisements will appear at regular intervals.

While Mlle. Meller records only in Spanish, her art has an appeal that is not limited by the various languages or by the influence of music in language, as is amply evidenced by the success which she has achieved in her concert appearances in France, Germany and the United States.

Studner, Cummings & Co.,

N. Y. Ekharmonic Jobber

Famous People Enjoy the Stromberg-Carlson Radio

Governor Smith, of New York, derived keen pleasure from the visit at his Political Headquarters—Queen Marie Also Enjoyed Set

During the past few weeks Gross-Brennan, Inc., Stromberg-Carlson Art model with external cove speaker, was also placed by Gross-Brennan, Inc., in the suite occupied at the Hotel Biltmore during the strenuous pre-election days by Governor Smith, of New York, who was reelected with a large majority.

Governor Smith, together with his campaign manager, Colonel Lehman, derived keen pleasure from the Stromberg-Carlson set, which was named "It." The Stromberg-Carlson 602 Art model, with external cove speaker, was also placed by Gross-Brennan, Inc., in the suite occupied at the Ambassador Hotel by Queen Marie of Roumania during her stay in New York. The royal visitor was greatly pleased with the Stromberg-Carlson set, which was in frequent use while she was being entertained in New York.

A Stromberg-Carlson 602 Art model is being used to splendid advantage at the Harvard Club, New York City, where a remarkable electrical scoreboard has been installed to give Harvard football and Harvard basketball games. The Stromberg-Carlson executive showed the main feature of the scoreboard, giving the members a lifelike presentation of the football game, and the Harvard Club is very enthusiastic regarding the success of this interesting and novel presentation.

Republic Radio Day

a Big Event in Detroit

Detroit, Mich., November 6.—At the recent Detroit radio show, Republic Radio Day, held under the auspices of the Republic Radio Corp., of this city, prominent wholesaler, was one of the most fascinating events. A. H. Zimmerman, president of the company, and arranged whereby C. W. Kirby, radio announcer at station WJR, took charge of a most interesting program. Mr. Kirby was not limited to expense and the first nineteen concerts of the Detroit Symphony Orchestra went on the air as the Zenith Radio Symphony Orchestra.

The Hudson Male Quartette, considered one of the foremost musical organizations in the state, went on the air as the Mohawk Radio Quartet, and a number of well-known soloists also appeared on the program. The concert started at 8:30 with all local broadcasting stations hooked up together and continued for two hours and forty-five minutes. The Republic Radio received hundreds of letters and telegrams of congratulation from all over the country.

MANUFACTURERS OF RADIO AND PHONOGRAPH HARDWARE

These two words explain why the best dealers stock G-E Tungar—the original bulb charger. And now the line is complete. It includes the 2 ampere, 5 ampere and the new Tungar Trickle Charger.

To get the greatest profit out of the line, be sure you sell the right Tungar for the job. Don’t sell a Trickle Charger when the set demands a large one. Or a large one when the Trickle Charger will do the job. Help your customers buy wisely. They will thank you. And they will remain your customers.

The demand for battery chargers will be bigger than ever this year. For quick, profitable turnover, order from your Tungar distributor before the great demand begins.

**Tungar**

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

**GENERAL ELECTRIC**
The Sparks-Withington Co., Jackson, Mich., manufacturer of Sparton radio receivers and other products is host to nearly 350 representatives of distributors at their headquarters in Jackson, Mich.

Pathe's annual party was given on Saturday evening, November 5, and drew a large crowd of the 350 representatives who were entertained throughout the evening. Mr. Pathe, president of the company, was host to the gathering and introduced the entertainment

The entertainment consisted of the annual Pathe review of the year's activities, with a special feature being the presentation of a new phonograph record which has been made available to the world. The record is a phonograph record of the famous Pathe phonograph. It features a phonograph record of a famous Pathe phonograph, and is the first phonograph record of its kind to be offered for public sale. The record was produced by the Pathe company and is available through their stores.

Aimee Semple McPherson, who is well known for her work with the Pathe Phonograph Co., also made an appearance at the party and introduced the new phonograph record. She stated that the company is very pleased with the new record and is confident that it will be a great success. She also spoke about the importance of the phonograph in the entertainment industry and the role that it plays in the lives of millions of people around the world.

The party was a great success and the representatives from all over the country enjoyed the entertainment and the company of their colleagues. They were all very impressed with the new phonograph record and the efforts of the Pathe company to continue to produce high-quality products.
Portable phonographs have to stand more abuse than any talking machine made

They're carted here, there and everywhere—picked up and dropped—exposed to rain and weather—played hour after hour, month after month. They have to stand the gaff or you're going to have a lot of explaining to do, with returns and losses.

Although Flyer Motors are in constant use the world over under exacting conditions—There are no returns

Flyer-equipped portables are easier to sell and they stay sold—because Flyer Motors are built with the precision of a fine watch—they are built to last—built to pass 77 O. K.'s.

Every Flyer Motor must successfully pass 77 rigid inspection operations

And you can bank on it that the motor that does pass these inspections is a safe motor for you to sell. It is sturdily made of the finest materials, carefully made by experienced workmen, and backed by the oldest maker of motors for independent phonographs.

That's why you as a dealer should insist on portables equipped with Flyer Motors, and so insure yourself against returns and losses

The General Industries Co.

Elyria, Ohio

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century
H. J. Zopf is appointed manager of Fada Radio, Ltd.

Executive, Just Home From Foreign Tour, Gets Important Post at Canadian Branch Factory of F. A. D. Andrea, Inc.

The appointment of Homer J. Zopf as manager of Fada Radio, Ltd., the Canadian branch factory of F. A. D. Andrea, Inc., located at 35, 1st Ave., N.Y., New York City, has been announced. Mr. Zopf recently returned from a foreign tour in the interests of Fada radio, which included all important business centers of Central America and South America.

In Canada Mr. Zopf will act in collaboration with T. W. Rodell, who will continue his activities as production manager in charge of factory matters.

Three Kolster Jobbers Tell of Excellent Trade Outlook

Three Kolster jobbers, from three leading markets of the West and Middle West, met in New York a few days ago and, after comparing notes, agreed that this Winter's sales will set a new record in the radio industry. In each section they represented they reported that the season had opened earlier than usual and that sales were being made in a greater volume than ever before. The jobbers were N. L. Cohn, of Triangle Electric Co., Chicago; B. K. Sweeney, of B. K. Sweeney Electric Co., Denver, and Frank Froudit, of F. F. Froudit Co., Lincoln, Neb., all representatives of the Federal-Brands Inc., in whose offices they met.

Duo Rectron Price Cut

A reduction in price from $65 to $37.50 on the Duo Rectron, 18037, B eliminator has been announced by the Radio Corp. of America. Production economies make this possible.

New Artists Found in the Latest Edison Release

Constance Mering, Pianist; Johnny Marvin, the "Ukulele Ace," and Aladar Sio's Orchestra Have First Recordings in New Edison List

The latest Edison record list introduces to Edison phonograph owners several new artists and groups that have become known through Constance Mering, the prominent pianist, who has recorded as her first offerings two piano solos, namely, "Crazy Quit" and "Trail of Dreams." Johnny Marvin, whose name the "Ukulele Ace," has also joined the Edison recording family with his first record presenting two catchy numbers from "Honeymoon Lane." Aladar Sio's Orchestra, which has created quite a hit in the Broadway operetta success "Countess Maritza," has also been engaged to make Edison records and the first efforts of the organization are also found in the latest record release. The addition of three new recording artists and organizations in one month is in line with the Edison policy of building up a representative group of recorders and adding desirable variety to the records offered.

Ten Thousand Dance to the Auditorium Model Victrola

Philadelphia, Pa., November 5—Five thousand couples dancing to the music of a single, huge Victrola was the unique picture presented at the eighth annual ball of the American Legion, given in the mammoth auditorium of the Sesqui-Centennial at Philadelphia. It was the biggest single event of the Legion's greatest convention, and it furnished an opportunity for one of the most remarkable demonstrations in the history of musical reproduction. Alternating with a thirty-piece orchestra, the giant auditorium model Orthophonic soon captured the fancy of the dancing throng and all of dawn sent the weary Legionnaires to seek restful retreat, the inspiring Victor program of latest jazz "hits" and old-time waltzes favorites kept the crowd thronging applauding for more and bigger encore.

The machine employed was a replica of the model that entertained boardwalk crowds at Atlantic City last Summer. It was installed and operated under the personal direction of Dr. Carlton D. Haigis, chief of the Victor Co.'s physical research laboratory.


The Adams-Morgan Co., Inc., Upper Montclair, N. J., maker of the Paragon radio sets, has been purchased outright by the Paragon Electric Corp., a new organization that has for its officers C. S. Phillips, president, and P. A. Petroff, secretary, treasurer and general manager. The assets of the new company have a value of more than $200,000. The new company will continue making the "Paragon Six" and parts and accessories, which are widely popular with the trade.

Drop Name "Rexophone"

According to a recent announcement by the Jewel Phonoparts Co., Chicago, the firm has discontinued the "Rexophone" as a trade-mark for its reproducer and brass tone arm. This action was taken when it was recently learned that a firm in Australia had used the name "Rexophone" as a trade-mark for several years. When the Jewel reproducer was introduced in May the executives of the firm were not aware of this fact, but that the name was not ready in use. The Jewel Concert reproducer and Jewel brass tone arm will be the names by which the Jewel Phonoparts products mentioned above will now be known.

World's Classified Advertising

Any member of the trade may forward to this office a "World's Classified Advertising" line at 25c, per line, to occupy a space of four lines, again measure, and it will be inserted without charge. Replies will also be forwarded without cost. Additional space will be at the rate of 25¢, per line. Rates for all other classes of advertising apply.

FOR SALE

1926-1926 Atwater Kent Model-20 Compact Car and Parts, Excellent Condition. Also $100.00 for Sale. Properly boxed. Immediate Delivery.

WHAT AM I OFFERING?

FRED P. ALTSCHUL, 6 East 14th St., New York City

LINES WANTED

We have opened up a furniture, building and radio store at 415 Broadway, Rochester, N. Y., and wish to purchase record梨e manufacturers of standard sets, radio and radio cabinets on consignment to sell at new price each at a low price with small profit. Address United Phonograph Co., 415 Broadway, Rochester, N. Y.

BUSINESS FOR SALE

Only exclusive music and radio store. City of 20,000. Division point main line Santa Fe. Established 27 years. Pianos, phonographs, radios and general stock. Location is the best in the Central location, reasonable rent. About $8,000 will hold. For details, mail inquiry. Address Newman Music Co., Newton, Kan.

J. R. Kenney, New Brooklyn Stewart-Warner Manager

F. M. White, district manager of the Stewart-Warner Speedometer Corp., New York, recently appointed J. R. Kenney as manager of the radio division of the Brooklyn service station of the company. In his new post Mr. Kenney will serve Stewart-Warner dealers in Brooklyn, Long Island, Rockland and Richmond counties and part of Westchester county. Mr. Kenney was, until recently, connected with the sales promotion staff of the New York branch of the Brooklyn Co., and has had many years' experience in the retail and wholesale music fields.

Yahr-Lange, Inc., Display at Wisconsin Radio Exposition

Yahr-Lange, Inc., Milwaukee, Sonora jobbers and national distributors of Super-Ball and related accessories, was sponsored one of the largest and most attractive displays at the Fourth Wisconsin Radio Exposition recently held by the Wisconsin Radio Trade Ass'n. Each pillar at the back of the booth was surmounted by a Super-Ball antenna and in the exhibit proper were the new Sonora radio receivers, cabinet loud speaker and new reproducing Sonoraph. The newer type, with Philco rechargeable batteries and Ray-O-Vac dry batteries. Fred E. Yahr, president of Yahr-Lange, Inc., recently stated that his firm expected to experience the largest radio season in its history, due to the fact that Yahr-Lange, Inc., has passed through the four years of rapid growth successfully and is allowing its lines to include only standard merchandise such as was displayed at the Wisconsin Radio Exposition.

B. E. Bensinger, president of the Brunswick Co., returned to the Chicago offices of the company the latter part of last week after a two weeks' business stay in New York.

An artistic design of table-type Victrola, No. 170, has just been introduced by the Victor Co. The list price is $50.
Unipower sales have already passed last year’s grand total

—and the big winter months are still to be heard from...

Last year dealers found they could sell a lot of Unipowers. And once sold they stayed sold. There were no complaints—no service calls to eat up the profits. With dealers actively pushing it Unipower’s sales were greater than ever before.

Now—this year—with the busy season hardly started, more Unipowers have been sold than were sold all last year! And the biggest radio months—November, December, January—are still to be heard from!

What a sales story you can tell now about Unipower! Last year’s models are giving unfailing service everywhere. Refinements this year have made these same models more fool-proof than ever.

In addition, a new type of Unipower is now available that has already received the highest praise of radio engineers and manufacturers. Unipower again is making radio history—the new 6-volt model is far ahead of any other radio “A” power unit yet devised. It is absolutely automatic in operation.

A miniature power plant

Unipower is a miniature power plant, carefully designed to furnish radio “A” power from the light socket. Incorporated in Unipower is the trickle charge principle, which changes electric light current into satisfactory radio power. Unipower, however, also contains the extra, rapid charge rate absolutely necessary to keep the set at full power always—even under unusual conditions caused by overwork or neglect.

Experts designed Unipower—time and performance have proven it totally fool-proof. There are no parts that need adjustment or that will wear out or need replacement during the normal life of the product. It is so constructed that it cannot fail.

Take advantage of the big Unipower months just beginning. Write now for the complete story of automatic “A” power that cannot fail. The Gould Storage Battery Company, Inc., 250 Park Avenue, New York.

New refinements to a proven principle—the principle of trickle charge plus the indispensable rapid charge found only in Unipower—

are present in this new 6-volt Unipower designed to furnish unfailing “A” power to any 201-A tube set. Four trickle rates, operated by a simple dial, enable the user of heavily-worked multi-tube sets to adjust the power to the exact rate necessary to his individual set and hours of use.

Complicated wiring is eliminated—installation is as simple as that of a storage battery. Automatic switching makes possible a power-operated set under one control—no change is necessary in “B” power supply or set wiring.

For 199 tubes or equivalent

AC-4—$33.00

Unipower contains a Balzite charging unit of Gould design. It operates from alternating current 110-125 volt—60 cycle. Special models, 25-50 cycle, at slightly higher prices.
New Stores and Changes Among Talking Machine Dealers During the Past Month

Arkansas
Little Rock—The C. O.zer & Company Music Co. has obtained a charter with a capital stock of $25,000 and will conduct a general music business.

California
San Jose—The Anderson Music Co. has moved into the Jos. B. Robertson building at 321 South First street.

Los Angeles—A new music store was recently opened at 1222 North Orange boulevard by E. D. Herder, who was until recently field man for the Reiden-Danforth Co. A complete line of talking machines and radio is carried.

San Francisco—L. A. R. Broch, are now located in new quarters at Mission street and are featuring the Columbia Viva-tional line of phonographs.

Verna—The Flatt Music Co., of Los Angeles, has opened a branch store at 828 Van Nuys boulevard, handling a full stock of musical instruments.

Long Beach—The local procedure for changing the name of the Fitzgerald Music Store to the Deo Brothers, L. C. Osborn, has been carried out.

Livermore—A new music store featuring phonographs and radio has been opened on the northeast corner of First and Sycamore streets by Auborn & Enright, for the past few months affiliated with the Auborn Music Co., has purchased control of the business.

Montecito—The Smith Bros. Music Co., of Whittier, has opened a branch store at 106 North Whittier boulevard, handling all lines of musical instruments.

Colorado
Pueblo—The Knight-Campbell Music Co. has moved into handsome new quarters in the Colorado building.

Rex—The Hershey Jewelry Co., has opened a branch store, handling the Brunswick, Brunswick and Grafphans brands.

Connecticut
New Haven—The A. R. Clinton Co., well-known music house, recently moved from 33 Church street to new and larger quarters at 324 Chapel street.

Florida
West Palm Beach—S. Ernest Flishtek & Son recently moved their quarters at 28 West Washington street to new and larger quarters at 129 North Synar street.

Clearwater—The Post Music Co., has taken new quarters in the Seven Arcade on Fort Harrison avenue.

Daytona Beach—The Burns Piano Co., formerly located at the Burns Piano Co., 849 Main street, has opened a second store at 54 South Beach street.

Eustis—Arthur Salton, manager of the Orient Bazaar in the Central Arcade, has enlarged his business by the addition of a music department.

Georgia
Athens—E. W. Dobbs was recently appointed manager of the talking machine department of the Cable Piano Co.

Idaho
Idaho Falls—The Flatt-Roberts Piano Co., of Salt Lake City, has opened a branch store here with D. G. Ryan as manager.

Illinois
Chicago—The Sears branch of the Cable Piano Co., has opened a talking machine department carrying a complete line of musical instruments.

Pouill—J. A. Parrish and his son have purchased the Commercial Piano Co., 309 Main street, opened a second store at 142 South Beach street.

Juliet—George W. Wells has moved his music and furniture store from 110 Ottawa street to larger quarters at 314-16 Van Buren street.

Indiana
Tomlin—The music store of the H. D. Taylor Co., has recently been moved to the Commercial Music Shop to deal in musical instruments.

Iowa
Davenport—E. J. Nolas, music merchant, has moved to larger quarters over the Grant Tire Station.

Eklad—The music store of Herman H. Musler was recently sold to Kudrich & Youngdale and Julius M. Nolte.

Downer—The Benner Music House has opened its new fourteen foot store at 531 Main street.

Kansas
Pawnee—Jay E. American purchased the interest of R. C. Hardman and J. M. Standlee in the J. R. House Music Co. and is now the sole owner of the business.

Kentucky
Louisville—Laverne M. Titan, dealer in musical instruments at 1900 Dear park avenue, has filed a petition in bankruptcy with assets of $11,075 and liabilities of $22,185.

Louisiana
Shreveport—The O. K. House Piano Co., has closed its beautiful new store here carrying a full line of musical instruments. This makes the fourth in its chain of Southern music stores.

New Orleans—A new music establishment, "The Music Shop," opened the early part of last month at 191 Portland avenue, filled line of musical instruments. Parker Harris is manager.

New Orleans—A new Orleans dealer, carrying a full line of musical instruments, will move shortly to new quarters at 346 Baronne street.

Baltimore—The Kunz-Smith, Sanders & Stuyvesant Co. has consolidated with the Hamman-Levins Co., and the new store will be at 180 Charles street.

Baltimore—Trent's Music Store recently moved to its new location, which was completely remodeled for the purpose.

Baltimore—The Consolidated Gas & Electric Co. has entered the music business, taking full line of Brunswick phonographs and Pareto pianos.

Massachusetts
Fall River—The Kaplan Bros. Music Store, 384 South Main street, suffered a large loss in a recent fire.

Michigan
Alma—J. F. Carter's Music Co. has purchased a new music store known as the Peters Co. Music store.

Detroit—The Jason-Holman Co., has added above the store at 187 E. Jefferson avenue, in addition to the old store at 190 Charles street.

Lansing—R. S. Buick has opened the Buick Music House in the remodeled building at 319 South Washington avenue.

Binghamton—Martin Schueman has moved his music store from 167 West First street to new space in the Parkinon Millinery building.

Detroit—The Jason-Holman Co., formerly an exclusive agent for the Brunswick machine department granting the Victor line.

Missouri
Kansas City—The Music Co. has been incorporated with a capital stock of $15,000 to deal in musical instruments.

Missouri City—The Music Co. has been incorporated with a capital stock of $15,000 to deal in musical instruments.

New York
Buffalo—A new music store has been opened at 103 Twomonds street by Peter Bros.

Ohio—Lent & Company have moved to new and larger quarters on North Aurora street.

North Carolina
Greenville—The Greene Music Co. has been granted a charter of incorporation.

Philadelphia—The F. A. North Co., 1900 Chestnut street, has opened three new branches at 41 South Sixty-first street, 435 Main street and in the Menomink district of the city.

Rhode Island
Providence—The Garnier Piano Co., carrying a full line of musical instruments, recently moved to larger quarters at 299 Washington street.

South Carolina
Greenville—Popeye's Music Store, Columbia dealer, recently moved to larger quarters formerly occupied by Phillips and Crew.

South Dakota
Sioux Falls—A new music store with the Columbia Viva-tional line of phonographs featured was recently opened by the John C. Johnson department store by George Compton.

Texas
Dallas—A new talking machine store was recently opened on Elm street operating the name of the "Music Box." Frank Wright, known through-
out the country as one of the Radio Franka, record and radio artists, is the proprietor.

*The Talking Machine World* has been incorporated with a capital stock of $7,500.

**Utah**

Salt Lake City—Ted Taylor has been appointed manager of the talking machine department of the Glen Bros.-Roberts Piano Co.

**Washington**

Seattle—A new music store, Broom's Music Room, was opened at Sixth avenue and Stewart street by George R. Broom, who has had many years' experience in the retail music field. A complete line of musical instruments is carried.

Goldendale—The Erbes Music Co. has opened a store carrying a full stock of merchandise, including soundographs, and the Stromberg-Carlson Federal, Bremer-Tully and Thora's line of radio apparatus.

Kirkville—A musical merchandise department has been installed at the Kirkville Drug Co., quarters to be expanded for the purpose.

Everett—The Everett Department Store, which has a music and radio department, has filed an application to change its name to Runbaum's.

Tacoma—Incorporation papers have been filed for Harper-Logan, Inc., which will deal in musical instruments with a capital stock of $50,000.

**West Virginia**

Charles-town—The McAtee Music Co. has opened a branch store at 712 State street.

**Wisconsin**

Milwaukee—J. L. Heald was recently appointed manager of the radio department of the Boston store. The department is operated by the R. E. Roic Co.

Madison—The Music Shop has been incorporated to operate a retail and wholesale musical merchandise business. Owen E. Lyon, Perry A. Sletteland and Glenn W. Stevens are the incorporators.

Reedsburg—J. W. Williams and Mrs. Williams have opened a new music store which is known as the Bohlin Music Store.

Fond du Lac—James A. Sunde has opened the Sande Music Shop at 82 South Main street with a full stock of musical instruments.

Oconto Falls—Edward Allen has purchased the McElroy Music Store from Arnie Maser.

Milwaukee—The Thiery Music and Specialty Shop has changed its name to the Thrift Music and Specialty Shop and is continuing business in its re-modeled store at 872 Upper Third street.

Baraboo—Ted J. Holzem has purchased Willey's Music House and will operate it under the name of the Holzem Music Co., carrying the Victor line and Guttmann pianos.

Milwaukee—The Home Appliance & Radio Shop has been incorporated with a capital stock of $1,000 to deal in radio apparatus.

Milwaukee—The Wisconsin Specialty Sales Co. has been incorporated with a capital stock of $10,000 to deal in radio apparatus.

Milwaukee—A new radio shop has been opened at 450 Ivanhoe place by Otto H. Feibing and Charles C. Krause, featuring the Dayton and Atwater Kent lines.

**Canada**

Lethbridge, Man.—Willis & Co., Ltd., of Montreal, has opened a branch store in the Royal Bank Building with E. C. Peter and A. E. Peter in charge.

Grande-Drone, Ont., has acquired the interests of Leech, Clerg & Leech and has taken over the latter's concession.

Montreal—J. W. Shaw & Co., music dealers, recently opened a ground-floor radio department carrying the Stewart-Warner, Fred-Eliessen and other lines.


**Intensive Sales Drive on Little Tot Records**

The Regal Record Corp., 10 West Twentieth street, New York City, manufacturers of Little Tot and Little Tot records, has arranged a most intensive sales drive on children's records for the holiday season. The Little Tot records include ninety-eight titles, covering practically all the songs, games and stories that appeal to children. This product is marketed in a multi-colored record album containing four records. It has woven leaf features with the possible addition of other selected records, from time to time.

In conjunction with its sales and advertising campaign the Regal Record Corp. is issuing much circular matter for counter use. This material has space for dealer's imprint. In addition, the advertising department has available window strips, cut-outs and a multi-colored "mother goose" display sign. This is of large size and can be used very effectively for a background in a window setting.

**Suzanne Lenglen Presented With Portable Victrola**

PHILADELPHIA, PA., November 5.—On the day that Suzanne Lenglen, French tennis star, played in the Sesqui-Centennial auditorium here, the Victrola Talking Machine Co. received a message to the effect that the portable talking machine which Miss Lenglen carried about with her had been put out of order on her trip to this country. Investigation showed that the instrument was wrecked beyond repair and so the temperamental French court star was presented with a brand-new portable Victrola by John Gregg Paine, of the Victor Co.

C. B. Cooper has been appointed New York representative of Shamrock Mfg. Co., Newark.

**Vitaphone Corp. to Record Artists of Brunswick Co.**

The Vitaphone Corporation has entered into an arrangement with the Brunswick-Balke- Collender Co. providing for exclusive contracts with all the Brunswick artists.

Among the Brunswick artists already registered under this arrangement are the New York Philharmonic Orchestra, Al Jolson and the Vincent Lopez Orchestra. The right to negotiate with other Brunswick artists is now being exercised by the Vitaphone Corp.

At the time the Vitaphone Corp. was formed to handle the destinies of the amazing instrument now being seen and heard in two theatres on Broadway, a contract was entered into with the Victor Talking Machine Co. for the exclusive privilege of the services of all the artist-under contract to that company. An arrangement was also entered into with the Metropolitan Opera Co. for the exclusive privilege of negotiating for the services of all of its artists.

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**magnaphon**

The Electric Phonograph Amplifier

that is taking the country by storm

LIST $10.00

Electrical Reproduction of Music from Phonograph Records is now an accomplished fact—and at a LOW COST.

This remarkable new instrument will transform the small portable phonograph into an electrically operated machine and give it the volume, tone and smoothness of a Panatrope or an Orthophonic. No skill is required in its installation. The ordinary phonograph needle is inserted into the electric pick-up and the wires plugged into the radio set or power speaker.

With this new attachment for the Radio and Phonograph your customers can enjoy music and dancing from their own broadcasting station—free from the annoying scratch of the needle or the nerve racking rasp of static. The MAGNAPHON will prove a leader that will stimulate the sales of Phonographs and Records to Radio set owners and the sales of Radio Sets to Phonograph owners. There is a generous discount to Jobbers and Dealers. Get in on this highly profitable item.

MAGNAPHON with a Three Stage Quality Tone Power Amplifier and an Eighteen Inch Cone Speaker, $49.20

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**TECTRON RADIO CO.**

1270 Broadway

New York, N. Y.
Dealers in the Toronto District Are Active in Pushing Merchandise Handled

Whaley Royce & Co., Ltd., to Distribute Symphonic Phonograph Reproducer in Canada—All-American Radio, Ltd., Organized—Other News and Trade Activities of the Month

Toronto, Ont., November 8—Palmer's music store was recently opened after undergoing extensive interior remodeling. Special demonstrations were given on the Brunswick Panatone. E. H. McCarthy, vice-president of the Symphonic Sales Corp., New York, was a recent visitor to Toronto on pleasure bent. Whaley Royce & Co., Ltd., have recently arranged for the distribution in Canada of the Symphonic reproducer, made by the Symphonic Sales Corp., New York.

All-American Radio, Ltd., is one of the most recent additions to the list of radio firms of Canada and have their headquarters at 445 King street, West, Toronto.

National Sales Representatives have been appointed distributors for Telephone loud speakers.

R. O. Bull, of Purser Bull & Co., was elected president of the Canadian Radio Trade Association at a recent meeting of that body held in Toronto. John Byers, manager, Canadian Brandes Co., was chosen first vice-president, and Henry Gooderham, assistant managing director, Dominion Battery Co., was selected as second vice-president. Members of the board were elected as follow: Messrs. J. E. Bennett, W. G. Barber, G. F. Eaton, B. E. Carey, J. W. Moncur, and J. M. Van Alten is treasurer.

Fada Radio, Ltd., manufacturer in Canada of the Fada neutrodyn radio set, recently held a distributors' convention in Toronto.

W. C. Pufeh, vice-president and sales manager of the Columbia Phonograph Co., New York, recently spent a day in Toronto with E. A. McMurray, manager, Columbi Phonco, Co., Ltd. C. E. Sibbett, proprietor of the Ottawa Phonograph Co., has secured the representation for Ottawa and district of the Columbia phonograph and Columbia records. In radio the firm features the new Columbia. The Gray Music Co., London, Ont., which recently purchased the entire stock of the London branch of Gerhard Heintzman, Ltd., has taken over with the transfer of the Victor agency, which was formerly held by Gerhard Heintzman Co., Ltd.

A. G. Parfahalson, a former member of the Canadian phonograph industry, has returned to Canada after an absence of three years to join the sales organization of the McLagan Phonograph Corp., Ltd, Stratford, Ont. He will work in Ontario co-operating with McLagan dealers in marketing phonographs and will reside in Hamilton, Ont.

W. G. Barber, sales manager of the Baldwin International Radio of Canada, Ltd., states that L. D. Cahoon, factory superintendent of the above-mentioned company, recently left for an extended trip through the United States, visiting the different Baldwin factories.

The L. S. Brach Co., New York, N. Y., is now manufacturing sets in Canada under the name of L. S. Brach of Canada, Ltd. Its line is being distributed by Burndred of Canada, Ltd. Principals of the new company are L. S. Brach, chairman of the board; S. B. Trainer, president; Godfrey Cort, vice-president, and H. B. McKenzie, vice-president and general manager.

The Columbia Phonograph Co., Ltd., has renewed its arrangement for the distribution of A. C. Dayton sets throughout Canada.

S. Gillon Hyman has been appointed the factory representative of the Acme Electric & Mfg. Co., Cleveland, O., to sell Acme products throughout Canada.

G. Entwistle has resigned as sales manager of Fada Radio, Ltd., to accept a responsible position in another line of endeavor. The management of Fada Radio, Ltd., is now being assumed by Homer J. Zopf, who brings to Canada a thorough knowledge of radio merchandising.

Tracy M. Rozelle continues as factory manager.

Brunswick Panatone Used With Symphony Orchestra in Concert Held in Montreal

Third Annual Montreal Radio Show Exhibits Viewed by Record Attendance—Dealer Conferences, Demonstrations, Sales Talks and Promotion Effort Featured Week of the Show

Montreal, Canada, November 8—The Boston Symphony Orchestra, under the direction of Serge Koussevitzky, recently gave a recital in the Forum, this city, in which C. W. Lindsay, Ltd., furnished a Brunswick Panatone, which was utilized in the rendering of Respighi's symphonic poem "Fines of Rome." This is the first time that a phonograph has been used in Canada with a symphony orchestra.

Record attendance marked the recent third annual Montreal Radio Show held under the auspices of the Montreal and District Radio Club, in which the manufacturers of sets and parts were well represented. Programs were broadcast nightly from the show, which included three Evedry sets as well as an Attwater Kent night. That radio has a strong hold on Montrealers and the Province of Quebec was demonstrated by the large number of new dealers signed up at the show by the various exhibitors. During the week numerous conferences of dealers took place which demonstrates both radio and phonograph sales and talks and promotion work was outlined, likewise service talks. On the stage at the end of the hall's picture, "The Spirit of Radio," the work of Edwin L. Chise, New York, was framed in blue velvet hangings and thrown into relief by soft diffused lighting and hung by the Canadian National Carbon Co., Ltd., Toronto, Ont., of Eveready Battery fame, was one of the attractions during the show.

The Victor Talking Machine Co. of Canada, Ltd., in accordance with its policy of offering to the public the best musical talent available, announces the appointment of the noted Harriet House String Quartet as exclusive Victor Red Seal artists. This Canadian string quartet is taken from Hart House, Toronto University. R. M. Brophy, sales manager of the Canadian Marconi Co., has just returned from a six weeks' trip through the Pacific Coast. Business prospects, he says, were never so good.

J. W. Shaw & Co., music and piano dealers, have opened a ground-floor radio department recently featuring a number of attractions, including the Freed-Eisemann, Stewart-Warner, etc.

The Brunswick-Balke Collender Co. of Canada, Ltd., is doing some extensive newspaper advertising asking for the best description of what best describes the reproduction of the New Brunswick, in which $3,000 is offered in prizes.

Lewis Bros., Ltd., this city, have taken on the representation for Quebec Province for the Freed-Eisemann line and are going after wholesale business in a large way. This firm is also pushing the Farrand line of cone speakers.

C. W. Lindsay, Ltd., in a recent advertisement referred to the new Brunswick phonograph as "The Miracle of Music." Wm. Lee, Ltd., is advertising and pushing extensively Stromberg-Carlson radio receivers.

Winnipeg Trade News

Winnipeg, Man., November 8—Canadian Western House Co., Ltd., are jobbing Radiolas in Manitoba direct to the trade this year.

Bowman Bros., Regina and Saskatoon, Sask., are reported to have sold two thousand Attwater Kent sets in the province of Saskatchewan.

Consolidated Radio Distributors, Winnipeg, have become Western distributors for Phonsteel receiving sets. Other lines handled are Ampico, Brunswick-Dean, Electro, How, Silver-Marshall and Tower loud speakers.

L. J. Haug & Co., Winnipeg, have taken on the Western representation for Era sets.

Great Redi-"A" Radio Tie-up

Milwaukee, Wis., November 8—A line of radio which has attracted a great deal of attention recently is the Redi-"A" made by the Blauk & Stratton Corp., of this city. Considerable advertising space was devoted to the opening of this line in local newspapers, and a list of thirteen Milwaukee firms appear in the advertisement as handling the Redi-"A" makes a very striking appeal. Among the downtown firms which handle the line are the Orth Music Co., the Freed-Eisemann-O'Rollins, and the Alton's Radio Stores, Inc. The Hi-Mount Radio Shop, which has recently been incorporated, and the Luebrow Music Co. are other firms handling the line in the northwest part of the city.
Progressive Dealers Even Sales Curve by Taking on Profitable Side Lines

The Experience of a Chicago Dealer Who Found a Line That Sold During the Season of the Year When the Normal Demand for His Regular Lines of Merchandise Was Below Par

[The tendency among a great many dealers in radio to take on side lines such as fishing tackle, small musical instruments, cameras, sporting goods, fishing tackle, etc., to cover quiet times in business during the Summer months is illustrated in the experiences of a well-known Chicago dealer, which makes interesting reading—Ed. Nat.]

Inspired by an exhibition of bait casting witnessed at the Out-Door Show, Philip Ackerman, owner of the W. D. A. P. Radio Shop in Chicago, now turns the lean Summer months into a busy season. One of the pioneers of the retail radio business in Chicago, and one of the few exclusive radio dealers able to keep the figures on the right side of the ledger, showing sufficient profit throughout the busy season to carry him over the lean Summer months, he had never done anything more than still fishing and very little of that.

He visited the Fourth National Out-Door Life Exposition held in Chicago last May. In his wanderings about the exposition he visited the annex where the big casting pool was located. There he observed several representatives of fishing tackle manufacturers engaged in practice casting. One in particular attracted his attention, for this one seemed to drop the five-eighths-ounce plug inside the target with remarkable ease and unerring accuracy. The movement of his hand so slight, accomplishing spectacular results so quickly and deftly, that it was difficult for the uninstructed to detect the movement. Perhaps this was partly due to the fact that the eyes were focused more on the plug at the end of the rod than on the hand that directed its movement.

So engrossed with the casting was he that he was unconscious of the surroundings, even a friend came along and stood beside him for a few moments without being observed. When he was suddenly awakened from his trance by a vigorous slap on the back, directed by his friend, his first remark was, "Gee, that fellow is a 'dark,' watch him hit inside the ring every time." In response to his friend's inquiry, "How's business," he explained that the radio business was slack in the Summer, adding that was why he could spend the daytime at the Out-Door Show. His friend said, "Why don't you sell fishing tackle during the dull radio season, put up a big sign 'Fishermen's Headquarters' and fill two of your windows with tackle?"

He considered it a good suggestion and by the time he had finished ordering six of this and three of that from all the sporting goods exhibits in the Out-Door Show he found he was investing $1,500 in merchandise entirely new to him and quite foreign to the radio business. In checking up the latter part of August preparatory to the opening of the radio season his books revealed that the original $1,500 investment in sporting goods had been turned over more than three times.

His success as a radio dealer was due to the fact that he has made an earnest study of radio and has been the recognized authority of the neighborhood. If he was to sell fishing tackle he felt he must know something about tackle, so he first tried out some of the rods, using the back lot for his experiment. The first he tried was the kind he saw the fellow use at the Out-Door Show. In doing so he unwittingly interested nine neighbors who were onlookers, each of whom invested with him $20 to $30 in rod and tackle. It was not long before he had six to eight of his neighbors making up a Wisconsin fishing party for every week-end.

He carried an extensive variety of artificial bait with him, which he and his friends tried out on their week-end trips. Thus, from actual experience and close observation he is able to tell his customers what has been accomplished with this bait or that.

The back lot casters have increased to eight or nine every afternoon, when alongside of the garage, using an inner tube for a target, they cast to an audience of fifteen to twenty people. Late in August three of the back-lot casters made application for membership in the Chicago Fly Casting Club.

Gould "B" Unipower Is Announced to the Trade

The Gould Storage Battery Co., New York City, maker of the Unipower "A" battery and Gould storage batteries, has now placed upon the market the Gould "B" Unipower, which describes as a worthy teammate to Unipower "A." This "B" eliminator produced by the Gould organization is made for 60-cycle alternating current and is also available for 25-cycle alternating current. It has a normal operating voltage of 135 volts and a tube capacity of 60 mils. Compact in size, it will fit into most of the standard makes of radio cabinets. With the Gould "B" Unipower it is impossible to come in contact with any electric current whatsoever. There are no exposed terminals outside the unit and when the cover is lifted a safety switch automatically turns off all power.

The Unipower "B" may be used in conjunction with the Unipower "A" and when so used the radio receiving set becomes a power-operated set, which is automatically controlled by the radio set switch.

Helycon Motors, Tonearms and Reproducers

Superiority Internationally Recognized

Helycon Motors

Helycon Motors are rugged and substantial in construction. They are designed to reduce the number of wearing parts to the minimum required for a smooth, silent drive, thus ensuring long, constant and consistent performance without periodical adjustments or replacement of parts.

POLLOCK-WELKER, LIMITED

KITCHENER, ONTARIO, CANADA

Cable Address: Pohekal, Kitchener.

Established 1907

Code: A. B. C., 5th Edition, Bentley's
Telling the World About Hohner Harmonicas

From every city, town and village in America, and from practically every nation in the World, people are journeying, by hundreds of thousands, to the Sesqui-Centennial International Exposition at Philadelphia.

Judging by the enthusiastic comments of the visitors as well as by the daily news dispatches, the Sesqui-Centennial is playing an important part in "telling the world" about Hohner Harmonicas.

The Hohner Exhibit, shown above, which is located in the Palace of Liberal Arts and Manufactures, is but a single factor in the illuminating program of Harmonica activity.

Not only are the visitors to the Exposition enabled to view the greatest collection of "The World's Best" Harmonicas ever assembled, but they are privileged to hear and enjoy the finest musical concerts imaginable by the famous Sesqui-Centennial Harmonica Band, directed by one of the leading musical instructors of America.

Naturally, the harmonicas which are played as well as exhibited at the Sesqui-Centennial are Hohner Harmonicas, for Hohner Harmonicas have been exhibited, played and awarded highest honors at leading expositions during the past seventy years.

All of which is merely to suggest to you, Mr. Dealer, that while we are busy telling the World about Hohner Harmonicas you should be busy selling the World Hohner Harmonicas.

M. Hohner, Inc., Dept. 72, 114 East 16th St., New York
Canadian Address: Hough & Kohler, 468 King Street, W., Toronto

Fascination Inspiration Education Entertainment Accuracy

Health Portability Durability Convenience Popularity
Experiences of Retailers Prove Sales-Building Value of Small Goods Windows

Dealers Who Devote an Occasional Window Entirely to Small Musical Instruments Will Find the Venture Profitable—Careful Planning Essential to Eye-arresting Displays

The value of an attractive window display has never been more evidenced than in the analysis of the success of the band instrument and musical merchandise departments of several music stores, which depend almost entirely upon the display in the store window to attract trade. Several dealers who maintain band instrument and musical merchandise departments, which are strictly side lines to the regular store, say that the only work done in pushing the merchandise is an occasional notice in the newspaper and a permanent display in a section of the store’s window. This display, however, is changed frequently and is kept attractive and inviting. Inside the store the same system is used, a showcase showing the products in stock.

In those cases where the musical merchandise department is a side line and does not receive any of the exploitation work which the store’s chief products receive and for which prominent display space has been allotted, the department’s sales efforts are placed directly behind the instruments, a window display pulls to the extent that each year a neat profit is shown, how much more noticeable the musical merchandise and band instrument dealer uses his window display space to present his products to the public. The space enclosed within the store windows of a store is so small and an eye-arresting display where hundreds of people pass, day after day, is the most valuable of the entire store. If the dealer is paying rent to analyze the problem and ascertain for just what he was paying he would find that the square foot value of this space is higher than that of any other portion of the warerooms.

There are so many opportunities to create an attractive band instrument display in the windows of a store that is surprising more dealers do not use this space to sell instruments. An interesting example is illustrated herewith.

Prior to the opening of Loew’s Century Theatre, in Baltimore, the $75,000 organ which was to be used arrived and was placed in the window of the music store of Kratz-Smith-Sanders & Stayman, Inc., for display purposes. While the handsome organ was in itself an eye-arresting feature, the management was not content and immediately put into effect a most effective band instrument and musical merchandise display. It is known that the organ represents the different instruments used by a symphony orchestra. One of each of these instruments was placed in the foreground of the window with a ribbon running from the instrument to the particular stop on the organ. The crowds that were attracted became so dense at times that police had to keep a lane open for pedestrians, and to gain the full benefit of the display the establishment displayed a sign featuring a sale of musical merchandise. The result was a most satisfactory increase in the volume of sales of this department, attributable directly to the window.

Another type of display that can be used by any dealer and which brought an average of three sales of band instruments a day for

The Boston Globe featured the contest in a special article, which also described the $500 B & D Silver Bell banjo on which Mr. Bacon played. Telegrams and letters were received from all sections of the country by Mr. Bacon. Among them was one from the Brown-Pardun Co., of Omaha, Neb., which stated “Congratulations to

F. J. Bacon Wins Prize
at Lewiston Banjo Contest

LAWRENCE, Me., November 4—At the World’s Old Timers Banjo Contest, which took place at the Pageant of Progress at the Lewiston State Armory recently, Frederick J. Bacon won a handsome silver cup about twenty inches high and a cash prize of $50.

Mr. Bacon is president of the Bacon Banjo Co., Inc., of Groton, Conn., and also one of the leading banjo players in the country. The World’s Old Timers Banjo Contest was sponsored by the man who won the old-time fiddlers’ contest last year. The affair aroused national interest and was reported in a number of papers throughout the country.
Follows Policy of Making
Store the Music Center

Tom Brown Music Co. Uses Advertisement to Invite All Musicians, Professional and Amateur, to Make Store Their Headquarters.

One of the policies which make for success in the retail music business is that of making the store the musical center of the vicinity in which it is located. This policy can be followed with success by every type of music dealer but for the band instrument and musical merchandise dealer it is almost a necessity that the dealer's establishment be made for the professional musicians located in the city and those who are visiting for a time. Some months ago there was related in these columns the story of the growth of the Tom Brown Music Co., which is one of the most successful band instrument houses in the Middle West, and it is the policy of making Chicago musicians as well as visiting musicians feel at home and having them make the store their headquarters that has been largely responsible for the undoubted success of the store.

A recent advertisement of the Tom Brown Music Co. was devoted in its entirety to featuring this policy. "Make 32 West Lake street your headquarters," it read. "The place to meet your friends and fellow musicians. Our store is centrally located, an ideal place to drop in when time is not pressing. Pleasant surroundings, comfortable chairs, considerate attention if desired, and only when desired—these await every patron and visitor who comes to this gathering-place for musicians."

"It is no idle boast that 32 West Lake street is Chicago's Center for Things Musical. At every hour of the day the discarnate person will find here a godly representation of Chicago's musical celebrities at the accepted rendezvous for the alert amateur and the successful professional."

Edfred Co. Effects Tie-up
With Marine Band Concert

AKRON, O., November 8.—When the United States Marine Band made its appearance in a concert at this city, the Edfred Co., well-known musical instrument house, effected a tie-up through large display advertisements in the local newspapers and through window displays, calling attention to the fact that Leedy drums and Conn instruments, used by the Marine Band, were on sale by the company. The publicity attracted considerable attention.

Demand Increases for the
Hygrade Case Co. Products

Enjoying a steadily increasing volume of business, the Hygrade Case Co., Inc., of New York, N. Y., manufacturer of Hygrade musical instrument cases, has found it necessary to more than double its manufacturing space and has recently added eighteen men to the factory force. Joseph Kider, executive head of the Hygrade organization, reports that large orders have been received for portable phonograph cases, in addition to the regular line of musical instrument cases.

Saxophone Decision Reversed

WASHINGTON, D. C., November 4.—Saxophones entered at Chicago, Ill., by Carson, Pirie, Scott & Co., and returned for duty as "toys" at 70 per cent ad valorem, have been held by the United States Customs Court, in a decision recently rendered, to be properly classified as "musical instruments" at 40 per cent ad valorem.

Instrument Sales Increase

Sales of band instruments are increasing each year, a recent statement of the Department of Commerce showed. Wind instruments, including the saxophone and trombone, manufactured and sold during 1925, were valued at more than $9,470,000, an increase of nearly $2,000,000 as compared with the previous year.

Free Lessons Aid Sales

COLUMBUS, O., November 5.—The Home Music Shoppe here has been stimulating the sale of certain musical instruments, particularly the tenor banjo, saxophone and clarinet, by giving a certain number of free lessons to purchasers of instruments.

Music Classes in Schools

Several orchestral instrument classes have been started in the public schools at South Bend, Ind., under the direction of the supervisor of music. Lessons are given to the pupils of the grade schools, the junior high schools and the senior high schools.

George Hall in New Post

George Hall, who was formerly with Tom Brown Music Store, of Chicago, Ill., is now a member of the small goods staff of the Robert L. White Music Co., of Cleveland, O.
George H. Way and Jack Roop Return From Trip Abroad in Interest of Leedy Line

Sales and Advertising Manager and Sales Representative of Leedy Co. Visited Foreign Countries to Establish Close Contact With Leedy Dealers and Musicians

INDIANAPOLIS, Ind., November 5—In order to stimulate sales in foreign countries and to establish close contact with Leedy dealers and with the professional musicians of European cities, the Leedy Manufacturing Co., maker of drums, banjos and other musical instruments, recently sent George H. Way, sales and advertising manager of the company, and Jack Roop, sales representative, to Europe with a complete set of sample instruments. The venture was highly successful, as can be seen from the following statement given out by Mr. Way following his return. He says:

"While American manufacturers have long been bidding for business and, in many cases, have been successful in establishing their brands in many European countries, we know of no companies who have adopted a personal contact method of creating a demand with the consumer along the lines of our recent experience. Of course there has been extensive direct mail and magazine advertising in these countries. We felt that this was a slow method, however, and decided to adopt the 'seeing is believing' system by taking samples to the consumer, as well as the dealer. Five large trunks were carried throughout the entire trip, consisting of banjos, brass instruments, snare drums, machine tuners, a four-octave marimba-xylaphone and over one hundred traps and accessories used by the drummer. These were carried to fifteen cities in England, Scotland and France. They were set up in sample rooms engaged for the purpose, and the musicians were called in to view the display through the help of the dealer, who covered his mailing list with a letter of explanation, pointing out very plainly that the goods on display were not for sale.

"We found in most cases that the dealer was very eager to co-operate with us because it was a bit of free and valuable publicity for him that had never been dreamed of. In Glasgow 261 musicians visited our show within three days and the ratio of attendance in other cities was beyond all our expectations. Without exception we succeeded in lining up the better class of dealers in every city. The fact that we had taken the merchandise to their own customers and that the dealer was able to hear their many favorable remarks soon won them over to realize that it would be to their benefit to stock our lines. In many cases actual sales were booked and in many more the prospects showed their sincerity in such a forceful manner that dealers could not help being impressed.

"The European musician does not receive as great a remuneration for his work as those in the United States and this has always been given as the big reason why high-priced American instruments could not be sold over there. However, our trip proved to us that even though the salaries are less, human nature is the same and it is the desire of every real musician to have the very best and we found them very willing to admit that our instruments were superior and to make the extra effort to possess them. "The saxophone possibilities have not yet reached their peak in those countries and we found hardly a man who did not admit that our brand was superior. The banjo and xylophone family of instruments has hardly started, so to speak. We found both dealer and consumer in the British Isles wide open to conviction and the dealer perfectly willing to invest in the lines complete.

(Continued on page 148)

Scintillating Beauty Rich, Superb Tone Inherent Worth

The popularity of VEGA Banjos is indicative of their sterling and irresistible qualities. Skilled players who are constantly appearing before the public in broadcasting, in records, at the theatre and at the concert recommend them. The "Little Wonder" and "Whyte Laydie" Special Models with their scintillating beauty, rich superb tone, and inherent worth become "stepping stones" to greater achievements.

LITTLE WONDER
Special
$75.00
(List $93.75)

WHYTE LAYDIE
Special
$100.00
(List $125.00)

Little Wonder Special—
The "Little Wonder" Special Model is everything its name implies—a beauty in appearance, a wonder for tone and the highest quality for the price. Its tone is clear and brilliant due to the fine mounted heads, the highly polished finish, the use of maple in sectional design and supported by heavy nickel-plated mounts, adding to the scintillating beauty of the "Whyte Laydie" Special Model. A lifetime of service and enjoyment to either amateur or professional banjoists.

Write for further information—Easy Payment Plan
—Free Trial Offer
—"Voice of Vega"

The VEGA Co.
155-6 Columbus Ave., Boston, Mass.
Current Issue of Voice of Vega Is Interesting

Informative Article on Development of Banjo From Primitive Instrument to Present Fine Products Included in Text

A new issue of the Voice of Vega, the attractive house organ published by the Vega Co., Boston, Mass., musical instrument manufacturer, has been mailed to the trade. As usual this publication is attractive in appearance and profusely illustrated with half-tone engravings of various artists using the Vega and Vegaphone banjos.

An opening article on banjo development traces the history of the banjo from the primitive instrument to the present type banjo which is typified by the "thousand dollar" Vegaphone played by Brooke Johns. In addition to the large number of native artists using the Vega banjos there are depicted fourteen out of the many leading banjo artists in England who play the Vega or Vegaphone banjo.

Queen Marie Entertained by Sesqui Harmonica Band

In estimating the sales possibilities of a product one of the first thoughts of the dealer is "what is its market." Of all the many members of the musical instrument family it would seem that the harmonica possesses probably the widest appeal, for it has practically reached the point where "everybody plays a harmonica." Letters that have been received by M. Hohner, Inc., New York City, maker of the Hohner harmonica, have proved that the popularity of this instrument extends from the school boy to the business man and even into the executive mansion.

Upon the visit of Queen Marie to this country, Philadelphia newspapers carried an interesting account of the Queen's endorsement of the harmonica, and her pleasure as sixty boys played real American music upon these instruments. The Queen's program included a trip to the Sesqui-Centennial exhibition in Philadelphia. Mayor Kendrick, of Philadelphia, a harmonica enthusiast himself, provided a novelty in the entertainment of the Queen through the playing of the Philadelphia Sesqui-Centennial Harmonica Band, under the direction of Albert Hoxie. Mayor Kendrick escorted the Queen and her party to the Fine Arts Building, where, when the doors were thrown open, she beheld this imposing harmonica organization lined up to greet her. When the boys had finished playing Queen Marie enthusiastically bestowed her approval. Each boy used two harmonicas and they quickly changed in the middle of a piece from one to the other. It is interesting to note that the only official band of this international exhibition is a harmonica band.

Souders' Music Shoppe Booking Office an Asset

Muncie, Ind., November 5—The Souders Music Shoppe, music dealer, has had unqualified success with the small booking office which is conducted in collaboration with the store and it has proved a decided asset. The store provides musical entertainers for public and private functions within a radius of the territory served by the store. The booking office serves several purposes in that it makes the establishment the headquarters for musicians, stimulates trade, is a boon to clubs, societies, theatre owners and all others who need entertainers, thus building goodwill.

The Saxophone Shop, 622 Main Street, Little Rock, Ark., recently opened a branch store in Conway, Ark.

An Investment That Pays Dividends Every Day

Invest $43.35
Sell For $85.60
Total Profit $42.25
plus the finest display cabinet to be had FREE

If our Catalogue is not handy send for Details Today

For Contents see our Catalogue No. 132

Durro Cabinet
For Strings and Accessories

BUEGELISEN & JACOBSON
(Wholesale Only)
Manufacturers and Importers of Musical Merchandise for a Generation

5-7-9 UNION SQUARE NEW YORK CITY

"Silver Bell" Banjos

Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - CONN.

Leedy Executives Home From Trip to Europe

(Continued from page 147)

"The going was slow: the methods of handling heavy trunks in these countries is very crude, but, while the work was slow and hard, often requiring many hours into the night, there were many bright spots in the trip in the way of observing the very different methods and customs of the people and there were many good laughs. The English musicians and dealers are very courteous and gentlemanly at all times; even those who could not do business with us, owing to certain conditions, were more than pleasant and always did us the courtesy of calling around to become acquainted. Many of the professional boys went far out of their way to entertain us and make things enjoyable."

"In Paris Jean Cosseonin and Henri Selmer entertained us most royally, and we want to mention most emphatically that the courtesy shown us by the Hawkes Bros., of London, and several other English dealers was truly wonderful."

"Our three months' trip was highly successful from a financial standpoint and neither Mr. Roop nor myself would have missed the experience for a great deal."

Joint Meeting of Musical Merchandise Associations

The first meeting of the Fall season of the Associated Musical Instrument Dealers of New York, Inc., and the Musical Merchandise Manufacturers Association (Eastern District), was held jointly on Tuesday, November 9, at Keen's English Shop House, New York. These joint meetings are held frequently, as the aims of the two organizations are, in the main, identical and, although their activities may differ occasionally, the purpose in view remains the same.

Weymann Demand in Japan

Philadelphia, Pa., November 4—H. A. Weymann & Son, Inc., manufacturer of Weymann orchestra banjos and Weymann Keystone State string instruments, reports continuance of good business, both domestic and foreign. Among recent foreign inquiries for Weymann instruments is one from far-off Wakayamaken in Japan. It may be seen, therefore, that the fame of Weymann products has spread not only to the far-off Island Empire but even penetrated to this relatively unknown town in Japan.
The Weymann Orchestra Banjo

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty—have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolins, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W
H. A. WEYMANN & SON, Inc.
1108 Chestnut St.

Progressive Retailer Features the King Line

King Music House, New Orleans, Makes Profits in the Musical Merchandise Department by Featuring Lines It Handles

New Orleans, La., November 4.—The King Music House of 352 Baronne street, this city, King band instrument dealer, is one of the most successful band instrument and musical merchandise dealers in the South and among the factors responsible for the success of the establishment, high on the list is the utilization of the window display space for an attractive presentation of the merchandise carried, and a neat, effective and attractive store layout and interior display.

The eye-arresting window display is of the type which will stop nine out of ten passers-by, with its sense of balance and artful arrangement of instruments. The two monster bass tubas at the sides and the bass drum in the center, with a woodland scene in colors depicted on the drumhead, are the instruments which compel attention, but closer inspection shows a wide variety of instruments each of which merits detailed study by observers.

No less effective is the interior display where the great variety of instruments carried in stock are shown in cases so that the prospective buyer can view the entire line and select at a glance the instrument which most interests him and which he wishes to examine or try.

M. Hohner, Inc., Introduces the Trutone Pitch Pipe

New Product of Well-known Manufacturer Fills a Long-Felt Need for Students and Teachers—Will Materially Increase Sales

Mr. Hohner, Inc., New York City, has presented a new product to the trade. This firm already enjoys not only a national but international reputation through its accordions and the Hohner harmonica, the popularity of which has been increased tremendously during the last few years. The new products, Trutone pitch pipes, which have just been placed on the market, fill a long-felt need in music. The Trutone pitch pipes provide tonal accuracy. The need is self-evident. Music teachers find that there is a wide variation of opinion among their pupils regarding what constitutes the correct pitch. It has been found many pupils would tune their instruments with their pianos, at home before leaving for the studio, which only resulted in proving that a large number of pianos were off pitch. Many other pupils had no pianos at home from which to tune.

The Trutone pitch pipe eliminates all this uncertainty and provides an authoritative standard of accurate pitch. Before being placed on the market the Hohner Trutone pitch pipes met the exacting test of the Hohner organization. It is reported that the reeds are accurately tuned to 440 A pitch, the recognized standard in the United States, and that the tuning is done individually by the Hohner artisans, many of whom have been engaged in similar work for many years. The reeds are constructed so that they will sustain the tone regardless of the pressure put on them. It is also interesting to note that these Hohner pitch pipes somewhat resemble in construction the famous Hohner harmonica. One side of the pitch pipes is dye-stamped with the tones and their respective position on the treble staff. Over the holes of the reeds is a sliding mouth-piece which can be speedily adjusted to obtain the tone desired.

In commenting on the new Hohner product William J. Haussler, vice-president of the company, stated that aside from the merchandising value of the new product the Hohner organization was doing something that would be bound to benefit the world of music. He drew attention to the tonal accuracy, which he described, as something never heretofore attained in pitch pipes. He stated in part: "The Trutone pitch pipes are original with Hohner and we have reason to be proud of them. Dealers in all parts of the country have welcomed the Trutone pitch pipes. Their letters are full of praise for these pitch pipes and they are backing their judgment of them with many orders. In other fields of our manufacture, our pitch pipes have been accorded a hearty welcome. Students of Teachers College, of Columbia University, are but one of many such groups that have endorsed Trutone pitch pipes and recommended them for use in schools and other private institutions."

"HYGRADE" Musical Instrument Cases

Made of Three-ply Veneer

We are now making a new combination Sax Case to fit any Alto or C. Mel. Soprano Clarinet and Music Stand; also for Alto or C. Mel. and Soprano. Our Sax Cases fit Alto or C. Mel.

For our new price list

HYGRADE CASE CO., Inc.
Manufacturers of "Hygrade" Musical Instrument Cases
345-347 South 6th St.
Newark, N. J.

The Hohner Trutone pitch pipe undoubtedly opens an increased means of profit for the music merchant. The need for pitch pipes by every musician, whether artist or amateur, is obvious. They are attractively and individually boxed and the popular price at which they are sold contributes to their extended use in schools and by individuals. It is entirely logical that a pitch pipe sale can be included with a purchase of each musical instrument.

Sherman-Clay Reports Big Increase Over Last Year

San Francisco, Calif., November 4.—The volume of sales of the band instrument department of Sherman, Clay & Co. of this city, shows an increase of between 25 and 30 per cent over the figures for the month of October of last year. During 1926, E. J. Delano, manager of the department and his staff, have been making a special drive to secure business through co-operation with the local schools.

Every Dealer WILL WANT A COPY OF THE

New Leedy Catalog "N" (Out)

MANY HITS—TWO HUNDRED AND FIFTY PHOTOGRAPHS OF ALL NEW INSTRUMENTS
ALL ABOUT THE NEW PROFESSIONAL FLOATING HEAD SNARE DRUM

Send a postal for yours today—Mailed free

Leedy Mfg. Co.
Indianapolis, Indiana
# Popular—Song Hits—Musical Comedy

These numbers have been issued or will be released shortly by all recording companies.

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<tr>
<th>From the Big Chicago Production</th>
<th>From A. L. Erlanger's Production</th>
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<tr>
<td>Rufus Le Maire's Affairs with Sophie Tucker and Ted Lewis</td>
<td>“HONEYMOON LANE” with Eddie Dowling—Knickerbocker Theatre, N.Y.</td>
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<td>I CAN'T GET OVER A GIRL LIKE YOU (Loving A Boy Like Me)</td>
<td>THE LITTLE WHITE HOUSE (At the End of Honeymoon Lane)</td>
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<td>BRING BACK THOSE MINSTREL DAYS</td>
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<td>Music score by MARTIN BROONES</td>
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<td>Musical score by EDDIE DOWLING and JAMES F. HANLEY</td>
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<th>Me Too (Ho-Ho! Ha-Ha!)</th>
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<td>By Woods, Tobias and Sherman</td>
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<td>(And a Ukelele Baby—And Leave the Rest To Me)</td>
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<td>By Lew Brown and Gene Williams</td>
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<th>In A Little Garden</th>
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<th>We Will Meet At the End of the Trail</th>
<th>A Tribute to Rudolph Valentino from Jean Acker (Mrs. Valentino)</th>
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<td>By Jean Acker</td>
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<th>Scatter Your Smiles</th>
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<td>By Kortlander and Wendling</td>
<td>By Romano, Lewis and Whiting</td>
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Published by SHAPIRO, BERNSTEIN & CO., INC., Music Publishers
Broadway and 47th St. New York City
Holidays Present Big Opportunity to the Sheet Music Dealers for Sales

Wide Variety of Music Publications Available to the Music Dealer by Which to Develop Christmas Gift Trade—Special Displays Bring the Volume of Sales

Reports from standard music houses and from jobbers throughout the country indicate that there is more than usual attention being given by dealers to the possibilities of adding considerably to music sales during the holidays. The Christmas season for the industry being a season of cheer, lends itself admirably to music features. In fact, without music no small part of the Christmas spirit would doubtless be lacking.

The dealer, who wishes to add a wealth of material from various catalogs written particularly for Christmas and other holiday occasions, has much more material in music form which makes most appropriate gifts. The octavo, songs, anthems and carols are all in abundance for holiday occasions naturally fall into the hands of the interested persons, groups and associations. A large number of books, folios and special music, which are especially made as a gift proposition, will run the sales totals for the season up considerably and make the retail establishment additional profits.

Due to the fact that in recent years the small instrument business has developed beyond bounds heretofore thought possible and is steadily growing, works to the advantage of many additional sales in music publications as Christmas gifts. Hundreds of thousands of saxophones, ukuleles, and other small instruments are in the hands of consumers, most of whom are music lovers, and when publications that can be used appropriately with these instruments are prominently displayed sales will naturally be the result.

The dealer who wants to bring the Christmas gift money into his store can do one thing to do so through the inclusion of circular matter on these items to his customers through the mail. In the store he can arrange special counter space for these offerings and make Christmas literature, books and music a conspicuous feature of the establishment. During the entire month of December a window showing of small goods with the appropriate music publications is in order, and to get the best results in active communities it would be well to change this window presentation each week.

By properly presenting musical products available for Christmas gifts, hundreds of thousands of dollars will easily be brought into the coffers of the music industry. A little enterprise on the part of the merchant will easily do the trick when carried out on a national scale. There are only any music establishment but which has sufficient room somewhere in a prominent part of the store for a special table upon which can be placed books, folios and other appropriate offerings. It will be found that the mere display of such goods with an appropriate placard will result in many sales and most of the customers will have selected the purchases without extra aid from the counter salesman.

A special table for such goods is important if the arrangement of the store will readily lend itself to the use of the space. This is one of the secrets widely accepted of modern merchandising. Authorities who have made a study of the use of display space say that hundreds of thousands of dollars' worth of sales are made through attractive displays. In department stores, which are always considered experienced merchandisers, goods on counters are arranged to attract attention, and this department store managers will say is an important factor in creating sales. A man goes into a store for a pair of gloves and his eye is met by a display of ties, mufflers, attractively arranged handkerchiefs, and other appropriate material which are not only reminders of his needs but often are a lure, through their appeal, for a "right now" sale.

In the syndicate stores all goods are displayed on counters and handled by the customer. These syndicates do thousands of dollars' worth of business during the year just because the passer-by can see everything in the shop and can make the selection. So an interior display is of great value and there is no better time to try out the great possibilities in enlarging sales totals through this method than during the holidays. The holidays are particularly advantageous for this type of sales creator because there are ever so many people who are in a quandary of just what to buy for some particular person. It is an annual puzzle with purchasers of gifts, and the dealer in arranging special Christmas offerings is helping to solve this puzzle and at the same time adding considerably to his sales totals.

Music to-day is an important factor in the life of everyone and in some form or manner there is none it does not touch with sufficient influence to create a sale of some music offering. Music is a necessity in the life of everyone, although most of us do not realize it, and for that reason it is necessary for these products to be brought to our attention.

The total of Christmas gift money runs into millions of dollars and there is no reason in the world why a greater share of this money should not accrue to the music establishment. A music gift means so much in sentiment, in appropriateness and for its value over a long period. A development of a greater number of sales for music each year is in a measure an educational program which will show increasing effects from season to season.

"Ting-a-Ling" Shown in Attractive Display

Actuelle Music Co. Features Waterson, Berlin & Snyder Numbers in Radio Tie-up

Herewith is an unusually attractive window display taken of the Actuelle Music Co., Hippodrome Arcade, Youngstown, O., arranged in conjunction with the broadcasting program of Jimmy Ague, a Youngstown singer who is featured over station WTAM, Cleveland, O.

Jimmy Ague recently presented a full program of Waterson, Berlin & Snyder songs, particularly featuring the waltz success "Ting-a-Ling" and the Actuelle Co.'s window carried out a like scheme when showing these Waterson songs. The bells of "Ting-a-Ling" are artistically arranged with the various other title pages used as a background. In the center is a photograph of Jimmy Ague inverted in a reproduction of a radio "micke."

The other Waterson numbers, all of which are having a good sale, are "Mary Lou," "Animal Crackers," "Someone Is Losin' Susan," "That Night in Araby," "Petrushka," "Her Beans Are Only Rainbows" and "To-night You Belong to Me."
Wm. Arms Fisher Elected

New Executive Has Been Editor and Publishing Manager of Prominent Boston Publishing House for Over Thirty Years

Boston, Mass., November 3—At a meeting of the stockholders of the Oliver Ditson Co., held here Monday, November 1, William Arms Fisher was elected vice-president of the company. For thirty years Mr. Fisher has been editor and publishing manager of the house and will still retain his position as publishing manager.

Mr. Fisher's assistant, Charles Fonteyn Manney, at the same time becomes editor, and David C. King becomes sales manager.

Mr. Fisher was born in San Francisco, of New England parentage. Both his paternal and maternal ancestors came to the Massachusetts Colony from England in the seventeenth century. Before going into music professionally Mr. Fisher had a varied business experience that has since proven invaluable to him. He was a student of the voice, piano, organ, 'cello and theoretical branches, with experience as an organist, choir master and as a teacher. Upon first coming to New York years ago he continued his theoretical studies in canon and fugue with the late Horatio Parker, who then sent him to Dvorak, at that time director of the National Conservatory of Music. For two years Mr. Fisher studied composition and orchestration with this master and at the same time was instructor in theory in the Conservatory.

A few days after Dvorak left New York to return to Bohemia Mr. Fisher came to Boston to visit friends before going to Paris to continue his studies. This plan was laid aside temporarily and he continued his teaching activities in Boston when the position of editor and publishing manager of the Oliver Ditson Co. was offered him. Since January 1, 1897, he has served this house in that capacity. He took the position with the distinct understanding that the tone of the publications was to be raised and those who are familiar with the situation know how well he has carried out this policy. He adds to the list of his lasting credits that he evolved the idea of the Musicians' Library. He originated and built up the Music Students' Library with its many volumes, which have played such a part in the educational life in the country. The Course of Study in Music Understanding, of which the fourth book has just been issued, was also planned by him in every detail. The Music Students' Piano Course and the Philharmonic Orchestra Series are also the outcome of his active mind, not to mention many other items. For thirty years he has been working constructively in building up the catalog of the Ditson Co. In a word, he brings to the vice-presidency of this historic publishing house a rich background of musical, educational and business experience.

No sketch of Mr. Fisher would be complete without mention of his rare personality, a personality that impresses itself on everyone with whom he comes in contact. Though a busy man, an indefatigable, conscientious worker, he still finds time to extend a courteous welcome to callers and never seems to begrudge the time occupied in brief or extended conversation. His manner is so easy, his voice so compelling and of that high cultured quality, that a visitor is immediately at ease in his presence. No one leaves him without the feeling that the time spent carries a permanent value.

Harry Reser Enters the

Music Publishing Field

Famous Banjoist Opens Offices at 150 West Forty-sixth street, New York—Wide ly Known Composer

Harry Reser, the well-known recording artist, WEAF broadcaster and banjoist, has entered the music publishing business with headquarters at 150 West Forty-sixth street, New York.

Among the Harry Reser publications are "Lollypops," "Heebie Jeebies," "Easy Goin'," "The Banjo and the Clock," "Clicquot," "Frosted Chocolate," "The Old Town Pump" which have been already released for banjo with piano accompaniment. Besides these Reser has issued banjo adaptations of "Turkey in the Straw," "Southern Melodies," etc., and he is the publisher of a large volume known as "Harry Reser's Manual of Tenor Banjo Technique."

Harry Reser is considered one of America's leading banjoists. He is a phonograph artist of note and is the director of the well-known Clicquot Eskimos which broadcast over WEAF and fifteen other stations every Thursday. His various connections will be of inestimable value to his company in the exploitation of its publications.

"Cherie, I Love You" Proves a Steady Seller

Harms, Inc., Number Used by Many Dealers as Basis for Attractive Window Displays

"Cherie, I Love You," one of the successes in the Harms, Inc. catalog, is proving one of the steadier sellers of the season. Its big popularity arrived in the Summer months, and since that period a constant demand from the music stores of the country has kept the professional and sales departments of the above publishing firm enthusiastic over the response. The song has a particularly attractive title page and this, together with its popularity, is the reason why it has come in for some very attractive window displays in retail establishments throughout the country. One of the most recent of these appeared in the J. G. McCrory Store, Philadelphia, Pa., a reproduction of which is shown herewith. This is strictly a merchandising appeal. The title pages are massed into a background with a large placard "Cherie, I Love You" as the center attraction. It did create sales during the week of the showing, as the records of the sheet music department showed an increased demand that passed expectations.

Latest Feist Publications

Among the new publications added to the catalog of Leo Feist, Inc., and coming under its initial offer during the month of November are: "My Girl Has Eye Trouble" (I Want This, I Want That); "I've Lost All My Love for You," a sentimental Waltz Ballad; "Just a Bird's-Eye View" (Of My Old Kentucky Home), another song by Gus Kahn and Walter Donaldson; "Sunday," a novelty fox-trot, and the new Golden and Hubbard ballad, "Your Heart Looked Into Mine."
Feist Saxophone Folio
No. 3 Is Just Issued

Fifteen of the Current Feist Successes Spically Arranged for Saxophone Are Included in the Latest Volume—Some of the Selections

Leo Feist, Inc., has just issued the "Feist Saxophone Folio No. 3." This publication, as its predecessors, has fifteen of the current Feist popular successes arranged for alto, melody, tenor and baritone saxophones with piano accompaniment. These are playable as solos, duets or in combination, and due to the special method of placing these arrangements in the folio any or all of these musical groups find their particular arrangement accessible.


E. B. Marks Co. Has
Thirty-third Anniversary

Publishing Company Now Has Over 10,000 Current Numbers in Its Catalog

The Edward B. Marks Music Co. is celebrating its thirty-third anniversary this Fall. The firm, originally known as Joseph W. Stern & Co., started with a few popular songs and to-day has compositions of every description totaling over 10,000 numbers. Its age is readily noted when a list of the composer contributors to its catalog is glanced through. These include the earlier songs of Jimmie Walker, the first published song of Irving Berlin, the earliest efforts of George M. Cohan, Reginald DeKoven, Paul Dresser, George V. Hobart, Clare Kumber, James Thornton and Gusie Davis, and compositions of famous composers such as Paul Lincke, Franz Lehár, Leo Fall, Oscar Strauss, Emerich Kalman and others. There are also in this catalog many songs that are linked up with familiar names, a tendency that had an importance a decade ago. Thus we see the songs of Eddie Leonard, Cole & Johnson, Bert Williams, George Rosey, Marie Cahill and many others of like importance, at least of importance to a past generation.

The Marks firm started in 1894 and its first song was "Little Lost Child." The firm is no longer a child, but is, as stated above, the father of 10,000 children.

J. H. Remick & Co. Now
Have Fine Catalog

Several Numbers Published by That House Now Listed Among the Hits of the Day—Other New Releases Announced

Jerome H. Remick & Co. have one of the best selling catalogs they have ever gathered together in the long history of this well-known and enterprising music publishing firm. "Bye, Bye, Blackbird" and "Hi-He, the Merrie" are continuing as big sellers, and in addition its campaign on "Baby Face," "My Bundle of Love," "Sometime" and "Breezin' Along With the Breeze" has produced large results on a nation-wide scale. Other songs that have developed for the Remick catalog are "Here I Am," "Tamiami Trail," "My Heart Will Tell Me So," "Dancing With Somebody Else" and "No Trouble But You.

Joe Davis, head of the Triangle Music Publishing Co., 1658 Broadway, New York City, popular radio singer and song writer, has just signed a contract with the Aolian Co. to make Mel-O-Dee and Universal player rolls.

Christian’s Orchestra Is
Scoring Big Success

Organization Playing at Trianon Ballroom
New York, With Radio and Recording Engagements, Achieved Rapid Popularity

Tommy Christian’s Orchestra is a musical combination that is rapidly winning favor. In recent months it has reached a prominent position due to its type of dance renditions and to the versatility of its personnel. "Tommy," as he is generally known, and his orchestra appeared at the Trianon Ballroom and are considered one of the leading attractions of Broadway, New York. His popularity has been added to considerably through his occasional appearances as a radio attraction and the fact that his contract with the Trianon Ballroom was recently renewed, followed with a verbal agreement to run indefinitely, is an indication of its value.

Mr. Christian has in recent weeks had under consideration a number of offers to double in night clubs and cafés and these activities, together with the fact that he records for the Columbia Phonograph Co. for both Columbia and Harmony records, places the orchestra among the leading dance combinations, with an especial following.

Opens Branch in Urbana

URBANA, O., November 6—J. O. Smucker, who has operated a general music store in Bellefontaine, O., for about eighteen years, has just opened a branch store here. The store will handle pianos, phonographs and an extensive record department, and will probably later add a line of sheet music, according to Mr. Smucker. W. A. Hockett, prominent piano tuner, will have charge of the piano repair department of the establishment.
Fred K. Steele, Inc.,
Enters Publishing Field

New Firm Consists of F. K. Steele and Billy Heagney—"Every Little White," First Num-
ber, Is a Hit—Headquarters in New York

The latest addition to the music publishing field is the newly formed firm of Fred K. Steele,
Inc. Mr. Steele is well known in the music industry, having over fifteen years' experience
with the larger publishers. He started with Jos. W. Stern, Inc., in its professional depart-
ment and rapidly advanced to the position of professional manager. He severed his con-
nection with the Stern company to take over the general management of the Broadway Music
Corp., and left that firm about a year ago to

Fred Steele, Inc.

with Irving Berlin, Inc. About two months ago Billy Heagney, a songsmith, played a tune
for Mr. Steele and it resulted in his resigning
from the Berlin staff to publish the number.

Mr. Steele wrote a lyric to the melody, naming it "Every Little White," Messrs. Heagney and
Steele formed a partnership and in less than six
weeks' time they have received remarkable
action on the song. Their confidence that the
number was a potential hit was justified and
orders are now being received from all parts of
the country.

Joseph White, the silver-toned tenor, fea-
tured the number with the Silververt Cord
Orchestra under the WEA-F station chain, and
the "Yacht Club Boys" put it on in the "Zieg-
feld Follies," as well as making a Brunswick
record. The number has been made by all the
leading mechanical companies and is slated for
an early release.

The dance arrangement, made by Frank Skin-
nner, is being featured nightly by leading orches-
tas, including Harold Leonard at the Waldorf,
Ernie Golden and Hotel McAlpin Orchestra,
Frank Farrell and Greenwich Village Inn
Orchestra, Gene Goldkette and His Victor Rec-

ord Orchestra, Paul Specht at the Twin Oaks,
Duke Yellen and many other widely known ag-
gregations of artists.

The new firm is also working on a novelty
comedy number written as a contest song for a
commercial radio account. It was called the
nameless song until the winner of the contest
named it "The Monkey Song," "Oo-Gle Oo-Gle,
Eee." The number became an immediate over-
night radio request number and although it was
not published orders came in for copies. Among
the headline acts and orchestras now featuring
the number are George Olson at the Pennsyl-


valnia Hotel, B. A. Rolfe at the Palace d'Or, who
also recorded it for the Edison record, Fred
Rich and Astor Hotel Orchestra, Macy and

M. K. Marks, Number Stands Out in
Usual Run of Musical Comedy Compositions
Now Before the Buyers

Edward B. Marks number, "He Knows His Groc'ries,"
Makes Immediate Success

In the past twelve months there has been a
heavy increase in the number of comedy
popular songs. Some of these achieve a quick
success, but none of them seems very long
lived. Due to their short life there must be
very good reason publishers venturing into
this type of number on the present scale
that has been attained.

Enquiry proves that the real reason for an
abundance of comedy numbers is the demand
of radio singers for this type of material. This
not only includes solo artists but the singing
orchestras, who feel the need of lending variety
to their radio programs.

Whatever the cause, there seemingly are more
numbers of this type than the public can con-
sume. Naturally the sale created cannot
compare with those offerings of a more sub-
stantial character. That there is need for the
comedy number, however, is certain, and
naturally writers will fill this want, not only for
the royalties that may be attained but in order
to serve the interests of artists and or-
chestras who show co-operation on the balance
of catalogs.

One of the newest of the comedy numbers and
one that has made a good showing in the
short time since its release is the Edward
B. Marks number, "He Knows His Groc'ries."
This is considered a remarkable piece of tune-
foolery. It is by two writers who have written
some big successes in the past, Louis Breau
and Billy Huston.

Of course, novelty numbers of this character
are helped considerably when they lend them-
selves to dance purposes. That is generally
the problem of the writer and arranger taking
a comedy song making it available as an
outstanding dance. This done, there is a
little more than the usual assurance that it
will prove profitable.

"He Knows His Groc'ries" has been given

Smaller, the Davis Saxophone Sextet and Al
Lenz and His Orchestra.

A new song just accepted for publication is
"Will You Think of Me," a waltz ballad, by
Chic Endor and Eddie Ward. An old-established

They All Wanted It

The "Silver Masked Tenor," who became na-
tionally popular through his appearances on
the radio, has been booked as a featured attraction
at some of the radio shows this Fall. The first
of these appearances at radio expositions was
the New York show held in September, when he
established a new nightly record, receiving over
400 telephone and telegraphic requests for the
song, "Cherie, I Love You," published by
Harms, Inc.

Now Sheet Music Wholesaler

M. Grass & Son, conducting an attractive pho-
notograph store on Sixteenth street below Market
street, will enter the wholesale sheet music
business and have secured suitable location and
warehouse at 1017 Sansom street, in the building
occupied by the Q R S Music Co. as its Phila-
delphia headquarters.
John Church Co. to Concentrate All Publication Sales in Cincinnati Office

New York Office to Be Continued for Direction of Publication Activities Under Control of W. L. Coghill—Boosey & Co. to Handle Catalog in Great Britain

A notice was recently sent to the trade by the John Church Co. that in the future all sales of its publications would be made from its plant, 1107 Jackson street, Cincinnati, O. The company will continue a New York office.

While keeping in close touch with the music publication activities in Cincinnati, Mr. Coghill will at the same time be able to carry out plans for the furtherance of John Church interests in opera, concert, musical productions, radio and mechanical reproductions, and the many other activities of an executive nature connected with such a voluminous catalog as that owned by the Church Co.

The John Church Co. looks forward to the new arrangements working out to the advantage of the dealer as well as the company, as all supplies will be shipped from one source and there should be a substantial saving in transportation charges, etc.

The above move by the John Church Co. follows out the general idea of consolidation this organization has planned as regards its catalogs. With the expiration of the lease of its London branch on September 29, Mr. Coghill closed arrangements with Boosey & Co., whereby that important British, and internationally known, publishing concern will carry on the sale of John Church publications in Great Britain and the colonies, with the exception of Australia and the Dominion of Canada, which will be continued from the Cincinnati offices.

Boosey & Co. look upon the acquisition of the John Church publications for Great Britain as a very important move and one which will add substantially to the activities of that company.

BOSTON MUSIC PUBLISHERS

Hold First Fall Meeting

J. W. Bratton Urges More Positive Publicity by Trade—Robert Evans, London Publisher, Speaks—James A. Smith Elected Secretary

BOSTON, MASS., October 22—The first regular meeting of the season of the Boston Music Publishers' Association took the form of a luncheon instead of the customary dinner, and it was held at the Boston Act Club in the Back Bay, which has become a popular rendezvous for the club since the demolition of the old Parker House.

William Arno Fisher, who presided and beside him sat Robert Evans, the London music publisher. To fill the vacant post of secretary, owing to the death of Clarence A. Woodman, Mr. Fisher elected James A. Smith and subsequently in the course of the regular order of business Mr. Smith was elected to this position for the rest of the year.

A special committee consisting of Mr. Fisher, Charles W. Honeyer and Harry B. Crosby, having a while ago been appointed to draw up suitable resolutions on the death of Mr. Woodman, the chair called upon Secretary Smith to read the resolutions.

The resolutions were unanimously accepted and the gathering stood as a mark of silent respect to their beloved fellow member. A letter of condolence from Gustave Schirmer, in the name of the Boston Music Co., was read and accepted.

The chair introduced J. W. Bratton, of Music and Youth, and he confined his remarks to a consideration of the value that would accrue to the Association through more positive advertising of itself as a musical body. Since that time he was an organization with a membership representative of the very best in the local publishing business, men of culture and high intelligence, who should let the general public know what they as an association stand for and what they are doing. He suggested that at a minimum of expense, and by resorting to the mailing lists of the various houses, the buying public could become familiar with the position taken by the Association on almost any subject of musical importance.

Mr. Bratton's idea meeting with considerable approval, a committee consisting of Mr. Bratton, chairman; C. V. Buttleman and Charles E. Mann was appointed, to be known as the publicity committee of the Association.

Mr. Evans, the London publisher, who introduced by the chair, spoke of the progress that music is making over in his country, particularly along the lines of creating a deeper interest among the general public. He suggested his return to England to send the Boston Association literature showing what is being done by music associations toward self-advertising.

It was moved to indefinitely lay on the table the questionnaire which was lately sent out to music dealers.

Three Berlin Numbers Simultaneous Successes

It is not often that a song writer is able to give his publisher three successes simultaneously, and there are doubtless only a few of these present-day popular writers that have the ability to perform such an action occasionally. This happened recently, however, when Irving Berlin placed with his own firm, Irving Berlin, Inc., the ballad "Because I Love You" and the songs "How Many Times" and "I'm On My Way Home." These three Berlin offerings in a short space of time since their release have all taken a prominent position on the music counters of the country. Each has been recorded by practically all of the records and player rolls and from their popularity with singers and the public are assured of sales activities during the next few months.
Vitaphone Negotiating for Rights to Widely Known Publishers' Catalogs

The success of the Vitaphone promises big changes in the programs of photoplay houses. The possibilities of this instrument are large, for it is possible by it to hear the greatest artists in photoplay prices and in hundreds of theaters instead of a few. Not only is the Vitaphone organization getting the biggest names in the theatrical world and concert field, but the greatest symphony orchestras are recording for this instrument. It can be readily seen that through the Vitaphone the audiences in photoplay houses of the future will have before them the highest type of musical organizations and artists from every field of entertainment.

Through the Vitaphone such stars as Al Jolson, Howard Brothers, Marion Talley, Reinald Werrenrath and others have already been heard. The range of programs will make for variety and the reproductions are everywhere acclaimed as actual life-like performances.

The Vitaphone organization is not only booking these prominent individuals and large musical combinations, but it is also undertaking the compilation of great catalogs. Recently negotiations were begun to acquire for Vitaphone use the operettas and other musical works of the late Victor Herbert. It is said that M. Witmark & Son, who have a large number of these Herbert works, were offered $50,000 for their catalog. Vitaphone, therefore, promises not only to revive interest in a new manner in these old publications but will produce two sources of revenue for the music publisher. The public rendition of such compositions will naturally create a demand for the music and, in addition to the profits that will accrue to the publisher from such sales, they will get a large advance fee for performing rights.

Most of the arrangements for the use of these great catalogs will naturally be made through the American Society of Composers, Authors and Publishers. Negotiations are now going on between the society and Warner Bros., owners of the Vitaphone. No figures have yet been given, but it is said that already has been extended by Warner Bros. to copyright owners, and doubtless in a short period of time the proper adjustments will be made and contracts closed.

In one move photoplay theatres, no matter what size, can program performances that ordinarily would only be possible in the metropolitan centers. All those interested in the cause of music, and particularly better music, can readily see that this instrument should con- siderably raise the musical standards of the nation.

City governments and civic associations, who in the past were interested in bringing prominent musical organizations to their cities but who found the expense exorbitant, will now see musical development in their communities.

A feature particularly interesting and inviting to the music publishing industry is the fact that the functions of this instrument and the programs being arranged will be reflected in sales of music for both the standard and popular publishing fields. The popular publishers have always made good use of the exploitation possibilities of the orchestras in photoplay houses. Some of the standard publishers have also been able to take advantage of these possibilities. But in the standard field this was confined to a great extent to a certain few publishers. Now under the Vitaphone method and the compilation of programs for this instrument the advantages to music publishers will be more widespread.

Between radio, the Vitaphone and the normal functions of our musical organizations throughout the country, nothing is apparently being left undone to make America a more musical nation. The advance in musical taste, in recent years, has been quite rapid and musical interests are being furthered to such an extent under the present scheme that should eradicate any doubts as to the future musical life of the United States.

Some Window Display Facts

Some interesting facts brought out in a report presented at the annual convention of the Window Display Advertising Association, while not particularly applicable to the talking machine and radio trade, might prove profitable to dealers, as the basic principles of window displays are identical in all lines. Among the conclusions reached in the report are the following:

"Cheap displays prove an expensive economy."
"Paper trims are generally not acceptable."
"Windows seem to pull for a ten-day period."
"Dealers show a strong preference for price tickets, especially on merchandise appealing to men."
"Pride in the appearance of his establishment has a big influence on the dealer's choice of merchandise which will go into the window. Profit margins and volume are not necessarily the controlling reasons for placing merchandise behind plate glass."
"Good display material is apt to be used four to six times before it is discarded."
The MICRO PEROPHONE
(British and Foreign Patents Applied for)

The new Cabinet Gramophone with many distinctive features

Besides the fullest compass possible from extreme Bass to Treble and the recognized increase in tone volume, the Micro Perophone possesses a solidity of tone equally distributed throughout its compass and a wonderful stereoscopic effect in all concerted records with a tonal analysis as clearly cut as a cameo.

The Micro Perophone is for the discriminating Dealer who requires a moderate price Gramophone for a new and valuable Clientele who desires the new Electrical records musically accurate and perfectly reproduced.

First issue, 2 Models only

- Style M.P. 1 in Satin finish figured Mahogany - £ 9. 9. 0.
- 2 " Oak - 9. 0.0.
- 3 " Mahogany - 11.11.0.
- 4 " Oak - 11. 0.0.


Catalogue in print. Delivery early October.

Large orders already placed. Can we have your enquiries for early business?

PEROPHONE, LTD.
Sole Patents and Manufacturers
76 & 78 City Road London, E. C.
they have now secured a suitable factory, so that the first issue of British-Brucknell records that many expect is assured.

The Doophone Unbreakable Records

As I write the trade and public are still awaiting the first issue of the new Doophone records, which were expected at the beginning of October. The delay was explained by thirteenth chairman, who stated that the machinery necessary to the production of the new record was now entirely installed in the company's new factory and would shortly commence operations. The long and disastrous coal strike had made it impossible for them to obtain delivery of the necessary machinery from British firms and they had been reluctantly obliged to secure much of the initial machinery from abroad.

"Points About Springs"

Gramophiles will find all they could wish to know on mainsprings in the latest booklet issued by Messrs. J. Stead & Co., Ltd. Seventeen "Points About Springs" are interestingly described and humorously illustrated. They deal with changes of temperature, temper, testing, details, breakages in stock, perfection, etc., etc. The Velan springs, of course, are known the world over, but dealers and gramophone lovers generally will find "Points About Springs" a welcome addition to their reference libraries.

"The Art and Science of the Gramophone"

Is the title of a book recently published here, written by Harry Gaydon, who is extremely well known in gramophone experimental circles, professional and amateur, as a skilled mechanic and acoustic engineer. The book is packed with useful facts.

Brief Paragraphs of Interest

Messrs. W. Thomson & Son, of Glasgow and Canada, have just been appointed sole factors for Scotland for Doophone machines and records. They also recently effected a factorship for the Cliftonphone products.

The Federation of British Music Industries held its annual general meeting on September 20, when Paul M. Booth (Brook & Brooks, gramophone component parts, etc.) was re-elected chairman for another year. The Music Trades Association here recently convened meetings with the Phonograph Manufacturers' Association and the Association of Importers, at which agreement was reached in regard to the standardization of hire-purchase finance terms. Now I learn that the Gramophone Manufacturers' Association has recently held a meeting in the presence of Messrs. Bucknall, the Lancashire experimentalists, and that there was an agreement reached in principle with a view to arriving at a similar decision, if possible. Conditions are very different, however, in the gramophone industry and it is not anticipated that an early decision will be reached.


The annual general meeting of the Gramophone Co., Ltd. (His Master's Voice), is to be held on November 30, when once again the directors will report a year of considerable activity and profit. From figures already available I learn that during the year, the sales and net profits exceeded those of any previous year and that the company's products show continued and increasing popularity. The increased profit is not accompanied by any advance in the dividend, which remains at 20 per cent, and the difference is added to the amount carried forward, raising it by nearly £40,000.

Freed-Eisemann Radio of Great Britain Organized

Company Organized for the Purpose of Distributing Radio Receivers and Accessories Made by the Freed-Eisemann Radio Corp.

LONDON, ENGLAND, NOVEMBER 4—Freed-Eisemann Radio of Great Britain has been organized for the handling of the receivers and accessories made by the Freed-Eisemann Radio Corp., of Brooklyn, N. Y., and an immense amount of business has been booked throughout the British Isles and elsewhere in the British Commonwealth of Nations. The demand for the neotrodyne receivers manufactured by Freed-Eisemann is steadily increasing, especially here and in Australia and New Zealand, because of the distance-getting and selectivity qualities of these sets, announces K. L. Allerdice Arnott, managing director of the new company.

Since the allocation of wave-lengths throughout Europe, preventing interference between stations, the craze for distance reception has been refined, and it is now the fashion to install several receivers leading business men of London and will open large showrooms within a month.

Valentino's Voice Preserved

That the late Rudolph Valentino, cinema star, belove by millions, possessed a singing voice of quality is not generally known, but nearly a year ago the Phonograph Gramophone Co. Ltd. made records of the popular "Kashmiri Song" and "El Habibito" (The Charm) at the recording laboratories of the Brunswick Co. in New York City. The type of song was selected by Valentino, and the fact that he sang these songs in English and Spanish, respectively, clearly evidences the fact that the late photoplay star did possess a trained voice of quality. Now I learn that this great artist of the screen, the Brunswick Co. is not placing these records on sale to the public, and only a limited number of copies of the original recording exist. The records will be sold by Mr. Ulmack, manager of the late screen star, for distribution by him to the relatives and immediate friends of Valentino.

Now is the time to get busy to capitalize on holiday gift buying.

USE VULCAN MAINSPRINGS

"Best in the Long Run!"

Note the Greaseproof Wrapper.

Made by
J. STEAD & CO., Ltd.
MANOR WORKS
SHEFFIELD, ENGLAND

[Image of Vulcan Mainsprings]
The Starr Portable Phonograph or Gennett Portophone with Gennett Records

The Starr Portable or the Gennett Portophone with Gennett Records offers an unbeatable combination to launch forth on a big fall selling campaign.

The new Gennett releases with their timeliness, vivacity, smoothness and excellence of recording and the smart clean-cut appearance and clear far-carrying tone of both the Starr Portable and Gennett Portophone present all any dealer could desire to meet the season's selling opportunity.

These Portables may be had either under the Starr or Gennett name plate. Colors are black, brown, red, gray, green and blue. Light in weight, ruggedly constructed, handsomely finished, attention compelling. Will meet the demands of the most critical.

The Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

THE STARR PIANO COMPANY

Established 1872

BFIRMINHAM
DETROIT

BOSTON
INDIANAPOLIS
KANSAS CITY
LOUISVILLE
PORTLAND

CINCINNATI
CLEVELAND
LOS ANGELES
NASHVILLE
SAN FRANCISCO

Branches in:

Factories: Richmond, Indiana

DAYTON
NEW YORK
NEW YORK
Albany—American Phonograph Co.

OHIO
Cleveland—The Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Williamsport—W. A. Myers

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfoot Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

CANADA
St. Thomas—Edison Phonograph Distri.

Vancouver—Kent Piano Co., Ltd.

CALIFORNIA
San Francisco—Edison Phonograph Distri.

COLORADO
Denver—Edison Phonograph Distri.

GEORGIA
Atlanta—Phonographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distri.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MICHIGAN
Detroit—The R. B. Alling Co.

MISSOURI
Kansas City—Edison Phonograph Distri.

NEW JERSEY
Orange—Edison Phonograph Distri.

NEW YORK
Albany—American Phonograph Co.

OHIO
Cleveland—The Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Williamsport—W. A. Myers

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfoot Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.
Merry Christmas
and a
Prosperous 1927
Brunswick
OCEAN DEEP TONES!

The Sonora Shielded Six
$125

SONORA DISTRIBUTORS LISTED ON PAGE 52
Important European-American Deals Have Been Consummated by the Brunswick Co.

P. L. Deutsch, Vice-President of the Brunswick Co., Gives Details Regarding Vital Expansion for Brunswick in Europe—Deals Closed Will Add Substantially to Brunswick Fame and Prestige

Two important negotiations have been consummated by the Brunswick-Balke-Collender Co., which will give their product wide European distribution and at the same time bring to the Brunswick trade here one of the most comprehensive foreign language record libraries in Europe. It was disclosed in New York last week, by P. L. Deutsch, vice-president of the Brunswick Co. and general manager of its music-radio division which recently returned from abroad where he represented the company in final conclusions with the Deutsche Grammophon Co., at Berlin and the British Brunswick, Ltd., at London. He was accompanied to New York by B. Borschard, the Deutsche Grammophon managing director who conferred with the Brunswick Co. officials in New York.

The Deutsche Grammophon Co. is located in Berlin and is the producer of recordings under the trade name of "His Master's Voice" for sale in Germany, and Polydor in Germany and other countries, the company having been formed in 1919 by a group of financiers and businessmen there to succeed to the business of a predecessor company. Famous European artists and symphony orchestras are under contract to the "His Master's Voice" catalog in Germany, and under the Polydor label a varied repertoire of the music of many nations is maintained, all of which the Brunswick Co. in America will have access to and at the same time the exclusive and complete control of for the American market.

The sale of Brunswick records in Germany and other countries through the new arrangement may be foreseen to be along aggressive, but sound and conservative lines and in view of the fact that business, in general, of the German republic is not a healthy one, there is no question that there will be a lively demand for the Brunswick product.

Mr. Deutsch said further that as part of the exclusive use of the electrical recording and reproducing rights which they control with the General Electric Co. at the same time there are negotiations going on between the British Brunswick, Ltd., and the Brunswick-Balke-Collender Co. as well as between the British Brunswick, Ltd., and the Deutsche Grammophon Co. In the broadest field of activity there will be an aggressive sales policy.


President E. R. Johnson Disposes of His 245,000 Shares of Stock in the Company to Speyer & Co. and J. W. Seligman—Over $40,000,000 Involved in Deal

The largest single business transaction ever recorded in the music trade was consummated on Tuesday afternoon of last week, when the control of the Victor Talking Machine Co. passed into the hands of the Wall Street banking firms of Speyer & Co. and J. W. Seligman, through the agreement to purchase the 245,000 shares of common stock in the company held by Eldridge R. Johnson, his founder, president and principal owner. The bankers will pay $115 a share for Mr. Johnson's stock, and it is stated that the same offer will be made to the minority stockholders. There are altogether 348,963 shares of Victor common stock outstanding.

It is stated that Mr. Johnson decided to dispose of his holdings owing to the condition of his health and his desire to be free from business cares. The deal will call for the payment to him alone of $28,175,000.

Representatives of the banking syndicate and the Victor Co., on December 7, deposited a manumission certificate, common stock, 245,000 shares, with the Cande, Safe Deposit and Trust Co., thus binding the transaction.

Following the announcement of the sale of his interests to the bankers, Mr. Johnson issued the following statement to the stockholders of the company:

"Influenced greatly by the condition of my health and my consequent desire to be relieved from business cares, I, on the 1st day of December, 1925, did make and advise the following steps for the purpose of preserving my interest in the company without control by me, to-wit: I sold to Speyer & Co., and J. W. Seligman & Co., bankers, for the purchase of all of my holdings of common stock in the Victor Talking Machine Co. on the basis of $115 per share, the purchasers to receive in common stock in the event of their exercising such option all dividends, if any, paid or declared on or after December 6, 1926, as well as any subscription or other rights appertaining to such stock.

"I have stipulated in the above agreement that if the option is exercised the holders thereof shall offer to purchase from all of the other holders of common stock in the Victor Talking Machine Co. all or any part of their said common stock holdings at not less than stated price, to wit, $115 per share, the purchasers, as stated above, to receive all dividends paid or declared thereon on or after December 6, 1926, as well as all subscription or other rights appertaining to such stock on or after said date. The holders of said option have agreed to make this offer to you within fifteen days after they exercise such option, unless they make such offer to you at an earlier date. The purchasers have advised me that it is their intention to preserve the continuity of the present management and personnel and the standard of high quality which has been the distinguishing characteristic of the company since its earliest days.

"You will understand that it is not my wish or desire to influence you in any way in any decision you may make regarding the purchase of shares of stock in the Victor Talking Machine Co., but I have been so intimately associated with the management and control of the company since its inception that I did think it fair to others who have invested their money in the enter prise that I should dispose of my shares without providing that they should have an opportunity, if they desire, to dispose of their shares among at least as favorable terms as myself.

"Mr. Johnson, a mechanic with very limited means, became interested in the phonograph in its early days, and in 1897, he purchased a small company in Camden for the purpose of producing Victor machines playing what were then the new disc records. In 1900 the Victor Talking Machine Co. was incorporated and from that day until July 1925, the company paid generous dividends to its stockholders. As early as 1912 there were paid regular dividends and special dividends to the same amount. In 1916, for instance, there was a 20 per cent regular dividend and a 60 per cent extra.

"Regular dividends of 40 and 45 per cent were frequent, and in 1922 a 600 per cent stock dividend was paid. It was generally understood that the company found its business in such a shape that it was considered necessary to pay a dividend. Dividend payments were resumed, however, on August 6 of this year.

(Continued on page 112)

See second last page for Index of Articles of Interest in this issue of The World
Greater Profits by Exploiting New Records

By William Braid White

That is to say, I make here no plea for the neglect of any department of phonograph selling. I merely point out that one department has been badly neglected in the past and that if only as much good work be done in the future on record sales, per individual machine owner, as has been done in days past in placing machines all over the country, the phonograph business will be placed upon a pedestal of prosperity from which nothing can ever pull it down. But it is also proper to say, and to insist, that the future foundations must be struck deep. There is only one bedrock on which to place those foundations, and that is the rock of record consumption. It is essential to build up among the present and future owners of talking machines an adequate interest in the musical treasures of the record catalogs. Once get even a strong minority of the buying public into the habit of adding periodically to their stocks of records, and the foundations of prosperity will have been struck right down to that bedrock from which they never can be dislodged.

The phonograph and its records constitute together an art preservative of art. They not merely reproduce, they record. That is to say, they give one a "library" of records, a library from whose shelves one can pick music as one picks books, when and as often as one wants them. It is the difference between having what one wants when one wants it and having what someone else wants when someone else wants it. This is fundamental. But it must once more be said that the way to this desired permanence and prosperity is along the road of record consumption. It is essential to build up interest in record buying. How this is to be done has often been told in my own articles in this paper, as well as by many expert merchandisers in these same columns from time to time. One principle shall for the moment suffice. There is nothing much to be done save by general publicity to build up more record buying among that large part of the public which takes its aesthetic pleasure mainly through its pedal extremities; in other words, among the dancing people. They will buy the latest dance records anyhow and the best way to deal with them is to advertise steadily and persistently what one has of thewares that appeal to their taste. There is, however a large and intelligent minority of music lovers only waiting to be convinced that the modern phonograph and records are really what they are said to be. The process of convincing is easy, for the phonograph of to-day really does what it claims to do. The future prosperity of the phonograph industry is in the hands of this minority. It is not so small a minority either. And it is mainly composed of the not-quite-so-young people. This minority has been badly neglected. Judicial remedy for that neglect is quite possible and practicable and no wise dealer will fail to take this truth into account while he is rebuilding his sales policies upon broader and sounder and more permanent foundations.

The installation of phonographs and several loud speakers in different departments of the New York plant of the Westinghouse Co. has had the effect of offsetting monotony, fostering contentment of the workers and brightening the entire work place.

Holiday Greetings

We express our appreciation of the patronage and co-operation that we have received during 1926 and extend to the trade our wishes for

A Merry Christmas and

A Prosperous 1927

NEW YORK ALBUM & CARD CO., Inc.
Established 1907

23-25 Lispenard Street                     NEW YORK

Makers of Nyacco Albums, Nyacco Radio Sets and Nyacco Portable Phonographs and Radio
The Brunswick Company and Brunswick artists wish you all a happy Christmas --- and a prosperous 1927

THE BRUNSWICK-BALKE-COLLENDER COMPANY
General Offices
CHICAGO
ILL
W. H. LYNAS MAKES INTERESTING ANALYSIS
OF STATUS OF RADIO INDUSTRY IN EUROPE

THE TALKING MACHINE WORLD

December 15, 1926

W. H. LYNAS, managing director of Graham Amplion, Ltd., of London, England, arrived in this country recently on the “Beregengria” to spend a few weeks visiting the trade here and in Canada. Mr. Lynas, who is making his headquarters at the offices of the Amplion Corp. of America, expects to return to Europe within the next few days and in the meantime is concerned with S. B. Trainer, president, and Lloyd L. Spencer, sales manager of the Amplion Corp. of America, regarding extensive plans for expansion during the coming year.

Mr. Lynas, who is internationally prominent in radio circles, needs no introduction to the radio industry in America, for he visits here frequently and also attended the 1925 and 1926 conventions of the R. M. A. at Atlantic City, where he was one of the speakers. Graham Amplion, Ltd., in the manufacturing and marketing of Amplion radio products are located all over the world and comprise Alfred Graham & Co., Ltd., London, Eng. Amplion Corp. of America, New York City; Amplion Corp. of Canada, Ltd., Toronto, Canada; Compagnie Continentale Amplion, Brussels, Belgium; Compagnie Francaise Amplion, Paris, France; Amplion (Australia), Ltd., Sydney, Australia; Etablissements Belges Amplion, Brussels, Belgium; Radio Presse Internationale, Brussels, Belgium; Radio Press-Paris, Paris, France; Deutscher Amplion Vertrieb, Frankfurt-on-Main, Germany.

In a chat with The World Mr. Lynas gave an interesting resume of the general status of the radio industry in Europe, stating: “The radio industry throughout Europe is in a very healthy shape, gaining in stability and strength at a very satisfactory rate of progress. The sales, of course, are nothing like the volume in America, but the business is on a firm foundation with the sales curve on a more even and steady plane during the active season than in this country. In practically all of the leading European countries there is a steady demand for radio products during the fall and winter months, which does not show the sharp increases and decreases which apparently are still a factor in practically every section of America.”

“At the present time the subject of broadcasting is receiving the attention of every member of the radio industry in America, but in this particular respect Europe seems to be quite some distance ahead of the radio industry here. As is generally known, radio broadcasting throughout Europe is in the hands of various Governments which receive the co-operation of the International Broadcasting Conference. This important and well-established association has broadcasting headquarters at frequent intervals in the various European trade centers. Broadcasting throughout Europe is regulated in such a way that there is absolutely no interference with the wavelengths assigned to the respective broadcasting stations. The wave lengths which are assigned to the stations are followed rigidly without complaint or protest and there is a spirit of co-operation which is proving of immeasurable value to every phase of the radio industry. For example, several stations in England voluntarily relinquished recently their rights to certain wave lengths because they were interfering with broadcasting from several points in Europe. These wave lengths were allocated to other stations and the situation was adjusted to the complete satisfaction of all concerned.”

“The output of the various broadcasting stations in Europe seems to be more stabilized than the average output of the American broadcasting stations. Programs are maintained on a definite, concrete basis, determined by the particular time of the day when they are presented. At times, of course, the quality of the programs may suffer in comparison with the extensive repertoires of the American broadcasting stations, but there is a stability to the output of the European stations that is proving a valuable contribution to the success of the radio industry.”

“During the past year the sale of radio products throughout Europe has shown a very substantial increase over 1925 and, although there have been no radical changes in the product itself, the industry is steadily marching forward. I find, in this country, that the most material changes appear in the design of the product rather than the basic construction; and this condition is similar to the European radio industry. It is in broadcasting primarily that Europe has advanced considerably. The service given to the owners of radio receivers is steadily increasing in proportion to the growth of the trade. A valuable feature, for instance, in the broadcasting in London at a specified time each evening of the important news of the day, sponsored by a group of world-famous news associations. This resume of the European conditions is made possible by every owner of a radio receiver, who, regardless of his distance from the city itself, is enabled to keep in close touch with the news of the day. The Government does not control the broadcast of any type whatever, and every program that is broadcast must receive an official okay before it is given over the air.”

“I am greatly pleased with the exceptional progress which Amplion products have made in America and Canada the past year, and our sales figures are very satisfactory. We have plans in contemplation for 1927 which will undoubtedly prove of considerable interest to our distributors and dealers and which will be announced by Mr. Trainer very shortly. I am looking forward to the broadcasting season in London at a specified time each evening of the important news of the day, sponsored by a group of world-famous news associations. This resume of the European conditions is made possible by every owner of a radio receiver, who, regardless of his distance from the city itself, is enabled to keep in close touch with the news of the day. The Government does not control the broadcast of any type whatever, and every program that is broadcast must receive an official okay before it is given over the air.”

“Columbia 1927 Catalog—Ready for Distribution

Entire Library of Columbia Recordings Present in a Most Complete Fashion

The 1927 record catalog of the Columbia Phonograph Co., New York, is just off the press and it presents in a most complete and well-arranged fashion the entire library of Columbia recordings. The first section of the catalog is given over to an alphabetical list of record titles, followed by an alphabetical index of artists and an alphabetical index of composers, so that the dealer can readily find a record number by name or by composer. The catalog is printed on a fine grade of paper with clear readable type and the book is profusely illustrated with photographs of world-famous Columbia artists.”

Write today for complete literature and information.

INDIANA MFG & ELECTRIC CO., MARION, INDANA

CASE RADIO PRODUCTS

[Image of a Columbia record with an advertisement for the Columbia 1927 Catalog]
DEALERS DELIGHTED WITH

New 5-TUBE Receiver

I find the No. 502 Receiver to be an exception to the excellent standards which you have established in your other models; it is a great relief to dealers to be able to concentrate more firmly on the Stromberg-Carlson line because of your new and broader scale of prices. I anticipate a very heavy demand for these Five Tube sets, and trust that your production is going to be adequate enough to take care of the demand.

Haynor-Griffith, Inc., New York City

We have received and installed the new 5-tube Treasure Chest Receiver. We are delighted with it and wish to compliment the Stromberg-Carlson Co. for producing this model, as we find it to be very suitable for the majority of homes.

We intend to feature this Receiver in our sales campaign this season and expect it to be our next popular model.

Gray, Triandl & Smith Electric Co., Bloomington, Ill.

We wish to compliment you on the new Model 502 Receiver in regard to everything connected with it, i.e., quality of materials, workmanship, appearance and the results obtained from it.

There is nothing too complimentary which we can say in regard to the 502. The only drawback which we can possibly think of is that we may not be able to get enough of these instruments to supply our customers with.

United Music Company, New London, Conn.

We have just received the new No. 502 Receiver and having tested it out will say that it is certainly a step forward in radio. We have yet to hear one set so powerful and selective — when used with a Stromberg-Carlson Cone Speaker it has the finest tone we have ever heard.

We are certainly glad to have this set added to the Stromberg-Carlson family and believe it will be the biggest seller yet.

Grantham & Ramsey, Kansas City, Oklahoma

Influenced by the flood of public approval, Stromberg-Carlson dealers in every section of the country are voicing their enthusiasm over the new 5-tube Receivers.

For these dealers are reaping increased profits from this broadened Stromberg-Carlson field of radio merchandise — and are enabled to concentrate more firmly on a line which represents permanence of value.

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

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than thirty years.
W. R. Davis Appointed
Priess Vice-president

In Charge of Sales—Julius V. Cremonim Named
Assistant to New Vice-President and Man-
ger of Foreign Sales Department

The Priess Radio Corp., 695 Broadway, New
York City, of which William H. Priess, the
well-known radio engineer, is the head, recently
announced the appointment of William R.

W. R. Davis

Davis as vice-president in charge of sales, and
Julius V. Cremonim as assistant to the new
vice-president and manager of the foreign sales
department.

Mr. Davis has had radio experience dating
from 1906, when he was associated with Pro-
fessor Fessenden in government experimental
work. Later he joined the forces of the Mag-
navox Co., where for a period of five years he
held the post of sales manager.

Julius V. Cremonim has been with the Priess
organization for some time, first in the capacity
of sales representative and later as assistant
sales manager with complete charge of export
sales. As in the case of Mr. Davis, Mr.
Cremonim has a background of engineering
training as well as sales experience. He is a

graduate electrical and mechanical engineer and
has studied export conditions in both Europe
and South America. He speaks fluently English,
Spanish, Portuguese, Italian, French and Ger-
man.

Discussing his new association with the
Priess Radio Corp., Mr. Davis said: "I am
extremely glad of the opportunity this new
connection affords me. We have only one unit
of sale—the Priess Straight Nine—and my un-
divided effort can be given to it."

Ross Kenyon Now Treasurer
Sleeper Radio & Mfg. Corp.

Announcement of the election of Ross Ken-
yon as treasurer of the Sleeper Radio & Mfg.
Corp., Long Island City, New York, has been
announced by Gordon C. Sleeper, president.
Mr. Kenyon practiced law for several years be-
fore entering business as treasurer of the
Northam-Warren Corp., where he served for
five years in this capacity. Other officers of
the Sleeper Co. are Herbert C. Doyle, vice-
president and George O. Castelle, secretary.

Awarded Victor Franchise

David M. Isaac, of 1473 Myrtle avenue,
Brooklyn, N. Y., was recently awarded the Vic-
tor franchise and now carries a complete line
of Victor Orthophonic instruments and records.

Among the radio lines carried by Mr. Isaac are
the R. C. A., Atwater Kent, Freshman, Grebe
and Ambassador.

Victor dealers of Tacoma, Wash., made a
concerted drive to introduce to the residents of
this city the new Orthophonic records.

The Officers Club of Fort Sam Houston, San
Antonio, Tex., has purchased one of the new
Viva-tonal Columbia phonographs from the San
Antonio Music Co.

Interesting Facts About
Radio’s "Missing Notes"

L. C. Lincoln, Advertising Manager of F. A. D.
Andrea, Inc., Describes the Feature That Disting-
ishes Cone Speakers From Others

The story of the "missing notes" in radio
was related recently by L. C. Lincoln, adver-
tising manager of F. A. D. Andrea, Inc. In
many years' experience in the music field,
Mr. Lincoln has made a special study of re-
producing devices.

"A very important element of a receiving set
is the reproducing device," said Mr. Lincoln.
"The three principal elements, the tubes, the
receiver and the speaker, must work in har-
mony for best results. This combined result
has created a new term in radio, "harmonized
reception."

"The average human ear can respond to
sound vibration from as low as 30 per second
upwards of 10,000 per second, and the ordi-
nary music range may be considered from 30
per second, which corresponds to the low notes
of an organ, to upwards of 4,000 per second.
It is very seldom, however, that a note as high
as 4,000 per second is encountered. The lowest
tone in an orchestra, for example, is that of
the double bass viol, with 42 vibrations per
second, while the piccolo climbs to over 4,700.
Obviously the speaker should give uniform
response throughout the entire musical range.
An effective and balanced response to all notes
in the musical scale is essential for true re-
production. Most speakers in the past have
failed to give any satisfactory response to
vibrations under 200 per second. These are
the 'missing notes,' and reproducing them ef-
ectively and efficiently is a feature that dis-
tinguishes the latest development in cone
speaker design from practically all other radio
reproducers."

PEERLESS ALBUMS and PORTABLES

Get your share of the Holiday Gift money. Record Albums
make most appropriate presents and when sold create heavy
record sales.

Display Albums and you will
sell Albums—and Records too

Genuine Leather Covered
Peerless Portable
In Black, Brown and Blue

The Peerless Portables—covered
with genuine leather—are remark-
able values at $25.00. The purchaser
immediately notes the difference in
quality leather—and sees the added
value of these rich instruments as
gifts.

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

PEERLESS ALBUM CO.
PHIL. RATIS, President
636-638 BROADWAY, NEW YORK

$25.00
Retail
Now's the Time

Money gifts and bonuses at this time of the year present a very great buying power.

What real serious effort are you making to get your share, Mr. Victor Dealer?
PUBLISHED BY EDWARD LYMAN BILL, Inc.
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Advertises should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

NOTICE TO ADVERTISERS—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephone—Numbers 2842-3-4-5-6-7-8 Vanderbilt.


NEW YORK, DECEMBER 15, 1926

Straightening Out the Air Tangle

The confusion in the air which has followed the decision of the Federal courts some months ago, to the effect that the Department of Commerce did not have power under existing statutes to regulate the operation of radio broadcasting stations and to specify the wave lengths upon which such stations can operate, has resulted in strong pressure being brought upon the Congress which is now in session in Washington to pass one or the other of the bills before it designed to regulate radio traffic in the air. The subject has aroused national interest.

Local court actions in Chicago and elsewhere have served for the moment to regulate this air traffic to an extent by injunction, but the remedy is admittedly only temporary and does not extend far enough to grant protection to non-protesting stations, which suffer from the operation of others who have entered the field or have seen fit to move about on the limited wave band.

The situation is one in which the manufacturer and retailer of radio apparatus are deeply concerned, for present and prospective radio fans are beginning to show a distinct reaction as a result of the confusion in radio programs. In many localities, particularly in or near the larger centers where numerous stations operate, it requires a receiver much more selective than the average to enable the listener to get his programs clearly and without interference. The result is that owners of receivers are making loud complaints to dealers about trouble in operating their sets, and numerous reports are on record of prospective customers who hesitate to buy because of what their friends tell them and what they read regarding the conditions in the broadcasting field.

“Freedom of the air” sounds very fine as a slogan, and it appears well in print, but does not work out in practice. The point is that, if radio broadcasting is to be a part of our present-day scheme of things, the public must be protected in its efforts and desires to listen without undue interference to what is put on the air.

It is time for the industry as well as for the public to insist that the conference committee smooth out its differences and so reconcile the provisions of the White and Dill bills—or provide a substitute—to the end that satisfactory legislation be enacted. The Dill Bill sponsored by the Senate places the control of radio broadcasting with a Federal Radio Commission of five members to be created, while the White Bill sponsored by the House, to accomplish the same end, places radio control with the Department of Commerce. Various other phases of the bills can easily be adjusted if the spirit is there, and pressure by every interested party should be brought to bear while the new Congress is in session to bring about such an adjustment.

The National Radio Co-ordinating Committee has aired its views and made its claims and it rests now with the retail trade itself, so vitally interested and in such close touch with the public, to demand of Congress some type of legislation that will provide proper control of the air as a protection to the millions who already own radio receivers and to assure them that in many years in the future it may be that during the short session of Congress, with the many things of importance to come up before that body, there may not be the time to iron out differences relative to permanent legislation. In such an event it would be well for the trade and the public to urge that some temporary or emergency legislation be enacted that will grant desired relief until such time as the permanent bill can be passed. The importance of the matter cannot be overemphasized.

It's the Effort, Not the Market, That Fails

For those who are fond of declaring that the buying power of the American public has been curtailed, and that the growth of installment buying has served to deplete the present and future cash resources of the nation, there is little comfort in the Government report to the effect that there is at present something in excess of $50,000,000,000 on deposit in the banks of the country, of which approximately half represents deposits in savings banks.

The important thing is that these deposits are earning, it is estimated, some $800,000,000 a year in interest, part of which remains in the banks, but a very substantial proportion, including that accumulated in Christmas funds, is put back into circulation through the medium of general purchases. Regarding industrial conditions, the Government reports them to be altogether satisfactory, with practically no unemployment and with most industries on a full-production schedule.

These Federal statements reflect the continued prosperity of the country, and the problem that is faced by the average retailer, whether in the music field or some other line of business, is not that of facing a failing market, but of meeting a steadily increasing volume of competition from all directions. In short, there is plenty of money in the hands of the American people to be spent, but there seems to be a host of energetic salesmen after each dollar.

The matter resolves itself into first-class salesmanship, both through the printed word that creates the desire, and through personal contact which crystallizes the desire into the actual purchase.

Assuming that many millions of dollars are to be spent within the next month or so in holiday and post-holiday buying, it is not sufficient for the dealer to sit quietly by and wait for some of those dollars to walk into his store. There are too many other dealers by the wayside to interfere with the parade. The buying power of the country so far as the individual retailer is concerned rests entirely on his ability to control a proper share of that power to his own end. For the laggard hard times will always be here.

Authoritative Information Is Important

Manufacturers in the talking machine and radio industries who seek to branch out into foreign fields on a serious basis have no occasion to go pioneering in the broad sense of the word or to depend upon advice and information of doubtful value from sources ill equipped to render any real service to the exporter.

The American manufacturers collectively have been and are supporting at a cost of some $3,000,000 annually a foreign trade promotion service as a part of the Department of Commerce that has proved its value by producing directly and through its own efforts a volume of business that is in excess of the cost of the work. The Bureau of Foreign and Domestic Commerce stands ready upon request to make surveys of definite foreign fields for domestic manufacturers, supply information that
Columbia Announces

The third of a series of advertisements

2 pages facing in color in

THE SATURDAY EVENING POST
This Advertisement Appears in THE

The New

Viva-tonal Col

Viva-tonal Columbia
Model 810 . . . $300
(Decorated Brown Mahogany)
Model 800 . . . $275
(Two-Tone Walnut)

Viva-tonal Columbia
Model 610 . . . $175
(Decorated Walnut)
Model 600 . . . $90
(Two-Tone Brown Mahogany)

Viva-tonal Columbia
Model 710 . . . $175
(Decorated Brown Mahogany)
Model 700 . . . $160
(Two-Tone Walnut)
This one finest gift
this Christmas
overshadows all the rest

THE Viva-tonal Columbia is greater than a phonograph—it is the successor to the phonograph. Not only does it do all that any phonograph ever could do, but it vastly increases the entire range and volume of musical and vocal reproduction.

The deepest bass notes, so essential in dance tempo, but formerly not audible in phonograph music, are now accentuated as the composer meant them to be. Great symphonies may be heard with full appreciation of every nuance of orchestral rendition. Not only magnificent volume—not only starting clarity—not only absolute truth—but all the beauty of all the music of all the world!

All that music is today, the Viva-tonal Columbia is—and it is yours to give—for their enjoyment.

Make this supreme test of the merit of your one most important gift—be sure that it is a gift that will give of itself.

Never before has it been possible to give such a gift as the Viva-tonal Columbia.

It is a gift that, above all others, gives of itself, lavishly, untiringly, affording a lifetime of delight to those who possess it.

The dealer who is to demonstrate the Viva-tonal Columbia to you may be identified by his display of the Columbia trade-mark. If more convenient, write to us for descriptive booklet and let us tell you the name of your nearest Columbia dealer.

Columbia Phonograph Company, 1819 Broadway, New York

COLUMBIA NEW PROCESS RECORDS

Viva-tonal Recording, . . . the electric records without scratch

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

The public is invited to hear and test such Columbia New Process electrical recordings as the Berlioz Symphonic Fantaisie, Tchaikovsky's "1812" Overture, Schubert's Unfinished Symphony and Beethoven's Ninth Symphony, all splendid examples of the amazing brilliance, smooth surface, volume, and tone-quality now available through the electric recording process. Any Columbia dealer will gladly demonstrate these, as well as the latest popular dance and vocal numbers. Look for the familiar Columbia trade-mark.

Consider each model of the Viva-tonal Columbia as a piece of furniture—force yourself to forget its musical capacity—and you will appreciate its dignity and appropriateness. Study its details and you will find excellence of workmanship happily associated with convenience of design.
COLUMBIA

THE HOLIDAY SEASON always brings good business to the phonograph and record trade—but there never was a better time to offer the Viva-tonal Columbia and Columbia New Process Records, recorded the new way—electrically. The whole country has re-awakened to a complete appreciation of home-music—and the market for Columbia products is ready. Reach out for it. It belongs to YOU.

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York
is authentic and the result of careful and expert research, and provide lists of prospective customers that, properly used, are of incalculable value to the would-be exporter, as well as to him who has already had experience in the field.

The well-managed offices that the bureau maintains in the leading trade centers throughout the world keep on file catalogs of American manufactured products, trade publications and other literature designed to give the inquiring foreigner first-hand information of products made in this country that he may desire or can use. These offices also transmit to headquarters information as to market possibilities in their respective districts—information that is at once forwarded to those in the United States to whom it may be expected to be of interest.

This information service is far more elaborate than the average individual appreciates and may be had by the interested manufacturers either entirely without charge or at a cost that may be considered infinitesimal compared with the expense that would attach to similar work carried on under his own direction. Information and advice on export matters come within the province of the expert and manufacturers who contemplate broadening out their distribution to embrace foreign fields would do well to keep in touch with the Government bureaus, or someone equally qualified to give information, rather than to make false moves upon information simply rehashed from Government reports.

Securing general information upon export matters is not a matter of mystery. A letter or two to the Bureau of Foreign and Domestic Commerce in Washington will do the trick.

Closing the Books for Nineteen Twenty-six

With the end of the year only a fortnight off, it is possible without calling a halt in the holiday trade to cast up the year's accounts in some measure and find out just how really good 1926 has been to the members of the phonograph and radio trade. It is to be admitted that some of the seemingly optimistic statements issued before the first of the year have been discounted to a greater or less degree by actual occurrences, but taking everything as a whole we are rounding out a year that has been recognized as productive of a staple volume of business, and there is every prospect that the situation will improve materially as months go by.

Talking machine dealers for the most part have been in a peculiar position for most of the year. The public responded nobly to the appeal of the new types of instruments and new records, and the question has been one of obtaining adequate supplies of desirable models rather than that of developing prospects. For the dealers who have worked consistently and intelligently, the business volume has been of quite substantial proportions, and as stocks become increasingly available this volume should grow in like proportion. For the most part it has been a seller's market, which has its good points and its bad ones, and the condition will likely exist for the first part of the new year at least.

In the radio field there has been a noticeable settling down and stabilization, and a lack of the excitement that marked the first few years of the business. It has required more intensive selling on the part of dealers as a rule, but the sales have been worth while and the dealers have had the advantage of being better acquainted with the product and its handling, with the result that the profits have been worth while. This is a situation that makes for permanence of the industry.

If Congress manages in some way or another to clear up the broadcasting situation there is every reason to believe that radio will continue to be a distinctly important factor in the business world, for the industry has now found itself.

Nineteen hundred and twenty-six has not been in any sense a boom year, but it has been a most substantial one, and for the retailer who appreciates the dangers of inflation and then deflation the absence of a boom is not to be regretted.

Keeping the Mailing List Alive

A live mailing list is one of the most valuable assets of the talking machine dealer in the building up of a record business of large proportions, for it enables him to keep his prospects and his customers constantly informed regarding the new musical offerings calculated to make them interested in their phonographs. The mailing list, however, is of greatest value only when it is kept constantly up to date, for circular matter sent to the old addresses of those who have moved away or passed on means that much wasted postage and wasted effort.

Checking up on the mailing list at regular intervals is not an embarrassing process if the dealer takes advantage of the offer of the postoffice to do that checking for him at a cost much lower than the same work could be done by the members of his own organization. Elsewhere in The World this month it is explained how this official checking can be secured. It is worth earnest consideration on the part of those who do even a fair proportion of their solicitation and selling by mail.

An Outstanding Business Transaction

Of tremendous interest and importance to the entire business world and the talking machine trade in particular was the announcement on December 7 of the sale by President E. R. Johnson, of the Victor Talking Machine Co., of the control of that company to the New York banking firms of Speyer & Co. and J. & W. Seligman, through a deal which when completed will call for the payment of $40,000,000 or more. Need it be said that the final transfer of control came as a surprise to the industry. Further announcements as to the future policies and plans of the Victor Co. will be awaited eagerly by the industry and especially that large part of it closely affiliated with Victor activities.

To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

National Record Albums are

Good Albums

Nationally known because they give real satisfaction.
They require less selling effort.
Made to contain all makes of disc records including Edison.
Write for our list of 1926 styles and prices

NEW PORTABLE ALBUM

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.
Cheap Credit Causes Collection Troubles

Landau's Have Solved the Secret of Successful Instalment Merchandising—A Simple and Effective Credit Plan Reduces Risk

Cheap credit and a too long lapse in following up delinquent accounts are the primary causes of collection troubles. This is the theory of Landau's, who operate three of the most successful music and jewelry stores in the anthracite coal region of Pennsylvania. That this line of reasoning has merit is indicated by the fact that poor accounts on the books of the firm are estimated to be less than one-fourth of 1 percent. And this is in spite of the fact that at the present time the Wilkes-Barre Landau's store has 8700 open accounts; the Hazleton store boasts approximately 5,000 accounts, and

finally reach the credit department and the credit manager informs the patron once more of the plan of payment.

This may seem like a trivial point, but it has proved of the utmost importance. First, repeated mention of the necessity of making payments in the store leaves no room for misunderstanding on this matter in the mind of the customer. Second, the importance of making the payments when due is hammered home. Third, semi-monthly visits to the store by each of the customers has a remarkable effect on sales. Thus the people come in contact with

the stock, which is always attractively displayed, and payments are made that otherwise would never materialize. Fourth, frequent visits of patrons enable salesmen to gain and hold the good will of the people to whom they have sold merchandise. Fifth, the firm and the lines handled are constantly in the minds of the customers.

A Few Don'ts for Customers

Each instalment customer is supplied with a receipt book, in which are entered the payments made. The front cover of this handy booklet contains the account number of the patron, name, address, city. The inside of the cover contains a record of purchase, terms of lease, articles purchased and amount of purchase. Beneath this in bold black letters is the message: "Your payment on your lease is due and payable at our store on date herein specified."

The inside back cover of the booklet bears the title, "Some Don'ts for Customers." Here are the "don'ts": Don't miss your payments; Don't pay money on our account to a stranger unless you can show him your name and number, which is here, and the balance. There are impostors around always;Don't miss a chance to visit our store, for new goods keep constantly coming in;Don't forget to notify us if your receipt book is lost or stolen, so that a new one can immediately be made out for you;Don't fail to report any inattention of our employees or dissatisfaction with any goods, for we aim to do our very best to please you, and, above all, Don't fail to see the manager; for he'll make good.

Analyzing Credit Risks

Landau's have made a study of the various types of prospective customers with a view to determining their value as credit risks. They have discovered, to give a concrete example, that the customer who makes the down payment asked, or who requests that the first payment be very small and agrees without question to semi-monthly payments of $10, and breezily announces that "I'll clean up the account in a month or two anyway," usually will bear close watching. Of course, some are sincere and do clean up the account, but many are chronic instalment buyers and use the same procedures to mislead the woman to whom they are related to their ability to pay as provided for in the plan. In other words, there are many people who overbuy, especially when credit is too easy.

Any such customer who states definitely that she can pay the payments and so much when each instalment is due and refuses to permit herself to be talked into larger payment and shorter terms, usually is a good credit risk, for the reason that this type of patron has analyzed her ability to carry the financial burden.

In spite of all precautions, however, Landau's are not infallible and occasionally a customer deliberately moves away without leaving behind her new address. For following up these "skips" Landau's utilizes the services of a man who traces down "skips." This man has the use of a small automobile. He also follows up deliveries to see that satisfaction between customer and store is maintained; he makes necessary repairs; delivers an instrument himself when necessary even late at night, and also works on the floor. He is a contact man and has proved invaluable in retaining the good will of customers.

A brief statement is sent out to a customer in arrears. A few days only are permitted to elapse before the sending out of this statement. If no statement is forthcoming three letters are mailed to the customer at intervals of a few days each. When no payment is forthcoming within a reasonable time, action is immediately started to repossess the instrument. As unsold goods and strikes and sickness of the wage-earner of the family leniency is exercised in the credit department. This promotes good will.

A Simple Daily Report

All of Landau's operations have been reduced to the last word in simplicity. The illustrations on this page show the daily report in use at the three stores of this firm. As will be seen, this type of daily report is complete, giving the store at the end of the day an accurate picture of the transactions in the day, including expenditures and payments on account. This daily report is on ledger size paper and is operated on the loose-leaf system. On the back of the daily report are ruled spaces—one to list the checks drawn during the day; another to itemize petty cash expenditures and a third for a summary of cash sales. The "Summary of Cash Sales" space lists the types of merchandise handled, as follows: Talking machines, musical merchandise, pianos, sheet music and music rolls, bicycles and jewelry. By this simple plan Landau's have a complete daily report of the business transactions of the store and it enables the management to analyze conditions. There is nothing involved about the system and it is complete, considerations that should commend it to all talking machine dealers who are seeking to improve their accounting methods.

Featuring Stromberg-Carlson

The Gray, Trimble & Smith Elec. Co., authorized Stromberg-Carlson radio dealer of Bloomington, Ill., is featuring the new five-tube receiver and the new line of radio accessories that has been introduced by Stromberg-Carlson Co. Attractive interior display, windows and other publicity are drawing attention to the line.
For Your Protection!

KING Dealers Get Every Inquiry

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

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

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

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

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

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

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

THE H. N. WHITE CO.
5215-82 Superior Avenue
CLEVELAND, OHIO

Makers of
KING
BAND INSTRUMENTS
Co-operative Ads
Score Over Sales Resistance

How G. M. Jensen, Brunswick Branch Manager, Buffalo, Created Demand by Advertising Drive

[The accompanying article by Elmer C. Spence describes the effect of co-operative advertising and helps out the value to retailers of taking advantage of opportunities of tying up with campaigns staged by manufacturers and wholesalers—Ed.] Co-operative advertising participated in by talking machine dealers, wholesalers and manufacturers during the past year has assumed growing importance as a means of sales promotion and building prestige for the dealers and

Advertising. He determined he would elaborate on this advertising, which usually came in one or two-column strips, so late in the evenings at home he drew up several layouts for page newspaper advertising, and balanced a dealer tie-up with the factory advertisement. He explained to the dealers the advantage of this opportunity to take part in a page newspaper advertisement, giving them publicity and prestige that could not be gained any other way for so reasonable a price. His campaign was successful from the start. Mr. Jensen was certain of results, and his confidence was transmitted to his dealer patrons, so that the enthusiasm became spread throughout the Brunswick trade of his territory, which covers western New York and northern Pennsylvania.

Immediate Results

The experiment was tried out in Buffalo early in May, shortly after Mr. Jensen was placed in charge of the district, determined to put Brunswick before the public of his territory. Results were immediate. He carried his idea to Niagara Falls, Elmira, Ithaca and Jamestown, and in every instance the dealers were so greatly pleased that the page co-operative advertising of Brunswick dealers in these communities has been established as a permanent institution.

The copy is timely and has bearing on some current news. If a Brunswick artist is appearing in the city the fact is featured in the advertising copy, which emphasizes records.

A greater portion of the Summer copy featured Brunswick dance records.

Pleased as Sales Increase

"The dealers of this territory are greatly pleased with results of the co-operative advertising which we have conducted so far," Mr. Jensen said. "It has brought them excellent immediate results. For our distributing office it has been well beyond our expectations. The net returns have gone vastly beyond my fondest expectations. I am more fully convinced than ever that the best results can be obtained through teamwork. The development of our page advertising is only the beginning of the most constructive advertising campaign ever conducted by the company."

"The effect of the advertising has been two-fold. First, it has brought more buyers to the dealers, resulting in a greater volume of business through creating a desire to buy in the consumer through the printed word. Second, by encouraging dealers to tie in with their activities with national advertising, we are definitely sure of their more effective co-operation in a merchandising way."

Monthly Sales Gains in Slow Season

Proof of results of the Summer campaign can be found in the following month-to-month comparisons, showing a percentage increase in sales each month of the warm weather season which ordinarily show a decline. May sales showed an increase of 9.3 per cent over those of April; June increase over May was 41 per cent; July increase over June, 7.7 per cent; August increase over July, 12.1 per cent, and September over August, 30 per cent. October showed the greatest increase compared with September, which obviously is explained through the fact that the Panatrope Model P-1, operating on a twenty-five-cycle electric current, was released in Buffalo during the first part of October. This electric current is prevalent in the residential sections of the city and scores of buyers were waiting for this instrument to be placed on the market. They were placed in homes as rapidly as they were shipped to the city, and the October increase in net profits went toward over any percentage of the preceding five months.

Broadcast Brunswick Records

Mr. Jensen has not confined his efforts only to newspaper advertising in exploiting the Brunswick instrument and records. He has arranged with Jamestown's leading broadcasting station to set aside a Brunswick dinner hour each Thursday, when the new Brunswick releases are played on the Panatrope, which was loaned the station in exchange for its courtesy to the distributor. In announcing the new releases the names of the Brunswick dealers in the city are given as sponsors of the program. The dealers and Mr. Jensen all agree that this has been exceptionally effective in creating new Brunswick record customers as well as stimulating old customers to buy new releases. The broadcasting station has received many letters from listeners in commending it for allowing them to hear these new recordings. When a Brunswick artist appears in Jamestown, almost without exception he gives a concert or recital at the broadcasting station, and comparisons are made over the radio with his record on the Panatrope. These tests always bring results and there are often requests for repeat performances.

George M. Jensen

Working on an Advertising Appropriation

Mr. Jensen was allowed so much for factory

Illustration at left of page through courtesy of "Brunswick Phonograph Company."
$1000.00 for a Name

Nothing to buy. No obligation of any kind.
Send in one or as many suggestions as you desire. Here is your chance to win $1000
Our product is known as Majestic “B” Current supply with a slogan, “delivers pure, direct current from your light socket.” We believe the name and slogan can be improved. A cash prize of $1000.00 will be paid the person sending us the best suggestions for a name and slogan—with a short letter giving reasons for selection. Duplicate prize awarded in case of tie.

Hints to Help You
Keep the name Majestic. Originate a new and better word or phrase for “B Current Supply,” also an appropriate slogan.

The Majestic ______? vastly improves radio reception, contains no acids or liquids and voltage can be accurately adjusted to meet varying conditions in every city and on any set. Some of its advantages should be brought out in the new name and slogan you suggest.

If you have not already heard a radio set using a “Majestic” go to your dealer for a demonstration. It will be a new experience for you in radio reception. It may also give you the inspiration for a name and slogan that will bring you $1000.00. Dealer will be glad to show you the Majestic and do everything he can to help you win prize.

Contest closes at midnight January 29, 1927. Award of judges will be published in this paper about February 15th. Address all letters to Contest Manager, care of

GRIGSBY-GRUNOW-HINDS-CO
4584 ARMITAGE AVE.
CHICAGO-Ill.

Contest Manager, care of Grigsby-Grunow-Hinds Co.
4584 Armitage Avenue, Chicago, Illinois

I submit for name. MAJESTIC
For Slogan ____________________________________________
Name __________________________ Address ________________________

[Use this form or one similar]

If you have not secured from your jobber counter display cards and window streamers, write or telegraph us.

GRIGSBY-GRUNOW-HINDS CO.
4558 Armitage Avenue Chicago, Illinois

MUSIC Dealers
At the left appears the first of a series of advertisements that will run in over fifty Metropolitan newspapers each week beginning January 2, 1927, to January 29, 1927.

The prize contest will focus the attention of millions of radio fans on our product and possibly you dealers may also be interested in suggesting a name and a slogan.

This contest will doubtless mean a tremendous public interest in our Majestic “B” Current Supply. Display the device in your show window and attract attention to your store. You will profit from increased sales and the prestige of an article that gives entire satisfaction.
After all, the ultimate success of a product lies in its distribution to the consumer. A manufacturer may search to the far corners of the earth to obtain the finest material for his product. The jobber may use every effort within his means to give better deliveries and better terms. The retailer may have a fine store, and he may trim his windows in the most attractive manner while at the same time he ties up his displays with effective advertising. But unless the salesmen have the knowledge and ability to work effectively the money spent to get people into the store will be largely wasted.

A short time ago a business bureau made a survey among retail salesmen to determine the weak points in this part of merchandising. When all the reports had been turned in, it was found that inattention and lack of initiative were almost wholly the cause of less volume among retail stores.

Be that as it may, there are quite a number of retail merchants who have not waited for surveys to disclose their faults. They have studied their individual problems and have applied methods to remedy faults. These merchants stand out from the general average a silver dollar in this country stands apart from the franc. And among these merchants may be classed the store of Thos. Goggan & Bro., San Antonio, Texas. W. Edgar Parker, manager of the radio and phonograph department, tells how they have eliminated these faults in their sales forces and shows how the business has been materially benefited.

Exchange of Ideas Helps Salesmen

"Probably the greatest help in retail selling," Mr. Parker explained, "is in the exchange of ideas. No one person will look at a problem from the same angle that another will see it; and it is because of this fact that new methods are brought out and new means created for selling more merchandise and rendering a greater service to the customer."

"We have what we consider as good a sales force as can be brought together. I have used great care in selecting the various employees in our talking machine department and I believe that I can positively say that they will rank well with any other sales force in the country. "We have taken up the task of training this group of people to become expert sales people."

In the accompanying article W. Edgar Parker, manager of the talking machine and radio department of Thos. Goggan & Bro., San Antonio, Tex., tells how sales meetings are conducted and how the efficiency of the salesmen has been increased as a result. There are but a few basic thoughts in this article for every progressive talking machine dealer.

We have selected them because of their personality, their neat appearance, their references and their general impressions. We hold regular sales meetings with which we conduct sales schools. We will take one item like a new record or a package of Needles and give one or more meetings to that individual item until we have conquered it. If it is a new record that has just arrived, we endeavor to find out why such a record has been made, who wrote the musical score and whose orchestra or band plays the music.

"If it is from a musical comedy we learn of what play it is a part and get a brief summary of the play itself so we can better appreciate and understand the music and the words which accompany it. Each record of this kind is thoroughly discussed; and there is not a person in the department who is in a position to handle it but who can talk intelligently on any record we have in stock."

"We take the phonograph and analyze it. To us it is more than a cabinet with a spring, a motor and a peg for the wind up. It is an instrument of entertainment. One which will educate as it entertains. It is something which will bring away a weary evening. It can be used by both old and young with equal enjoyment. It has a long life, and the initial investment can be spread out so that before it is of no further use the actual cost will amount to less than a cent a day. That's a strong selling point."

"Then we have meetings when we discuss the points in which we are of the opinion that the salesmen goes out to call on a prospect for a phonograph and fails to make the sale we may have him get up and tell us what he said. Then we have him criticize his sales canvas and determine what should have been done. Or, if he has made a good sale, we may have him tell us how he did it so others may benefit."

Higher-Priced Units of Sale

"We have shown a constant increase in business, and we are gradually going into the better grade of merchandise. By that I mean that the majority of our sales are now in the better machines, rather than a large volume made up of sales of cheaper models. We teach the customer to appreciate the best. We point out the unique possession of the machine with the best that can be had. We emphasize the value of having a machine that will interpret the tone quality and reproduce it just as the artists would give it in person."

"We teach the value of music in the home—the educational value to the growing children. We point out the simplicity of operation of a phonograph and the large variety of entertainment that may be enjoyed on one of these machines. We stress the importance of some kind of entertainment in every household. We show how more happiness and contentment is to be found in homes with music."

"Then we stress the economy of the phonograph. Here is a machine that provides a great variety of entertainment. You do not have to spend a lot of money and time in learning how to play. You can listen to the golden voice of Caruso. Then you can sway to the tunes of a dance orchestra. Tired of both of these you can hear a snappy banjo solo, or some novelty record. The range of entertainment is almost unlimited."

"I believe one of the first essentials of salesmanship is to know what you are going to sell and to believe in it. Unless you can go to a customer honestly believing that you are representing the very best phonograph or record that can be made, you will never be able to sell successfully. One of the foundations of salesmanship is the faith you have in your merchandise, and unless a salesman has that it is better for both him and his house to part company."

Co-operation as Factor in Selling

"Co-operation among the employees is a great thing in building up sales and maintaining harmony. If an employee comes to me with an idea that he thinks is a good one, I take it to my firm to give it most careful consideration. If the idea is a good one, it should be adopted and he should be given proper credit. If it is one which is not feasible, this should be carefully explained to him. Then he should be thanked for his co-operation and interest."
The Silent Motor Family

Read what the Carryola Company of America, the largest manufacturer of portable phonographs in the world, says about The Silent Motor:

“The Silent Motor, in our humble opinion, is the best motor made, bar none. And it’s quiet. You can’t hear it turn.”

“The Silent Motor has many special, strong features. It was selected for the Carryola Line because of its remarkably steady performance and freedom from ‘grief.’”

“It is unconditionally guaranteed by us against defective workmanship or materials.”

Silent Motor Corporation
 HERMAN SEGAL, President

321-323-325 Dean Street  Brooklyn, N. Y.
How is Your Business?

"September has been a record-breaking month and if the rest of the year keeps up like this month has, we will certainly set some new records here in this Department. And Buescher True Tone instruments are, of course, the bulk of our sales."

Here is an excerpt from another letter recently received from a music dealer who sees the value of the Buescher Franchise.

The Public has discovered for itself that Buescher Instruments are best. And Music Dealers are finding out that the Public will buy what it wants. There is no dull season for the dealer who has what the public wants to buy.

It may be that your territory is still open. At least it would be worth your while to inquire. It may pay you to investigate the Buescher Proposition.

Address:

Buescher Band Instrument Co.
Wholesale Department
ELKHART, INDIANA

H. R. Fletcher Appointed Algonquin Sales Director

Making Headquarters at General Offices of Company—Has Had Wide Experience in Sales Field in Various Industries

The appointment of Harold R. Fletcher as director of sales of the Algonquin Electric Co., Inc., New York, recently announced by Leo Potter, president of the company, has been received with considerable interest in the music-radio industry. The Algonquin Electric Co. recently acquired the trade name Thermiodyne and is manufacturing a new Thermiodyne Fifteenth Century Period Chest model in its factory at Poughkeepsie, N. Y.

Mr. Fletcher, who is one of the best-known sales executives in this field, comes to the Algonquin organization from the Anesco Products Co., where he was director of sales. His New York associations date from 1908, when he traveled for the W. E. Proden Hardware Co. In 1911 he entered the automotive industry as distributor of Hudson cars and Stewart trucks, later becoming the general sales manager for the latter organization. His automobile activities assumed wider scope when he became vice-president and manager of the C. T. Silver Co., Eastern distributor of Overland and Willys-Knight cars and later manager for the Stutz Motor Co.

Mr. Fletcher will make his headquarters at the general offices of the Algonquin Electric Co. in New York, where he is basely engaged in welding together an efficient sales and distributing organization.

T racy Wells Co. Distributes Kellogg Radio in Columbus

R. K. Smith, sales manager of the Kellogg Switchboard & Supply Co., Chicago, recently announced the appointment of the Tracy Wells Co., Columbus, O., as a distributor of Kellogg radio products. The Wells Co. is a large and well-known general merchandise house, which will serve as its territory thirty-two counties in Ohio and eight counties in Indiana.

Death of August Smith

August Smith, who for many years had been superintendent in the record making department of the Victor Talking Machine Co., Camden, N. J., and an employee since the organization of the company, expired suddenly from a heart attack, on November 30, at his home, 100 East Madison avenue, Hollingswood, N. J. The lamentable thing about the passing of Mr. Smith is the fact that only three weeks ago he was retired on a pension by the Victor Co. Mr. Smith, who was sixty years of age, is survived by his widow and daughter.
"We are the music-makers,
And we are the dreamers of dreams,
Wandering by lone sea-breakers,
And sitting by desolate streams;
World-losers and world-forsakers,
On whom the pale moon gleams:
Yet we are the movers and shakers
Of the world forever, it seems.

With wonderful deathless ditties
We build up the world's great cities,
And out of a fabulous story
We fashion an empire's glory:
One man with a dream, at pleasure,
Shall go forth and conquer a crown;
And three with a new song's measure
Can trample an empire down.

We, in the ages lying
In the buried past of the earth,
Built Nineveh with our sighing,
And Babel itself with our mirth;
And o'erthrew them with prophesying
To the old of the new world's worth;
For each age is a dream that is dying,
Or one that is coming to birth."

Ode by Arthur O'Shaughnessy

CHRISTMAS 1926
"Glory to God in the highest, and
Blest peace, good will toward men"
For the New Year—1927

THERE is no greater pleasure . . . than to wish our friends happiness during the New Year, that is to come, and greater prosperity . . . . And to acknowledge the splendid spirit they have manifested toward us during this year.

OKEH PHONOGRAPH CORPORATION

GENERAL PHONOGRAPH CORPORATION

[Signature]

President
Consolidated Co., Baltimore, Utilizing Big Business Methods to Sell Brunswick

First Public Utility Concern to Feature Comprehensive Line of Phonographs and Combination Instruments Plans a Strong Campaign of Sales Promotion

Baltimore, Md., December 7.—The Consolidated Gas & Electric Light & Power Co., of this city, which recently added the complete line of Brunswick Panatropes, electric phonographs and records, is placing a strong merchandising campaign behind these products. This, by the way, is the first public utilities organization in any large city to merchandise musical instruments of this kind. Because of the fact that the policy of the Consolidated Gas & Electric Light & Power Co. provides that only commodities which consume electricity or gas in some way may be sold, only those instruments that are electrical products will be handled. The entire stock, of course, will consist of Brunswick phonographs equipped with electric motors, as well as the Panatrope line. Brunswick records come under the electric classification, because they are recorded by an electric light ray method.

The concern has one of the finest buildings in Baltimore, in the heart of one of the busiest shopping districts, and the musical instrument department has been lavishly decorated and will be second to none in the entire State from the standpoint of display facilities. A large force of outside men is employed, fifteen of whom operate from the department handling the Brunswick product. Ten experienced men comprise the inside sales force. Salesmen are carefully selected; each man must pass through an especially prepared course and intelligence test. In addition, the salesmen have subscribed to the Brunswick Panatrope salesmanship course in order to more intelligently market the new product. Just about the time the Brunswick line was added preparations were being completed for an exhibition of the "Lady of Light," which features a wax figure in a giant seashell that can be colored in various ways through an ingenious electric light arrangement. This exhibit and contest lasts for thirty days and it is expected that from seventy-five to one hundred thousand people will visit the department. Of course, all of these people will visit the Brunswick exhibit. A complete display of the instruments has been arranged around the "Lady of Light" and during the entire exhibit Panatrope demonstrations will be made. Recently Ben Bernie and his Brunswick Record Orchestra appeared at the department for three consecutive days, entertaining with their music thousands of visitors. These few points indicate that this company is planning to utilize big business methods in merchandising the Brunswick line, and the methods employed provide food for thought for dealers who hesitate to really get behind their talking machine lines.

Ben Bernie and His Orchestra in Baltimore

Harry Reser, Columbia Star, Makes 2000th Record

Harry Reser, director of the noted Clequot Club Eskimos, exclusive Columbia Phonograph Co. recording artists, is celebrating the completion of his 2000th record. In less than five years that Harry Reser has been in New York, he has established himself as one of the foremost bandleaders of America. As leader of the Eskimos and other dance organizations he has made a number of dance records that have won great favor with the public. The two thousandth record was made by Reser a short time ago at the recording laboratory of the Columbia Phonograph Co. in New York City.

I. Weatherman has opened a complete music store in the Skeleton Building, Heber Springs, Ark. Standard lines are handled.

Col. Mapes to Re-enter Radio Manufacturing Field

Following the dissolution of Radio Center, Inc., Col. S. Herbert Mapes, widely known radio executive, has announced the completion of plans which involve his re-entry into the radio manufacturing field. Col. Mapes has established offices in New York, and expects soon to begin the distribution of a power receiving set, built to operate from either alternating or direct current, at a modest price for such equipment. Details will be given to the trade at an early date, it is announced.

Col. Mapes also states that he has allied himself with the production of refrigeration units for the home and a household oil-burning heat system at popular prices. It is said that Col. Mapes will be president of the holding company controlling these manufacturing activities.

For Christmas—
give happiness that only ORIOLE can bring!

DEALERS who are wise reap Christmas profits from the better merchandise. With the dependable Oriole Receivers you have a line of business stimulators that will speed up turn-over and enrich your profit while giving lasting joy and satisfaction to both the giver and the recipient. Oriole Receivers with the Trinum Circuit are positively amazing in performance—and they stay sold.

Sales Department
The Zinke Co.
1323 S. Michigan Ave.,
Chicago, Ill.

Manufactured by
W-K Electric Co.
Kenosha, Wis.

ORIOLE Radio Receivers

Col. Mapes to Re-enter Radio Manufacturing Field

Orion Receivers

The "Mayfair"

No. 78—Price $2.70

What a wonderful Christmas gift!
The Oriole Receiver has beauty and outward appearance, richness, dignity! And it brings true entertainment. Full rounded tones—two loud speakers give maximum tone range, fully 0-12 octaves.
Money-Making Suggestions for Ambitious Merchants

Three years ago the talking machine department of a music store located in a business section of New York City, on a street used daily by many thousands of pedestrians of practically every nationality, did a gross business annually of approximately $15,000. This figure was unsatisfactory to the proprietor because of the high overhead, and he contemplated doing away with the department. A new manager was secured and he was given the position with the understanding that he had a year to meet a certain figure that was regarded by the owner as satisfactory. The new manager studied the situation and decided that the largest asset of the store was being overlooked, as not a single foreign language record was in stock—the domestic and classical recordings comprising the catalog—despite the fact that immediately bordering the street upon which the store was located there were settlements of Russians, Italians, Germans, Spanish and other foreign-born and foreign-language-speaking peoples, and the passers-by were, to a great extent, foreign-born.

Catering to this class of trade built the store's business within a few months to $7,000 and $8,000 monthly, and at the present time a monthly business of $25,000 is not unusual. A large percentage of this business consists of foreign language record sales. The yearly gross sales for the year of 1925, talking machines, records, and combination of talking machines and radio receivers, despite the fact that there was a shortage of instruments for the last two months, were in excess of $175,000. The remarkable growth of this store in such a short time is undoubtedly unusual, but it emphasizes the importance of careful studying of the retail market.

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With the present-day music dealer representing one or more lines of talking machines, anywhere from three to ten lines of radio apparatus, and a miscellaneous line of musical merchandise and hand instruments, to say nothing of other items, the average mail brings a vast amount of literature from various manufacturers and jobbers all designed to help the merchant sell. Some of this literature fulfills the end for which it was designed, but it is also true that a great part of it is superfluous and many dealers after a time consign the contents of these envelopes to the wastebaskets without even a glance. It is unfortunate that this happens, for in many instances the manufacturers send information of a decidedly helpful nature, compiled by experts, and the application of the policies urged in the sales promotion aids would build profits. An illustration of such a message is the following bulletin recently sent to dealers by the Atwater Kent Mfg. Co., treating of the important subject of trade-ins. It reads:

"Money dealers strive earnestly to make a perfect sale, and when that sale has been made they ask the question of 'trade-in.' It is more than likely that if the same effort was exerted to avoid accepting the 'trade-in' as was used in making the sale the dealer would win out.

"Here are many ways and the present position in life should indicate one of these ways. If he is, by chance, a manufacturer, large or small, it would pay to point out to him that his old radio would be useful in his office for keeping him informed on market information or business news. The same line of reasoning applies to the manufacturer's agent or sales representative who maintains an office.

"Should be be a production commission merchant, his old radio would be useful for weather information. This latter argument should appeal to men interested in water or long-distance trucking transportation. Contractors interested in outdoor construction and even men interested in amusement parks should respond to this appeal. Failing in finding a business appeal for using the old radio, there is one last stand that will register a victory for the dealer in a large percentage of cases.

"Here it is at used: 'Surely,' says the dealer, 'your old radio while usable for your home is not valuable to you. Give a gift to someone dependent on you or in whom you are interested so that it will be of a result or second-hand article.' That may be the last stand, but, effectively used, is at least breaks down the prospect on the question of how much he might be offered on his violet set.'

$ $ $ $ $ $ $ 

Several times there have appeared in the columns of The World instances telling of the success a certain New York dealer has had in selling records, with a great percentage of his sales being of the better type of music despite the fact that the location of the store is not conducive to such trade. The store is on the East Side of New York. The manager has got over to shops handling mainly a low grade of merchandise. However, this dealer has, through a number of methods, built up a clientele of patrons who go out of the way to patronize his store. Within the past few months a branch store of this establishment was opened and it soon became apparent that the same high quality of merchandise was being sold. Other dealers in better locations and with the same line of merchandise do not sell a fraction of the records disposed of by these stores. What's the answer? This dealer and his branch manager both know and love music and take every opportunity of making themselves better acquainted with new compositions and with the artists who make the records, so that both can talk intelligently to prospective purchasers. On the occasion of the opening of the Sunday night popular concerts at the Metropolitan Opera House, New York, the manager met both the dealer and his branch manager entering the opera house, and the dealer referred to the fact that three recording artists would be heard in concert. The branch manager also mentioned that in the afternoon he had heard the Philharmonic Orchestra play. The moral—t reason why shouldn't a music dealer know something of music! $ $ $ $ $ $ $ 

A radio dealer situated in a residential section of an Eastern city does the greater part of his floor selling in the evening and spends the day in canvassing and in attending to selling services. He found that it was unnecessary to employ a clerk or salesman during the day because of the very few calls which he received from prospective customers or shoppers. However, in order that no one desiring service on a radio set should be disappointed he has attached to the door of the store a small pad of paper with a pencil attached, so that visitors to the store, finding no one present to give them attention, can write whatever message they wish and it will be attended to at the time of the proprietor's return. This simple plan has resulted in this dealer's retaining many service customers, for people who desire service, visiting the shop and finding it closed, would wander on to the next shop, but when it is possible to leave their name and address and to state what they wish done, they write their message and await his convenience. $ $ $ $ $ $ $ 

With reference to records it would seem that dealers and their sales staffs might pay a little more attention to this section of the business to be in line with the larger manufacturers of discs, who for the past few months have been giving this end of the talking machine business more and more attention in their advertising space in the newspapers and other advertising mediums. As a suggestion, would it not prove profitable for the record sales staff to read each morning in the newspapers the reviews of the openings of all musical shows and the music critics' reports of the operas and concerts, in order that they may learn what selections proved the "hits" of new musical comedies, and what selections recording artists are singing or playing on the operatic stage or on the concert platform? It is obvious that the record salesman who can talk intelligently to a customer about the latest releases from the current musical productions, or converse on artists and their latest successes, has a greater chance of building up sales than the clerk who must refer to a catalog for his talking points. It is possible for the labor staffs to visit each such production to attain this knowledge nor is it necessary, but it is possible to gain sufficient knowledge from a study of the newspaper reports to talk interestingly to the artists and records. The plan costs nothing and requires no great effort and is surely worthy of consideration.

The Emerson Radial Corp., New York, has been incorporated at Albany with a capital stock of $150,000. S. Randel is the incorporator.

TALKING MACHINE WORKS

HERMANN THORENS

Ste. Croix, Switzerland, announces the establishment of its NEW YORK OFFICE

at

450 FOURTH AVENUE, 11th floor

NEW YORK, N. Y.
Permanent pieces of equipment—
in this Balkite feature
lies your profit

To tell the difference between Balkite and any other device does not take very thorough examination. You can tell the difference the minute you look at a Balkite Unit. The difference is even more obvious when you pick up the unit and feel it. Balkite Radio Power Units are permanent pieces of equipment, made to last.

The evident scrupulous care that goes into the manufacture of every Balkite Unit is not altruism on our part. It is based on the conviction that to be permanently successful the products of any manufacturer must represent honest manufacturing value. In the long run the public will not accept less.

This scrupulous care is also part of our belief that for a manufacturer to be permanently successful everyone connected with the sale of his product must make a legitimate profit out of it. And by legitimate profit we mean more than the temporary profit made out of each sale. We mean that the manufacturer must take every precaution that the profit of the trade is not eaten up by service cost.

Not only does Balkite give you the greatest volume, but the profit you make on your sales is clean. Once sold, Balkite Radio Power Units stay sold. They don't come back. Get behind Balkite now, and make the maximum profit out of the demand for light socket radio power.

FANSTEEL PRODUCTS COMPANY, INC., North Chicago, Ill.
Stress Radio Service,

By W. B. Stoddard

The radio department of Lyon & Healy, Chicago, is one of the finest in the city. On the main floor there is a large section, with sales and display space, and ample facilities for a varied assortment of accessories. If a customer likes a set and wishes to hear it demonstrated he is taken to the fourth floor, where there are numerous small rooms in which this can be done without the distractions encountered on the busy main floor. Lyon & Healy were the first musical instrument house to introduce a radio department. This was in the Summer of 1922 when there was only one broadcasting station in Chicago and very little was known about the new form of entertainment. They took it up carefully and cautiously. Said the manager of the department:

"We made exacting tests over long periods of time. We were months assembling the stock of merchandise in order that we could give assurance to our patrons that anything they purchased from us would give satisfaction."

Using Mail Advertising to Good Purpose

Direct-mail advertising has been used with excellent results in our radio department. The sets of circulars are sent, ten days apart, to our regular mailing list, which consists of the names of those who have purchased Victolas from us. These circulars are in the form of folders, which contains a perforated postcard attached which can be torn off and used by the customer for mailing purposes. There is a place for the name and address. The days of the week are enumerated as well as the hours from 2 to 9 p.m., which the customer can check off when requesting a demonstration. A corps of outside salesmen is employed on commission. These men visit prospective customers and demonstrate the sets for them.

From the first they had the problem of the "gyp" dealer to encounter—the firms with no reputation to maintain, who would buy second-hand outfits and inferior accessories, and then run big advertisements featuring the low prices of their sets. Having sold a set on price they gave no attention to service. Indeed, their policy seemed to be when called upon to do repairing to leave the set in such shape that before long more repairs would be needed— with the costs piling up all the time.

First-Class Service Department Established

"One of the first things we did," said the manager, "was to establish a first-class service department, and we have found it one of the best methods of combating the cut-rate store. The man who buys a cheap set and then has trouble in securing competent service when anything goes wrong, is very appreciative of real service, and in many cases discards his cheap set, purchases one that is reliable and remains a good friend of our firm because he is serviced promptly and efficiently when he needs it."

"We have never recommended the building of sets, but advise our customers to purchase sets complete. A man may get a lot of fun out of a set he makes for himself, but it is usually no more satisfactory than if he attempted to make a Victrola without the proper scientific knowledge. Another thing—any firm with a reputation to maintain would be expected to service a set for which he sold the materials—which is very unprofitable, as no matter how good the materials, if they are not put together properly there will always be something wrong with it."

By doing the work ourselves we are able to keep the price down, and gain a reputation for genuine service. We believe we are on the right lines and are doing the right thing.

Lyon & Healy, one of the most successful stores selling musical instruments in the entire country, are operating a profitable radio department as the result of the merchandising policies outlined in the accompanying article. The basis of all radio sales promotion at this fine Chicago store is service to the customer and insurance of satisfaction.

Customers Will Ask You for the New

MU-RAD

SUPER-SIX RECEIVER

Will You Fill Their Order or Lose a Sale?

Six years of continuous publicity, sane merchandising and positive value have made for Mu-Rad a name that is respected by dealers and public alike. This new Mu-Rad Receiver is all that earlier sets have been, and more.

Your customers have read Mu-Rad's announcement of the new Super-Six Receiver. You will be asked for Mu-Rad demonstrations. Will you be ready? Mu-Rad's dealer policy is generous, fair and square and as old as radio. Write today for franchise in your district.

Stewart-Warner Distributor
Sponsors Radio Concerts

DECEMBER 15, 1925

THE TALKING MACHINE WORLD

For Territorial Rights
Address
C-RAD
Radio Corporation
Dept. W
Asbury Park, N. J.

Six years of continuous publicity, sane merchandising and positive value have made for Mu-Rad a name that is respected by dealers and public alike. This new Mu-Rad Receiver is all that earlier sets have been, and more.

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ANY radio retailer able to confine his dealings to one large and responsible concern which manufactures a complete line of receiving sets that will meet all his requirements is indeed in a fortunate position. Federal Designated Retailers, operating on this basis, are enjoying bigger and better returns than otherwise possible. And for these reasons:

1. The Federal plan gives the retailer an opportunity to concentrate on fewer lines, and in his advertising and selling statements to be consistent in his recommendations to his customers.

2. The general Ortho-sonic Line through its all-satisfying range of models and prices, simplifies ordering and inventorying, and results in faster turn-over and better profit margins.

3. The Retailer realizes that a manufacturer, willing to forego maximum immediate profits for the sake of perfecting and producing simultaneously a varied line, must be inspired by a grim determination to build and to hold a respected position throughout the years.

The advantages offered by the Federal Plan are too unusual ever to be overlooked by the retailer who is sincerely ambitious. Write your Federal wholesaler for full details. If you don't know his name, write us.

ORTHO-SONIC*
Federal Radio

*The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470

FEDERAL RADIO CORPORATION, Buffalo, N. Y.
(Division of Federal Telephone and Telegraph Co.)
Operating Broadcast Station WGR at Buffalo
Profit Winning Sales Wrinkles

Cashing in on Window Display of a Single Record — Radio Dealer Uses Testimonials to Create Sales—Unique Record Enables Dealer to Analyze Buying Trend—Books Increase Friedman’s Profits—Advertising on Milk Bottle Caps—Other Unusual Stunts

The policy of occasionally devoting the window display space of a retail music store to featuring a single record has in many instances proved very successful in not only stimulating the sale of the record featured, but also aiding sales in other lines. The dealers find that an unusual window display has the tendency to bring people into the store, permitting the dealer and his salesmen to bring to their attention new instruments and new record releases. Within the past few months the Distributing Division of the Okeh Phonograph Corp. has been operating with its dealers in arranging displays featuring record releases, and in each case the dealer reports stimulation of sales. Both Charles Silverberg, of 178 Myrtle avenue, Brooklyn, N. Y., and the Reo Talking Machine Co., 45th street, Chicago, have used the following stunt to push sales of the Okeh record, “King of the Zulus.” A colored man was engaged and garbed in Zulu fashion to cut deep capers in the window, while beautiful decorated and contained literature pertaining to the recording. The Lazar Music Shop, of 312 West 145th street, New York, selected “Lil’ Farina” as the basis for the complete set of photographs of “Lil’ Farina” and her playmates in the “Oar Gang” comedies was arranged in the window, together with display material provided by the Okeh Corp. A little colored girl dressed like “Lil’ Farina” was in the store distributing photographs of the famous little colored motion picture star to customers.

Uses Testimonials

It is a kink of human nature that a person who reads the testimonial of a product in an advertisement will be doubly interested if it should happen that the signer of the approving letter happens to reside within the neighborhood or district in which he is a store resident. This does not matter that the signer is as unknown to him as though he lived thousands of miles away—the familiar address seems to add sufficient weight to the testimonial to give his faith in the product. Realizing this, the Miller Hardware Co., of Maysville, Mo., recently issued a booklet filled with testimonials received from owners of Atwater Kent sets in Maysville and vicinity. The last few pages of the booklet were given over to illustrations of sets and speakers. This company uses the booklet to enclose in envelopes and as a piece of direct-mail literature and has found it successful in developing many sales.

Aid to Sales Analysis

A talking machine dealer in Ohio keeps an accurate record of the sales of the various type instruments and thus is able to judge with a fair degree of certainty the trend of demand. A large ruled ledger sheet is used for each style of instrument. The sheet contains space for the name and address of the person to whom the machine was sold, the date, number of instrument, cabinet style and finish, as well as price. Thus all of the console models, for example, that sold at a certain price are listed on one sheet as soon as sold. Other sheets are kept of the other models. Analysis of sales over a period of a month, several months, semi-annually, etc., gives the dealer an idea of what is selling and he can thus control his buying, avoiding overstocking on styles for which there is very little demand.

Profits From Books

About a year ago Joseph Friedman, operating a talking machine store on Clinton street, in the lower East Side of New York, started a circulating library for the purpose of bringing people into the store regularly so that the latest records could be demonstrated and sheet music be presented. From the beginning, with a couple of hundred of “best sellers” on the shelves, this department more than paid its way and an increase in sales of records was noticed. At the present time the library contains thousands of titles and the weekly revenue from readers is in the neighborhood of $100. Mr. Friedman is so enthusiastic over the success of the venture that he is adding more space to the book shelves and he claims that in time the rental of the large store which he occupies will be paid in full by the money received from the rental of the books. Aside from the profits which are being made, when it is taken into consideration that 400 people belong, and each week or two these people come into the store and in many cases readers come several times during the week, it can be easily seen that the operator and his sales staff have an excellent opportunity of interesting them in records, sheet music, small musical instruments, and in some cases the larger units of phonographs and receivers. Getting the prospective buyers into the store has always been the dealers’ problem. Here is a method that succeeds admirably and, at the same time, provides a profit in itself—what could be better than that?

Unusual Advertising

Straying a bit from the beaten path has in innumerable instances secured for the dealer who chooses unusual methods of obtaining publicity a stimulation of sales which are far better than sticking to conventional methods. A recent interesting example of the manner in which the E. G. McKinney Hardware Co., of Durant, Okla., Atwater Kent dealer, advertised the line bears retelling. This firm purchased milk bottle caps in large quantities and sold them to dairymen and milk dealers at cost price. Each cap carried the message “Atwater Kent radio is sold at McKinney’s, Mr. McKinney, proprietor of the store, believes this message, going to many homes every day, is an excellent medium for dealer advertising.

Holiday Circulars

During the few weeks preceding the holiday season the talking machine dealers’ sales volume should reach the peak for the year. Whether it does so depends largely upon the effort put forth by the merchant to interest the public in the products he sells. To this end sales-promotion campaigns reach their climax. Laudio’s Jewelry & Music Stores, in Wilkes-Barre, Pittston and Hazleton, Pa., are doing something this year that other dealers may find worth while, even with the limited time still available to the public for holiday buying. It is simply a special booklet showing various lines hand, descriptions and prices, which is being mailed to every customer and prospect on the mailing list of the firm. The booklet is in keeping with the Christmas spirit and presents a potent argument in favor of making this a musical Christmas.

Publicity on Bags

Spargo & Co. “The Musical Shop,” of Hazleton, Pa., believe in keeping their name before the public. This concern operates a modern advertising section, and also a music merchandise section. A number of small bags are used for the numerous accessories that are in constant demand. On these bags appears the following message: “The various articles of merchandise on sale at our store have been selected with the greatest care, and it is our hope that every purchase shall prove entirely satisfactory. If it does not prove perfect, you are perfectly free to return it for adjustment. Superb strings for violin and ukulele have proved themselves superior over a period of forty years. We recommend them to you as the very best procurable.” Spargo & Co. are constantly working to create customer satisfaction and this little stunt has done much to make dealings with patrons pleasurable and profitable.

Features Masterworks

The branch store of the Masterworks Instrument Co., New York, having on hand an old sheet music rack of the type which stands on the floor and contains a half-dozen or more shelves for display purposes, has decided to use it in the sheet music department, used it to display the Columbia Masterworks Series of records to very good advantage.

The Phone Distributing Co., New York, musical instruments, was recently incorporated at Albany with a capital stock of $20,000. The incorporators are H. Anderson, O. A. Olsen and F. Forman.
The Talking Machine World

Perryman Radio Tubes

"Distance without Distortion"

Teamwork!

Preach the gospel of tube teamwork and make five or six sales instead of one. Many of your customers are buying new super-sensitive detectors and using out-of-date amplifying tubes. Others are putting good power tubes on the end of a line of antiquated detector-amplifiers that gum up the works...

Every set needs a super-sensitive detector, modern amplifying and an efficient power tube to function properly. Tube team work—that's what does the trick. And the best team always wins — Perryman Radio Tubes.

Perryman Distributors are equipped and ready to supply you with tubes, advertising literature and helpful cooperation.

Perryman Laboratories and Plant
North Bergen, N. J.

Perryman Electric Co., Inc.
Sales and Executive Offices
33 W. 60th St., N. Y. C.
Let Post Office Check Your Mailing List

Local Postmaster Has the Authority to Correct Dealers' Mailing Lists—Accuracy Eliminates Waste in the Direct Mail Sales Effort

Every dealer in talking machines or records or radio apparatus maintains, or should maintain, a mailing list of customers and prospective customers of the store, for a very substantial proportion of possible business lies in the following up of customers by mail. This same rule holds good in every business where a large proportion of the trade is in additional accessories or replacements, as in the case of records.

Accuracy in Mailing List Important

The efficiency of the mailing list, however, depends primarily upon its accuracy, and there is hardly a factor in business that can deteriorate so rapidly as the mailing list unless it receives constant and intelligent attention to keep it alive. A list that is 100 per cent perfect to-day, if such a thing is really possible, may be only 90 or 95 per cent perfect a month from now, and then continue to go down the scale unless some sort of a check-up is made to see that no waste material is being carried in it. People move, die and experience changed circumstances with great frequency and without notice, particularly in urban communities where sticking to the old homestead means nothing and where a change of home requires simply the services of a gang of movers to take the house furnishings from one apartment to another.

Cost of Wasted Literature

Every decadent name or address on a mailing list means the loss of from five to twenty-five cents cash each time a piece of literature is sent out by the dealer. Multiply that by the number of incorrect names and addresses found on the average list of one thousand or two thousand names and it represents a substantial total of money that might better be expended for some other purpose. Numerous dealers follow the usual routine of printing return postage guarantee on the envelope to insure its return should the address be wrong. This checks up with more or less accuracy on those who have passed away, but is of little value in tracing prospects who have moved to other localities and made arrangements to have their mail forwarded to the new address.

Then, again, other retailers resort to the return postcard system, not only for checking up on names and addresses, but to learn whether the prospect's interest in the merchandise offered is still alive. For example, if the customer has disposed of his talking machine he is no prospect for records, and the record literature sent him each month is for the most part wasted.

Any checking up done direct by the dealer is an expensive process and is to be endorsed only for the fact that failure to have some check on the mailing list means the waste of material of much more value than the expense of a little mail detective work.

Employ the Post Office

The logical method for keeping the mailing list alive and up-to-date, however, is to have the Post Office Department itself do the checking. It is not generally known that the local postmaster has authority to check mailing lists of business houses in his district against the key list at the post office itself, charging for the service at the rate of sixty-five cents per hour, or the actual pay of the postal clerk engaged in the work.

Formerly the checking service simply provided for the elimination from the lists of those who had moved out of the postal district for one reason or another and the insertion of correct addresses where such were lacking. The importance of the work has been appreciated, however, and postmasters are now authorized to insert new addresses in place of old where persons have moved and left forwarding addresses. As the postal list is subjected to what is practically a daily check by carriers, it may be considered as nearly correct as possible.

It is suggested that when the mailing list submitted covers several postal districts that the list be divided by the business man according to such districts, which will save considerable time and consequently money in the work of revision. Time will also be saved when the lists are submitted in alphabetical order, as this facilitates the work of checking. Although the charge made by the post office for this checking service is on the basis of actual cost of the clerk's time, the work is not altogether altruistic, for the reason that a clean and corrected mailing list facilitates the work of the post office itself through making deliveries easier and quicker and avoiding much of the trouble of checking mail that is incorrectly addressed.

Dead Ones Don't Buy

Modern merchandising is an intensive proposition and every bit of wasted effort that is expended detracts just that much from the volume of business handled. To carry on direct mail campaigns with a list that includes a noticeable percentage of dead and useless names means that just that proportion of the campaign, with its costs and the efforts put into it, has gone for naught. It is a matter of economy to keep the mailing list up-to-date, for then practically every piece of literature actually gets into the hands of someone who is presumed to be interested in what the dealer has to offer. To insist on an endeavoring to do business with a dead mailing list is comparable to expecting a large volume of sales to be made in a cemetery. The dead ones don't buy.

Freshman October Sales Show Increase Over 1925

Net sales of the Chas. Freshman Co., Inc., for the month of October, 1926, totaled $1,482,913, an increase of 15 per cent over the net sales for October, 1925, which were $1,260,174. According to a report issued to stockholders by Chas. Freshman, president, Mr. Freshman further stated that the total net sales from June 1 to October 31, 1926, showed an increase of 38 per cent over the corresponding period of 1925.

Commenting upon these figures, Mr. Freshman said that the October sales, in spite of the substantial increase, were handicapped through the company's inability to secure sufficient console cabinets to meet the demand of the trade. In order to eliminate this condition in the future, Mr. Freshman stated that the company is considering acquisition of one or more furniture factories.

Plan Display Contest for McDonald Howl Arrester

A window display contest, with prizes totaling $2,000 in gold, is being conducted by the Spartan Electric Corp., New York, distributor of the McDonald Howl Arrester. The prizes are offered for the best window display of advertising material featuring this accessory, which is a live-rubber jacket that fits over each tube and is said to eliminate noises and howl. The contest is open to all retail stores' selling radio supplies and will end on February 15, 1927. The winners will be announced in the March issue of The Talking Machine World.

"For Xmas and Ever After"

The advertisements of the Victor Talking Machine Co., which appeared in leading national magazines during the month, have stressed the slogan: "For Christmas and ever after—The New Orthophonic Victrola—The Gift that keeps on giving." The text matter describe the desirability of the Orthophonic and several models of the line are illustrated.

Is "everybody in town" selling the same line you sell?

MAGNAVOX

Single Dial Sets—Cone Speakers—Tubes take you out of indiscriminate competition by restricting distribution to the few.

Write

The Reproducer Sensation of This Generation

The VAL PHONIC is not just another reproducer, but a master work built along original lines to give service that pleases. It appeals to the eye as well as the ear and stays sold.

Have you heard it?

The VAL PHONIC is constructed with a hand hammered metal diaphragm—thin as a hair—no blast, but plenty of volume.

Every detail of the new electric recordings is brought out with life like fidelity.

Its distinctive tone will win many record customers.

The Val Phonic is produced by the makers of Valley Forge Non-Jump main springs. Send for latest chart.

J.A.FISCHER COMPANY
730 MARKET STREET
PHILADELPHIA, U.S.A.
Introduce Mikophone Portable Phonograph to Trade

Popular European Miniature Portable Phonograph Is Placed on American Market—Has Proved a Big Success on the Continent

A novelty in portable phonographs is being introduced in this country by the Mikophone S. A. Inc., with headquarters at 44 Whitehall street, New York. This unique instrument which is known as the Mikophone, is a portable phonograph that may be slipped in a pocket, for it weighs only two and three-quarter pounds. The instrument is made in Switzerland and the American distribution is under the direction of C. Rotvand, who is prominent in European commercial circles. The Mikiphone portable phonograph was invented by Stefan Vadasz, who has secured many patents covering the distinctive features of the instrument. The shape of the phonograph is circular and in its metal case has a diameter of only four and one-quarter inches.

The outstanding feature of this new type of phonograph is the sound amplifier which is attached to the sound box with the tone lever operating as a speedometer and brake. The motor, which is made in Switzerland, is guaranteed to play a full ten-inch record with one winding.

The immediate recognition of the Mikophone in European countries is reflected in the publicity that it has attained in musical and commercial circles. Mme. Mistinguett, the most popular musical comedy star of Paris, sings a selection devoted entirely to the Mikophone, and newspaper publicity has been accorded the phonograph in practically every leading European country.

G. E. Palmer Sales Mgr.
for Greene-Brown Co.

George E. Palmer was recently appointed sales manager of the Greene-Brown Mfg. Co., Chicago, manufacturer of the Brown "B" battery eliminator, according to an announcement from the firm’s headquarters. Mr. Palmer has had an extensive experience in radio, is also a mechanical and electrical engineer, and for some time past he has been connected with the Daven Radio Corp. of Newark, N. J., in charge of manufacturer’s sales.

The Greene-Brown Mfg. Co. has been producing the Brown "B" current supply unit for about four months and a number of prominent distributors have added the product to their lines, among them being the Empire Electric Mfg. Co., Milwaukee; Louisville Auto Supply Co., Louisville, Ky.; Friday Battery & Electric Co., Ottumwa, Ia.; Excelsior Radio & Battery Co., Harrisburg, Pa.; Wetmore Savage Co., Boston, and branches throughout New England, and the Van Ash Radio Co., St. Louis.

Panatrope Aids Sales of Roadside Confectionery

Bakewell, Cal., December 7—The Brunswick Panatrope, accompanied by a trap drummer, stimulated trade of Day’s Confectionery & Gas Station to such an extent that within a few days after the installation of the instrument cash sales were more than tripled. The owner of this roadside confectionery saw the possibilities of the Panatrope and purchased the instrument from Urner and James, local Brunswick dealers. This music store is a firm believer in the efficacy of demonstrations and it has had great success in selling Panatropes by this method backed up by billboard advertising.

Paul Specht has signed contracts with the Columbia Phonograph Co., covering the recording of his Original Orchestra and also of the Georgians. In addition, his two Great Britain orchestras also will record for Columbia.

The Luxurious Amplion Patrician

reproduces the true gaiety of Holiday Music! Distinguished in appearance—Nationally Advertised—For the discriminating Radio Public, the ideal Yuletide gift!

The trade emphatically endorses new Amplion developments

Amplion Cone-Amplion Patrician

—our plants at New York and Muskegon are running to full capacity—working overtime! For timely deliveries may we advise ORDERING IMMEDIATELY? Do not miss any Christmas Sales on these profitable new Amplion numbers.

Write for name of Jobber
in your territory

THE AMPLION CORPORATION of AMERICA
Suite C, 280 Madison Ave., New York City
The Amplion Corporation of Canada Ltd.
Toronto, Canada

<table>
<thead>
<tr>
<th>AC12 Amplion Cone</th>
<th>List $30.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRAGON MODELS</td>
<td></td>
</tr>
<tr>
<td>AR19 Amplion Dragon</td>
<td>List $42.50</td>
</tr>
<tr>
<td>AR114 Amplion Junior de Luxe</td>
<td>List $27.50</td>
</tr>
<tr>
<td>AR111 Amplion Junior</td>
<td>List $24.00</td>
</tr>
<tr>
<td>AR102 Amplion Dragonfly</td>
<td>List $12.00</td>
</tr>
<tr>
<td>PHONOGRAPH ATTACHMENTS</td>
<td></td>
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<tr>
<td>AR35 Amplion Concert Grand</td>
<td>List $20.00</td>
</tr>
<tr>
<td>AR67 Amplion Standard Unit</td>
<td>List $12.00</td>
</tr>
</tbody>
</table>
The terms at which products are sold at retail can make or break a business, for every installment contract means a drain upon the capital resources and the longer that contract is for, the greater the capital drain. Short-term means quick capital turnover. This statement is in no sense a brief for members of the banking fraternity who are declaring from the housetops that installment selling on general principles represents a menace to the credit fabric of the country, but it is true, nevertheless, so far as it affects the dealer who is so anxious for sales that he sacrifices his good credit judgment.

Danger in Long-Term Contract
There was a time when, with talking machine sales averaging only about $100 per unit, it was regarded as a matter of wisdom to keep the time payments within a single year, and in most cases within a six-month period. With units now offered to the public, however, running in value from $600 to $1,000, there is an inclination in some quarters to extend the contract period and thus detract the attention of the customer from the amount he is pledging himself to pay.

This situation is liable to lead to evil unless held in check by the dealers themselves. The theory of having terms extended as the amount of the purchase increases is a mighty poor one, for such tactics are necessary it means that customers are buying outfits far beyond their means, and are not sound credit risks. An authority has put it well when, on being asked regarding his idea of the proper down payment on a given sale, he replied: "Get a large enough payment at the outset to give the customer realize that he is buying the machine and not simply renting it." In other words, the amount should be sufficiently large to command respect.

With the holiday season coming on, and a distinct scarcity already apparent in certain lines of popular merchandise, particularly the newer models of phonographs, the retailer owes it to himself to see to it that terms are kept within reasonable bounds. With a limited number of instruments at his command he is facing, temporarily, a sellers' market and can afford to choose his customers to a certain extent at least. When he lets popular models go out of his store on terms that carry payments over a period of fifteen or eighteen months he is not only tying up that much capital, but he is throwing away the possibility of selling that same machine to a more substantial customer for cash or on a basis that approximates cash.

There is quite a bullabaloo made at various times regarding the entrance of the automobile dealer into the field of installment selling, it being maintained that some 80 per cent of all cars sold at present are sold on terms. It may be true that selling motor cars on time provides a new form of direct competition for the prospect's dollars, which means that it draws money from other retail interests after those same dollars.

So far as interfering with the existing installment terms, however, the automobile merchant has tended to stabilize that type of business. Minimum down payments of approximately 25 per cent are demanded in motor car sales, and the balance must be cleaned up within a year of monthly payments amounting, at times, to $300 or more each. In addition the customer pays for insuring the car against fire and theft during the period of the installment contract and also pays financing charges.

A Plan Worth Emulating
It might be well for talking machine dealers to take a leaf from the book of the automobile men, and to set a minimum of 25 per cent instead of the usual maximum down payment of 20 per cent and insist that the contract be cleaned up, within the year regardless of the amount, making the smaller sales pay out in a shorter period where possible. The dealer who under present conditions in the trade advertises terms and tries to do business on the "nothing down and two years to pay" basis is simply cutting his own throat. He may be building up sales volume, but at a cost that leaves him little if any profit at the end of the year.

More Cash and Larger Profits
When there is an overplus of stock and selling conditions are poor there may be found some excuse for moving machines on a basis of long terms, but that method should be considered as a desperate step. With the market sound and stocks short, there lies the opportunity for getting business that is profitable, the sort that means cash in the till rather than paper in the safe. It may mean a little extra salesmanship and the heart pang that comes when a prospective customer walks out without buying, but in the long run it will mean more cash and more profits.

Christmas Time Is Music Time Told in Victor Posters
Some Striking Dealer Publicity Recently Issued by the Victor Talking Machine Co.—Features "The Gift That Keeps on Giving"

"The Gift That Keeps on Giving" is the slogan which is stressed in the Christmas-time selling material supplied Victor dealers throughout the country by the Victor Talking Machine Co. First and foremost are the window posters, consisting of a large centerpiec and two side posters in beautiful, deep brilliant colors, with a blue background and a border of the conventional holly wreath in green and red. The large center poster bears the slogan mentioned above; and on one side poster is printed "The New Orthophonic Victrola," on the other, "The New Orthophonic, Victrola Record." An accompanying folder gives two illustrations of windows in which good use is made of this material in dressing a most attractive display. The record hangers are designed in similar brilliant colors and contain a widely varied list of Victor records for Christmas, which should be used to good advantage by dealers.

A special folder describing and illustrating the full line of Victor Orthophonic instruments and Radiola combinations is also included in the selling material. The cover of this booklet is most beautiful and bears an illustration in pastel tints of a host of angels rising in a cloud from the homes of a snow-clad village, each one playing a musical instrument. The caption on the cover of the folder is "Christmas Time Is Music Time."

New Radiotron Sales Help
A new Radiotron sales help in the form of artistically colored red, white and black tube display containers is now available to R. C. A. authorized dealers. One type holds three tubes of the UX-20 A size and the other accommodates four of the UX-199 type. These cartons, which make unusually striking counter and window display material, were designed as an aid in selling the three or four tubes on display where only one was previously bought. This encourages the idea of keeping spare tubes handy in the home. The containers are available to dealers without charge, but the supply is limited, according to R. C. A. officials.

Stages Radio Show
MARSHFIELD, ORE., December 6—The L. L. Thomas Music Co. held its annual radio exposition for a week the latter part of last month and was most successful in attracting thousands of prospective radio buyers to attend the display and demonstrations of the latest radio equipment.
Why Eveready Layerbilt is the most economical "B" battery ever built!

Here, in the radically different Eveready Layerbilt, is the "B" battery which tops them all. Instead of the usual assembly of round cells, it is built of flat layers of current-producing materials. This construction, exclusive to Eveready, makes use of the spaces now wasted between the round type cells and avoids the usual soldered wires.

Test after test has proved that this battery is the most economical "B" battery ever built, and you can make that flat-footed statement to all your customers. Tell them that on all loud speaker sets the Eveready Layerbilt will give twice the service of the smaller Light-Duty batteries. It is far and away the most economical source of "B" power obtainable. It is also the most reliable and dependable. It delivers pure D. C. (pure direct current) which is essential to true tone reproduction. This is the best "B" battery we have ever built, and we firmly believe that it is the best "B" battery available on the market today. Order from your jobber.

Manufactured and guaranteed by NATIONAL CARBON CO., Inc.
New York Chicago San Francisco
Atlanta Kansas City

Canadian National Carbon Co., Limited, Toronto, Ontario
How an Intelligently Selected Sideline Eliminates Periods of "Trade Depression"

Harley Found a Camera Department a Profitable Investment Because These Products Sold Particularly During the Seasons When His Main Business Slowed Down—Other Sidelines

One of the greatest problems of the retail talking machine and radio trade to-day is to overcome slow periods, when sales slump and no effort seems to be very effective in creating business. There is no denying the fact that dealers and their salesmen are so rushed at times that they are hardly able to cope with the situation, and at other times they are practically idle, while overhead goes on just the same.

There are several logical solutions, the most feasible of which seems to be for the dealer to add a sideline that will move during those seasons of the year when talking machines and radio are naturally not in great demand. The selection of a sideline, however, must be carefully made. The dealer must analyze his territory and actually gauge the sales possibilities of whatever line he is thinking of installing. It is foolhardy to invest a substantial sum of money on a chance that it will sell. The retail merchant is in no position to guess. He must know.

Harley, a progressive dealer of Kansas City, Mo., found himself up against this condition. He discovered that there were some months in the year when radio did not sell in the volume that he thought necessary. In other words, his sales curve was uneven, and he realized that this represented inefficiency and waste. Inefficiency because no business can return maximum profit when it is a part-time enterprise and waste because during the slack period salesmen were idle and overhead consumed profits made during the more busy times.

Harley carefully analyzed the situation and determined to add a line of cameras and photo supplies to supplement his main business—radio. During the season when radio sales drop the camera department comes into its own; when radio sales are at their peak the camera department is not quite so busy, although sales are made the year around, and the department has shown a handsome profit on the investment.

There is another feature of the sideline that is worthy of consideration: it brings people into the store, and what that accomplishes this is eminently worth while. The progressive dealer spends huge sums of money annually in advertising, gives a great deal of thought to arranging striking windows and sends out quantities of direct mail—all for the purpose of interesting people to the point where they will come into his store. One thing is sure, the people who buy a camera from Harley, and those who take their films there to be developed, do not lose sight of the fact that he handles radio. He has established a contact that actually increases business in his main department. He is also constantly building good will that means increased sales and profit. There are many other sidelines that will accomplish the same purpose. For example, there is fishing tackle and other sporting goods—especially appropriate during the summer months. There are small musical instruments and other lines that will occur to the dealer who spends any time at all thinking about sidelines.

Stevens Conoidal Speaker Used by Station WMSG

Madison Square Garden Broadcasting Corp. Gives High Praise to Speaker Which Is Being Used in Reception Rooms at Station 

The broadcasting station WMSG, Madison Square Garden, New York, has adopted the Stevens Conoidal Speaker for use in its reception rooms as well as for output control purposes. In making this announcement, J. B. Price, sales and advertising manager of Stevens & Co., New York, made public a letter from J. Bernhart, president of the Madison Square Garden Broadcasting Corp., which states:

"The Stevens speaker, which we are using, I find is equal in volume to any of the recognized standard makes and is superior in quality to many of them. The reception is good and high notes are very satisfactory. The speakers are giving 100 per cent satisfaction."

Commenting upon the foregoing, Mr. Price stated that Stevens & Co. had always endeavored to place this speaker at the disposal of the severest critics for use in places where it would be put through the most exacting tests, and the company has a large file of un-biased testimonials from consumers and acoustical experts.

Efficiency of the Stevens speaker is attributed to two exclusive features, the Burtex diaphragm and the Stevens tennable tension unit. The Burtex cone is said to be chemically treated, thus making it impervious to all atmospheric effects, and its tensile strength is claimed to make it practically indestructible. It is said that the Stevens unit is the only cone speaker unit built on a tenable tension principle, which enables it to retain its high quality of tone even when subject to excess current.

Eva Leoni, Operatic Star, Recording for Columbia

Artist Has Won Large Following of Admirers Through Operatic Appearances in European, Metropolitan and South American Cities

Eva Leoni, operatic star on three continents, has recently completed her first record for the

Televocal Corp. Announces New Power Detector Tube

A new power-detector tube, TC-200-A, has been produced by the Televocal Corp., New York, manufacturer of Televocal Quality Tubes. This has been added to the line of four other types now being manufactured. The chief features of Televocal tubes are that they are claimed to be non-microphonic and cannot short. These two features are said to be achieved by the use of the Televocal Support, a device invented by the company.

Feature Chargers as Gifts

Providence, R. I., December 7—The Apco Mfg. Co. of this city, is solving the age-old problem of "What to give for Christmas" in an admirable manner by boxing the Apco "A" charger in a holiday box for the Christmas season. H. R. Fuller, general sales manager of the radio department of the Apco Mfg. Co., reports that the holiday boxing of the Apco "A" charger has already resulted in substantially increased sales.

L. S. Burk has been appointed manager of the radio department of the Jordan Music House, Charleston, S. C.
They who believed are Profiting —

When we announced the Mohawk One Dial Radio line for 1926-27, we offered to dealers an opportunity to sell looks, value, performance, and the fruits of a leadership gained through years of one-dial pioneering. Of these the latter is perhaps most important, but to see why requires foresight and keen merchandising sense... Hundreds of dealers had that foresight and merchandising sense and believed, as we did, that the pioneer in any field is best equipped in experience and prestige, and so is surest of leadership. They believed and they are profiting now with Mohawk One Dial Radio... Now that we have proof to add to promises, we urge again that you write or wire at once for the complete story of Mohawk One Dial Radio.

Mohawk Corporation of Illinois
Established 1920
Independently Organized in 1924
2220 Diversey, at Logan Boulevard, Chicago

Prices west of the Rockies slightly higher.
Canadian prices 40% higher.
Mathews' Outside Selling Brought Results

How a Progressive Dealer Planned His Canvassing Campaign and Followed Up Prospects—Other Ideas That Built "Talker" Sales

By Leo T. Parker

When Mr. Mathews invested his money in store fixtures and attempted to sell talking machines he had not proved his ability as a salesman. Probably one of the greatest attributes he possessed was his good judgment of human nature. And that is an important asset. Moreover, he was ambitious and in debt. The latter liability proved to be a qualification which assisted him materially in the successful outcome of his financial ventures. However, many other persons have possessed the same qualifications, and especially the latter, and still failed in business. Mr. Mathews started his phonograph business in a small town. He was well aware of the hard work he must do to succeed, and so this knowledge prearmed him against discouragement.

Doorbell Ringing Builds Sales Volume

When asked to explain his success, Mr. Mathews said: "At present I am familiar with the talking machine business, but when I began I had no previous experience in this line. I had but little about the usual methods of practice by successful merchants. But before investing my small amount of money in the business I attended quite a large number of sales meetings held in a large phonograph establishment in a nearby city. I became aware of the fact that it would never do for me to sit inside the store and wait for the business to come in. Therefore, as soon as I had arranged things in proper order I employed a stenographer who, also, began to study the art of selling. After that I spent but little time in the store. And I soon learned that actual sales ability was not nearly so important as the number of hours work done each day. And, also, I discovered that long hours greatly assisted in obtaining orders. However, my main method of obtaining business is canvassing from door to door and obtaining accurate knowledge as to the kind of machine the various homes contain, and particularly I learned the location of the homes in which there were no phonographs. These I listed as prospects No. 1. Some of the homes contained wondrous or old phonographs and these I listed as prospects No. 2. In some other homes there were new phonographs and I listed these as prospects No. 3. I also established a regular mailing department, and each week I mailed my No. 1 prospects an attractive advertisement. To the No. 2 prospects I mailed advertising matter every two weeks. And to the No. 3 prospects I mailed advertising matter every month. It is to be presumed that I called on the same persons frequently. I included a list of the latest records in the circular matter, and attempted to influence the sales in this manner. Moreover, I never knocked a competitor. However, this is not saying that I did not attempt to prove that my phonographs were better than all others manufactured and sold. After making a sale I continued to call on my customers when I had no other place to go. By this method they realized that I was trying to please them. And that is exactly what appeals to them. "I believe that the majority of salesmen who are unsuccessful are the type who never have time to call on a customer after a sale is completed. They do not realize the considerable business lost to them by assuming this attitude. Satisfied customers are the most probable source of obtaining good future prospective purchasers. I received numerous tips of prospective buyers, and many times I gave a demonstration in the home of a user. When this was done, of course, the prospective purchaser was usually a friend of the owner, who frequently assisted greatly in closing the sale. An important thing is that my customers believe in me, and I make every effort to make them like me. The result is that I receive many telephone calls from my customers who request me to call on their friends who are in the market for a phonograph. And when an owner assists me to sell a phonograph I remember him with a few good records."

Letters of Recommendation Prove Useful

Another very successful salesman said: "There is no doubt that every salesman has a particular method for making sales. I have adopted but one regular plan and I find that one is the only plan I require. Probably it may not seem so important to the listener, but it serves me well and so I am satisfied with it. I obtain a letter of recommendation from each person whom I sell. Prospects are given an opportunity to know that I satisfy my customers as well as became impressed with the fact that my machine is a good one. Next, I carry about two hundred testimonial letters written by various persons who live in different sections of the city. It is often that a prospective customer has an opportunity of reading a letter written by a person who lives close to him, but the letters serve the intended purpose. All of the letters I make an effort to keep. It is true that there are many salesmen who do not have confidence in letters of recommendation to accomplish sales, but I know that my testimonial letters are means of securing orders. I always suggest that if the prospective customer desires he may immediately telephonic any of the persons whose name he sees. In fact, I insist that he does. Of course, they are glad to say a good word for me to a prospective buyer, because they are my friend."

Still another successful salesman, dealing in slack periods I specialize in selling portable machines. I find that by taking a sample in a small automobile and traveling about the city and outside communities sales are not difficult to make. In other words, I find that one must keep in mind the various circumstances in order to know just where the most profitable business may be obtained."

GETS PROSPECTS THROUGH CUSTOMERS

Still another unusually successful salesman, when asked to explain his most successful sales plan, said: "First, one must be observant for live prospects. One good prospect is worth a dozen halfway ones. So I spend valuable time attempting to locate a good prospect. One way in which I always have obtained prospects is that I offer a free record to every owner who gives me the name of a live prospect, and then I give him three to five more records if I close the sale. The second is, I assume that when all of the good phonographs are considered, probably the workmanship of the best one is not much better than the others—price considered. And in talking to a prospective buyer I dwell on the minor refinements, such as finish, convenience of operation and tone quality. And in transacting business with reasonably sensible persons I advise them to build up their new machines away from all other machines and attempt to hold mine out as the one only. Many business persons become prejudiced immediately and the sale is lost."

FULL LINE of HARDWARE

For Radios and Phonographs

H. A. GUDEN CO., Inc.

87 WALKER STREET
NEW YORK, N. Y.
THE YEAR SAYS BUY!

More than a quarter of a million Farrand Speakers sold in twelve months!... If you are not already a Farrand Dealer, you should be!
They shield and save the finish

Atlas Plywood Packing Cases do more than that, too. They take radios as well as phonographs to the farthest points on the globe without the slightest damage to ANY of their delicate parts. Atlas Cases are strong, safe and sure. They are also mighty fine looking, which is a good advertisement for the shipper. And best of all, Atlas Packing Cases save freight and duty—they are so very light in weight.

Magnavox Co. Purchases Site for Large Plant Addition to Cost Over $250,000

Deal Closed for Four-acre Tract in Industrial District of Emeryville, Cal., Adjoining Oakland—Plans Call for Immediate Erection of Structures With 100,000 Feet Floor Space

The Magnavox Co. announces the purchase of a four-acre site in the industrial district of Emeryville, Cal., adjoining Oakland. Plans are being made for immediate erection of buildings containing over 100,000 feet of floor space. The new factory will be of the most modern type, costing over $250,000. The very latest machinery will be installed and advanced methods of production of radio tubes, loud speakers and receiving sets instituted.

"The continued success of Magnavox products," says F. M. Steers, president, "both in radio and electric heating devices, clearly warrants making this expansion. For some time our present facilities have been cramped. The growth of our tube department has been phenomenal. Likewise our business in loud speakers. The steady demand for Magnavox sets indicates that next year will bring vastly more sales for our various models. More details of the new factory will be made public just as soon as they are determined."

Interesting Demonstration Plan Announced by Pathe

Will Send Sample of Any Pathephonie Instruments to Dealers to Permit Them to Make Satisfactory Demonstration

Realizing tone as the most distinguishing feature of the new type of talking machine, the Pathe Phonograph & Radio Corp., Brooklyn, N. Y., has adopted an interesting demonstration policy for its dealers. While the Pathe Co. has issued an attractive catalog of the new Pathephonie line, it is announced in a recent letter to the trade that it will send a sample of any of these types of machines to the dealer for his inspection so that he can hear for himself the improvement that has been made in the art of phonographic reproduction.

Equal initiative is shown in the record department, which is featuring not only the Christmas numbers in the Pathe catalog, but also calling attention to a number of other records with a religious appeal which should be in demand during the Christmas season.

Plan 1927 Radio Show

The sixth annual Northwest Radio Show will be held in the new Minneapolis three-million-dollar auditorium in 1927. This was decided by the Northwest Radio Trade Association, sponsor of the event, at a regular meeting at the Nicollet Hotel, that city, last month. The week of September 26 to October 1 already has been reserved for the event through arrangements with the auditorium committee.

Sparton Distributors at the Sixth Annual Sparks-Withington Party
Another Year of Great Opportunity
for VICTOR Dealers!

Victor dealers have ample cause for satisfaction with the year now drawing to its close. Phonograph and record sales have been remarkably good and will undoubtedly reach a climax during the current holiday season that will establish a new high level.

There is every reason to believe that this healthy condition will continue through 1927 and that another year of great opportunity lies ahead. Business is soundly prosperous, employment is steady and promises to continue so, and plenty of money is available for the purchase of luxuries.

Look ahead now and plan to get your full share of this potential business! And remember that dependable distributor connections will mean a great deal to you in the year to come. We have been rendering dependable service to Victor dealers for almost a quarter of a century and understand their problems as only a wholesaler of such long experience can.

Note
New Phone Number and Increased Service

Our telephone number has been changed to GRAmercy 5100—an easy one to remember. At the same time we have had installed ten consecutively numbered trunk lines—5100 to 5109—thereby assuring quicker connections at all times. Remember the new number

[Telephone Number]

Blackman
TALKING MACHINE CO.
28-30 W. 23rd St. New York N.Y.

VICTOR WHOLESALE DISTRIBUTORS

"BLACKMAN and DEPENDABILITY—One Suggests the Other"
The Greatest Line of Portables Ever Offered to the Trade

KOMPACT $12.50
(For West and South add 10%)
(Canada, $17.50)

Regal $15.00
(For West and South add 10%)
(Canada, $25.00)

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

Assure yourself of getting all the Portable business in your territory by featuring the Pal, Regal and Kompact. You will then be able to fill the requirements of everyone of your customers—from those who want the best in portable phonographs, to those who prefer the lower priced machines.

PLAZA MUSIC COMPANY • NEW YORK, N. Y.
This MICRO-PHONIC Outfit actually changes an old style phonograph into a DEEP RICH TONE Instrument

This is the BIGGEST thing in a phonograph accessory ever offered

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

End Your Trade-in Worries

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

Complete

$10.00 LIST

Reproducer Only

$6.50 LIST

Liberal Discounts

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

Plaza Music Company, New York, N. Y.
AN exclusive design of finest craftsmanship. An exquisite console of rare grace and beauty built around a radio set that music lovers have approved as the superb musical instrument of radio.

Two controls, calibrated in wave lengths, five tubes giving two stages of tuned radio, detector, and two stages of audio amplification with output transformer.

The Sleeper console provides a big tone chamber acoustically correct equipped with the new adjustable Amplion unit; ample space is provided for heavy duty batteries and provision is also made for the use of electric power devices to run the set from the lighting current.

Price of this console complete except for batteries and tubes: $225.00 f. o. b. New York

The Sleeper chassis especially designed for console installation is also available separately. Immediate delivery. Prices quoted upon request. Size of panel 22 by 9 inches.

Sleeper Radio & Mfg. Corporation
GORDON C. SLEEPER, President
6th and Washington Aves. Long Island City, N. Y.
Selling Records Demands Complete Knowledge—How He Cashes in on Knowing

At a recent meeting in New York of a talking machine dealers' association one of the speakers, a distributor's representative, laid stress on the fact that the record departments of a great many dealers are being neglected, being under the direction of incompetent and careless clerks who merely take orders from customers without any real knowledge of the product they are handling. There is another type of dealer, however, who realizes that the record department is an important one, and who gives as much attention to the stock of records as he does to the instruments on the floor, and chooses his record sales staff with as much care as he does the men who are to sell the talking machines. He realizes that every person who purchases a talking machine is a potential repeat buyer and the purchases of records in the future, if properly handled, will in many cases equal if not exceed the purchase price of the instrument.

Knowledge of Catalog Essential

The salesmen are selling talking machines and records, it is true, but these products represent music, and the salesman, to secure the best results, should be able to converse intelligently on the subject of music. It is not meant that every record salesman should be a trained musician, conversant with musical terms and expressions, but he should know the catalog and the records represented in it, to an extent that when an opera is mentioned he can select the principal selections of that opera without recourse to the catalog. He should have at his finger tips the outstanding artists of the present day and the records they have made. If a customer expresses a desire for a certain type of record he should be able to offer recordings with a similar appeal.

Real Salesmanship

Such a record salesman is J. F. Brogan, manager of the branch store of the New York Band Instrument Co., New York, who, through his wide knowledge of recorded music, recently convinced a cash salesman to give $550 talking machines and with it records totaling in price $377. The customer who entered the store was interested in the Orthophonic Victrola and had no intention of purchasing the library of records with which he finally became possessed, but, having decided to buy the instrument, he asked Mr. Brogan's assistance in selecting some records. The customer was musically inclined, being in fact a musician, and in Mr. Brogan he found a kindred spirit. The Columbia series of Masterworks were the first items Mr. Brogan demonstrated and the customer was so astonished at the high standard of these recordings and Mr. Brogan was so well qualified in describing and explaining the recordings that he sold the entire series of forty-one Columbia Masterworks albums, costing $260. Not content with this he explained the Victor series of album sets and was successful in selling the entire series, together with other single records, bringing the total record sale to $377. In passing, it might be mentioned that the customer had with him a friend who, in listening to Mr. Brogan's sales talk, became interested and finally purchased a $300 instrument and between $75 and $80 worth of records, making the total transaction about $1,300, all of which was paid in cash.

This was accomplished by salesmanship. While sales totals of the amount mentioned for a single transaction are unusual, this salesman has built up for himself a clientele which visits his store from all sections of the city because of his ability to aid them intelligently selecting records.

Recently the wife of a prominent artist of the Metropolitan Opera Co. visited the store and stated that she had been recommended to it by a friend. She purchased in the neighborhood of fifteen dollars' worth of records on her first visit and before leaving gave Mr. Brogan a list of the names and addresses of several friends who she felt sure would appreciate the sending of the latest record releases.

Selling Album Sets

With the album sets of records assuming a more important part in the record stocks of live dealers, the record department needs more than ever competent direction and management to secure from it the profits which this section of the store should bring in. As these sets have a list price ranging from five to almost fifteen dollars, they represent a portion of stock which should be given attention. The larger companies are featuring these products in newspaper advertisements and in the programs of musical events. The manufacturers are doing their share; it remains for the dealer to prepare himself to cash in on the market that is being ripened.

Sheppard Co. in New Home

Savannah, Ga., December 6.—The formal opening of the new home of the B. J. Sheppard Co., music dealer, took place November 23 with elaborate and appropriate ceremonies. The three-story building at 220 Broughton street, West, was attractively decorated and from ten in the morning until nine at night a musical program was provided and souvenirs were distributed to visitors. This establishment, which has been in existence for about twenty years, carries a complete line of Victor Orthophonic talking machines, Buescher band instruments, pianos and other musical instruments.


POCKET PHONOGRAPHS

AN ORCHESTRA IN YOUR POCKET

SIZE: Diameter, 4 ½ in. Height, 1¾ in. Weight, 2¾ lbs. Guaranteed to play a full ten-inch record with one winding

Retail Price: $15

Liberal Trade Discounts

PLAYING

Jobbers Wanted!

MIKIPHONE S. A. Inc.
44 Whitehall Street
New York
Get the whole range of Christmas sales
- with the complete line of Radiolas

DON'T let a single sale go by! With the complete line of RCA Radiolas, and the Radiola Time Payment Plan to back him up, the RCA Authorized Dealer can sell to every radio prospect... from the man who can buy only the smallest model "on time"... to the man who can pay cash for the finest of all.

RCA dealers themselves predict that this will be their greatest year. Sales are rising to a new peak, for the public has absolute confidence in the tried, tested and perfected Radiolas. The public knows that they will continue to perform as they do on demonstration—superbly!

RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RCA Radio Corporation of America
New York - Chicago - San Francisco
Every Christmas Shopper is a prospect for Radiotron sales

1. for the set he has  
2. for the set he buys  
3. for gift-giving

Every Christmas shopper knows Radiotron quality and reads Radiotron ads  
...... he can’t miss them

RCA Radiotrons are the year-round bread-and-butter business of the reliable radio dealers. And practically every Radiotron is the last in a long Christmas list.

RCA CORPORATION OF AMERICA
New York  Chicago  San Francisco

MADE BY THE MAKERS OF THE RADIOLA
Opportunity for Trade to Tie Up With National Drive of Piano Manufacturers

Beginning with the first of the year the piano industry realized the importance and necessity of proper instruction in the playing of the piano. This is a movement which the Piano Manufacturers' Association in co-operation with the retailers, will launch a nation-wide campaign to arouse more general public interest in the piano for the home. Funds of over a quarter of a million dollars annually for three years have been appropriated for the purpose and the program is one that should serve to bring desired results in a considerable measure, at least. The program includes a campaign to promote the teaching of piano playing in the elementary and high schools of the country under the group plan and the expenses of local and national piano-playing contests, all of which may appear foreign to the talking machine trade, but which, nevertheless, can be taken advantage of profitably by the talking machine dealer who is in touch with what is going on in his own particular locality.

We hear a great deal of the place that has been filled by the talking machine in the field of education and have witnessed the excellent use of phonographs and records in the various schools of the country; yet few dealers have appreciated the fact that the record, being a talking machine record in providing expert instruction in the personal playing of the piano or other musical instruments. As a matter of fact, we hear the artists who have used them declare that they have been able to improve their methods by studying the records made by themselves and other artists of standing. We find also pianists who have a close study of the recordings, the masters of that instrument have been able to improve noticeably their interpretative work.

The phonograph dealer who keeps in touch with the exploitation work being done for the piano, particularly in group instruction, can undoubtedly profit by calling the attention of the pupils, at least those who have advanced to a certain degree, to the advantages of listening to the records of noted pianists in order to gain a proper appreciation of tempo, dynamics and expression generally. On the face of it it may seem a little far-fetched. Only recently at a public entertainment a young lady, in responding to the applause brought forth by her pianistic ability, declared that she owed the excellence of her interpretative study to the study of records of the same numbers made by noted piano virtuosi.

The phonograph record will not teach piano playing, nor will it teach the playing of the saxophone or the violin, and the elementary work must be done along the old lines, with proper instruction and faithful practice. With the ability to sound the proper notes and chords, however, there comes the demand for intelligent fingering and the correct use of the pedals. In short, for capable expression. For this purpose the records are the example of the master. They may be repeated time and time again without bringing forth the slightest indication of impatience or fatigue. Patient practice in following the record will result in the best kind of better rendition by the baddling artist.

It is significant that the makers of music rolls for reproducing pianos have already seen the possibilities for promoting instruction through the medium of the recordings by leading pianists on the rolls. In some cases these recordings are so arranged that the artist plays the treble while the student plays the bass, and then the process is reversed. When the ensemble is worth listening to then the progress of the pupil is improving. Phonograph record manufacturers have not yet progressed to this point in their instruction records, but they do make it possible for the young pianist to study the interpretations of a number of prominent pianists at close range and with as frequent repetitions as are necessary and desirable.

As a campaign for the promotion of the piano develops throughout the country, some wise phonograph dealers are going to seize this opportunity for effective tie-up and take advantage of it. It will probably bring no overpowering volume of business direct, but it assuredly will bring some if properly handled and will result in a close tie-up with the musical people in the dealer's particular territory. That is a market which is extremely efficient and it can be utilized in other directions in promoting the dealer's sales.

Radio Corporation Dealers Hold Meeting in Portland

Great Gathering of Northwestern Dealers Hear Addresses by Men Prominent in Field

PORTLAND, Ore., November 23.—The representative retail and service dealers of the Radio Corporation of America held a meeting in this city recently. During the afternoon a business meeting was held with a banquet to discuss service and a sales campaign for the current year. The meeting was called by George A. Boring, manager of the Pacific States Electric Co., in cooperation with a transient number of representatives from the San Francisco headquarters, including among others Herbert M. Hucks, service specialist; N. A. Woodford, radio trade specialist; and G. Harold Porter, manager of the Pacific division. J. R. Bullock, district advertising manager, was also in attendance. Discussion was centered during the afternoon in a general coverage of radio service and retail distribution. Mr. Hucks covered various procedures in efficient servicing not only in their line, but all types of receiving equipment as well. The three speakers covered the service subject at the banquet. Mr. Bullock devoted his talk to advertising. Mr. Woodford's subject was "Radiotrons," and Mr. Porter, Pacific division manager, gave an outline of the development of the establishment of the Radio Corporation of America and spoke of the developments in the radio industry. The Charmaphone Co., Palasky, N. Y., manufacturer of phonographs and radio cabinets, recently enlarged its plant. Increased business made expansion necessary.

The BOSCH combination

The Armored Radio, the Ambotone and the Nobbattory together make, not only radio perfect, but in addition keep your customers happy and your bank deposits healthy.

ARMORED RADIO AMBOTONE NOBBATORY WEBER RANGE CORP.

In Brooklyn
Sole Metropolitan Distributors
1271 Bedford Ave. Circle 7610

In New York
225 West 57th St.
The newest Bosch Radio achievement—a quality reproducer at $12.50. Mellow and free from metallic sound, a reproducer that will sell easily and in great volume. The new Bosch Library model reproducer is distinctive. Its entire cone disk is gold, ornamented with a wide plain gold circular frame. Tastefully decorated in the oriental motif and so pleasing is the black and gold combination that it becomes a note of furnishing in any home. It is the ideal guest room or "extra" radio reproducer. The Library Ambotone may be had at the same price in either the table model or the medallion which with its gold color silken cord hangs upon the wall. The Bosch Library model reproducer is ready for immediate deliveries.

The New Library Ambotone—Table Type or Medallion—$12.50

The famous Bosch Nobattry "B" power Unit answers every demand for a dependable, long lived, lighting socket power attachment that will give silent and unvarying "B" power. The Nobattry is entirely automatic, mistake proof, it cannot burn out tubes of the radio receiver. It pleases customers because it requires no adjustment, is without hum; nothing to fill or spill. Designed for personal and mechanical safety and adequate for any set up to 10 tubes including power tube. Its voltage ranges from 90 to 135. You can feature the Bosch Nobattry with perfect safety. Ed 3 for Alternating Current $48—Direct $42

AMERICAN BOSCH MAGNETO CORPORATION
MAIN OFFICE AND WORKS: SPRINGFIELD, MASS. BRANCHES: NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO
L. W. James in New Post
With Federal Radio Corp.

Former Assistant Sales Manager Now Assistant to President—E. S. Hilber Promoted to Position Vacated by Mr. James

The Federal Radio Corp., Buffalo, N. Y., has announced the appointment of L. W. James, formerly assistant sales manager, to the position of assistant to the president. Mr. James is a very well-known figure in the sales division of radio, having been intimately connected with Federal’s field organization for nearly five years. After a period of management in the Kansas City Federal branch, and several months as special representative, he was recalled in the Fall of 1925 to take over the duties of assistant sales manager at the factory. Mr. James has been succeeded as sales manager by Ernest S. Hilber, who for three years has been sales manager of Federal radio parts in the metropolitan district, and was then made special representative to wholesalers in the United States and Canada.

Panatrope Furnishes Music for Jackson County Fair

PORTLAND, Ore., December 6.—The Brunswick Panatrope did yeoman service at the annual Jackson County Fair, as is attested in the following excerpt from a letter to the local office of the Brunswick Co. from the secretary of the Fair. It reads: “I wish to take this means to express for myself and my Board of Directors our sincere thanks and deep appreciation for the fine music furnished by your Panatrope in the various buildings during our recent Fair. There was a wire put into the following buildings: Horticultural, Forestry, Automobile and Women’s, with loud speakers attached and controlled by a main instrument placed in the Weeks & Orr’s booth in the Merchant’s Building, and it was done in such a manner and we were given such a volume of music that I did away with the usual orchestras which I used in these various buildings, thereby saving a good many dollars.”

Crosley Has Developed a Tremendous Industry

Within the brief span of a few years, radio, as a manufacturing industry, has leaped to front rank among the industries employing factory workers in Cincinnati. The Crosley Radio Corp. has attained this position. More than 2,300 people work directly for the Crosley & Bro. in the Crosley factories. Many thousands more are employed in outside factories in Cincinnati and other sections turning out wire and punch pressed products as well as thousands of fine cabinets each day. The Crosley Corp. itself manages to produce 1,500 cabinets daily. But to bridge the gap it must go outside for additional thousands. Production approximates 6,000 sets each day.

Open Sales Office in Chicago

LA GRANGE, Ili., December 7—The Producer Manufacturing Co., maker of phonograph apparatus, a newly organized corporation, has made its headquarters at 819 Hillgrove avenue. The sales offices are located in the Railway Exchange Building, Chicago.

Praises Carryola Portable

The Carryola Co. of America recently received a communication giving high praise to the Carryola Master portable talking machine from a proud possessor of this instrument. The writer is a traveling man and he extols the instrument as a boon for those on the road.

Harry A. Beach Now Sales Manager Chas. Freshman Co.

Nationally Known Executive Joins Forces of New York Radio Manufacturer in an Important Capacity—Is Widely Experienced

An announcement of nation-wide interest to the music-radio industry was the appointment of Harry A. Beach as sales manager of the Chas. Freshman Co., New York, manufacturer of Freshman Masterpiece receivers and accessories. The official announcement was made by Myron Goldsoll, vice-president of the Freshman Co., who stated the directors of the company had decided that the sales management required the services of an executive who was not only widely experienced in the merchandising of a nationally advertised product of merit, but one who was fully conversant with the Freshman plan of doing business exclusively through franchised dealers and who believed implicitly in the soundness of such merchandising efforts.

Mr. Goldsoll said that Mr. Beach had spent several weeks in close association with Mr. Freshman and himself, as well as other officials and executives of the Freshman organization, studying production and distribution methods of the company.

“As sales manager of the Chas. Freshman Co., Mr. Beach has a most interesting position,” said Mr. Goldsoll. “He comes to a company that is daily growing stronger, operating on a unique sales plan which is highly successful and which he is asked to further develop, but which in principle will not be changed in any way. Mr. Beach is in sympathy with our methods and is a straight-thinking executive. All of the officials of our company are solidly behind Mr. Beach and we know that our dealers will extend to him their full co-operation.

“We always have on hand an accumulation of applications for the Freshman franchise that we desire to handle with fairness to our well-established dealers. Good merchants, old-time music stores and other worthy concerns are not in the habit of being refused the purchase of materials that they desire to handle. They justly think that a manufacturer should be compensated by their application. Consequently, we sought as sales manager a man of fine diplomacy and keen judgment, and we believe Mr. Beach is that executive.”

For sixteen years Harry A. Beach has been a widely known figure in the music industry. He resigned in 1921 to become vice-president and general sales manager of the Unit Construction Co., Philadelphia. In 1923 he was appointed Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., resuming some months ago.

Popularity and Profits

THE excellent performance, artistic appearance, popular price and national advertising are real, sound reasons why every good dealer should immediately stock and sell

“THE Speaker of the House”

THE PACENT CONE

THE almost over-night public acceptance of the Pacent Cone has attracted the full attention of the progressive dealers everywhere to make it their business not to overlook any merchandize for which there is public interest and demand.

Type A (table type), 17 inches in diameter, with bronze-finished base, cord and Pacent detachable plug.

List Price $28.50
($31.50 West of Rockies)

Also made in 36 inch size for either floor or wall mounting. Full information and prices will be sent on request.

Write for special dealer proposition on this quick-selling product, and for “advertising help.”

Pacent Radio Corporation
156 West 16th Street New York City

Widely known in the music business, the Carryola Master portable talking machine has won many friends among radio listeners and dealers.
The Fulfillment of an Ideal

The individual or the institution without ideals soon loses the stimulus of inspiration ... and the satisfaction which comes from making others happy.

The Brunswick Company, its dealer organization and their respective employees, and the great electrical institutions that have collaborated, may all look back upon 1926 with a feeling of just pride.

This has been an epoch-making year.

The whole world has been made happier through the combined efforts of all of us who have together successfully introduced and marketed the World’s First Purely Electrical Reproducing Musical Instrument—

The

BRUNSWICK

PANATROPE

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO
Some months ago, and, in fact, quite by accident, my attention was directed to a movement in the talking machine realm which has become very influential across the water. It seems that about three years ago Compton McKenzie, the famous novelist, who is an amateur expert in matters phonographic, took the very bold step of publishing a magazine entirely devoted to the interests, not of the trade, but of the buyers of talking machines and records. He said that he thought there were enough of these latter to give him the circulation he would need, and for their benefit he proposed to bring out each month a musical amateur's paper, devoted to the phonograph, in which everything pertaining to machines, recordings, reproduction, music, etc., should be discussed by experts for the benefit of the thousands of music lovers all over the world who are getting the better part of their musical education through the phonograph. At or about the same time there was organized in London, under his direction likewise, a private recording society which was named the National Gramaphonic Society, and the aim of which was to be to record for subscribing members only, and at cost, musical works which were not, and were not likely to be, recorded by the regular recording companies. The two enterprises, mutually supporting, have now been running nearly three years and they have gone on steadily increasing in influence and in numbers.

Working the Localities
Along with the activities of the National Gramaphonic Society in producing recorded music not otherwise likely to be obtainable, it appears that local societies are being organized from time to time among talking machine enthusiasts under the same general auspices. These societies consist of groups of men and women interested in music who possess phonographs and records, and who meet at each other's homes or elsewhere at regular intervals for the purpose of giving concerts of phonograph music and of discussing and criticizing the music to which they listen. From the appearance of the reports I judge that there must be dozens of these societies throughout Great Britain to-day. It is hardly necessary to point out that all this is helping along the sale of machines and of records. Every reader of The Talking Machine World is aware of the marvelous strides into great prosperity which the British end of the Columbia Co. interests has made during the last three years. And it is at least significant that the Columbia interests have been among the best, perhaps indeed the actual best, supporters of the magazines I have mentioned.

Well, Why Not Here?
Now, seriously, is there any reason why something like this should not be done in the United States? As a matter of fact a Boston group has already started the publication of a magazine called The Phonograph, modeled upon The Gramophone, and already some local societies are being organized. But apart from that, apart even from the question of a private recording society which is not yet probably to be considered as a "live" topic in this country (much as one might wish it were), why do phonograph dealers investigate this question of amateur societies of phonograph enthusiasts? Of course, the first reply will be that conditions are different in the United States. Conditions, whatever they may be, are doubtless "different," but that means absolutely nothing. There are plenty of phonograph enthusiasts to be found in the United States. There are also millions of phonograph records to be sold, but real promotion is needed.

What Actually Happened
I had occasion recently to get in touch with phonograph enthusiasts located at points East, West, North and South. These people must one and all have been so close touch with events abroad as to have heard of the new movement. Now if such enthusiasts have already made themselves known, it is a safe bet that in every community are the materials of a similar group which only need to be sought in order to be found.

I know that this is true because only recently the same thing has happened at home. I thought it would be interesting to see whether there were any in Chicago. There were, and women, too. And it was something I was determined to mind with myself. And without half trying I found plenty of them. There has not been the least difficulty in forming a casual circle on this systematic basis, and there are now several amateur groups across the Atlantic. And the results so far have been most thoroughly worth while.

Away From Flapperdom
Now the point is simply that what is true of my own experiences is true elsewhere. Almost any community contains at least some men and women who are interested in the musical aspects of the talking machine, who possess machines and who have acquired greater or smaller collections of records. Without half trying I have learned of such men and women, all over the big city of Chicago, men and women mostly of mature age and taste, with good common sense and more or less of culture, people who are not satisfied with the phonograph and who are only too anxious to learn all that can be learned of the recent discoveries and achievements in the phonograph world which are remaking the whole industry and putting it on a new scientific and musical basis. Every one of these is a present or potential buyer of records. And that means a buyer in quantities, and if the cost will not cut down the number as many as income will allow. In the talking machine industry, as in that of virtually every stable and permanent line, the older people do the buying. The youngsters may have a lot to say during the purchase and their wishes are always consulted, but they do not put up the money. Neither do they get the real good use out of the machines. It is the fathers and mothers who, once they are educated up to what the talking machine can give them in the way of entertainment, become the best buyers of records.

For the Merchant
Which is why I have spoken of this idea of forming groups of phonograph enthusiasts in all communities. Here is something for the merchant to do, something which will not only bring together many most charming and interesting people, tired of the eternal bridge clubs, but will also stimulate trade in high-class, high-priced records as something else can. It all comes back to the old story: that if you want to make the phonograph the big thing in your community that it ought to be, you must feature its musical possibilities, which are still strange to millions. The dealer still has virgin territory all around him waiting to be tilled. It only requires a little imagination to visualize the possibilities, and a little determination, backed by courage, to make these bear fruit a hundredfold.

Northwest Association Endorses White Bill

The Northwest Radio Trade Association has endorsed the White Bill, now before Congress, going on record as being opposed to the Dill Bill, claiming that the White Bill is in reality an outgrowth of the conferences that the radio industry which have been held for the last three or four years, and that the Dill Bill is merely a substitute by the Senate in order to try to secure control of the radio situation through the medium of a commission.
Empire Universal Tone Arms and Reproducers

"The STANDARD of the INDUSTRY"

No. 100
Our new all-brass, CONTINUOUS Taper Tone Arm, with full ball-bearing base, equipped with our PREMIER reproducer.

Specifications:
Height from motor board to top of tone arm is 3 3/8 inches. Inside diameter at base is 1 13/32 inches. Outside diameter of base flange is 2 1/2 inches. Length from turntable center to center of horn hole on motor board is 9 3/4 inches.

It is now a recognized fact that there are three things necessary to obtain the best results from the new electrically cut records. These are the reproducer, a CONTINUOUS taper tone arm and the long amplifying chamber.

The unit illustrated above, when used with a long amplifying chamber, embodies these points, and has been scientifically designed to meet the latest achievements in the science of acoustics.

LIST PRICES
Tone Arm Only
Nickel ...........$ 7.50
Oxidized ........ 8.00
Gold ............ 8.50

Complete as Shown
Nickel ............$12.50
Oxidized .......... 13.00
Gold ........... 13.50

Order sample, test it out. It will win you on its merits.

Empire Tone Arms Are Used by Carryola

THE EMPIRE PHONO PARTS CO.
10316 Madison Avenue, Cleveland, Ohio
Established in 1914 W. J. McNAMARA, President

A New Orthophonic-Type Reproducer

With twenty-eight years' experience in the phonograph industry, we believe we can help you solve your reproducer problems.

The Carryola Company of America says:
"Out of all reproducers available, Carryola picked ADD-A-TONE as standard equipment on all Carryola models."

"ADD-A-TONE helped. ADD-A-TONE is an essential part of Carryola success. No other make achieves such clear, accurate, full reproduction. No other make was good enough for Carryola, a company that demands the best."

Our special proposition will interest you

UNIQUE REPRODUCTION CO.
32 UNION SQUARE NEW YORK
At this time of the year, with Christmas thoughts in our hearts and the profits of our most successful year in our pockets, we have a message to broadcast.

To all Carryola Jobbers and Dealers—our business friends who have contributed their part in making this prosperity possible—we extend the Greetings of the Season, the hope that they have prospered in full measure with us, and the firm belief that 1927 will be a bigger year in which they will experience still greater benefits.

To our "Friendly Enemies," which means our competitors, we wish also the Greetings of the Season, offered in the best spirit and with real good-will. We wish them all prosperity in 1927, believing that there is room a-plenty in this fine big industry for all of us.

To all of you we say,
A Merry Christmas
and a great New Year

Carryola Company of America
647 Clinton Street
Milwaukee, Wisconsin
TAKE a good look at the Carryola Master, the tie that binds Carryola Dealers to Carryola Jobbers and Carryola Jobbers to us.

It's the most popular portable in the world.

It has made more money for those that sell it than any single portable ever manufactured.

You can't just throw a lot of parts together and get a Carryola Master.

Thousands of dealers today are selling Carryolas as they should be sold—and gaining the fine profits that are justly theirs.

The Carryola Master is accepted nationally as the standard of portable value. More people will buy it in 1927 than in 1926. More dealers will profit through these sales!

Our big national advertising campaign will be continued! Start thinking with us now about 1927.

No other portable offers so much to music dealers and to the public.

CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin
Interesting Events of the Trade in Pictures

Left: "Miss Seattle" looking over new Orthophonic Victor records at store of a live retailer in Seattle, Wash.

Above: Dallas schools equipped with Brunswicks by Will A. Warkin Co. Center: Robert Warkin


Above: Tuning in on Stewart-Warner Model 355, equipped with wave length indicator

Above: Brunswick display at Consolidated Gas & Elec. Light & Power Co., Baltimore

Left: How Rowe Furniture Co., Billings, Mont., displays Stromberg-Carlson on Radio


New Fada Poster

The poster reproduced herewith is being sent to all franchised Fada dealers. It is three feet high and four feet wide, and is printed in color. L. C. Lincoln, advertising manager of F. A. D. Andrea, Inc., under whose direction the poster was prepared, states that this is the first time that the New York Philharmonic Orchestra has permitted its name and photographs to be used in connection with radio products. The display was reproduced from original paintings to portray "Harmonized Reception" through a Fada receiver and Fada cone speaker. This is publicity of the kind that dealers will find worthwhile using in windows and other places where the public can view it.

There are no missing notes for those who attend a symphony concert in person.

Harmonized Reception is hearing through a FADA Receiver and FADA Cone Speaker, all the notes, treble voices and timbres heard at the concert.

There are no missing notes for those who hear a symphony concert through Harmonized Reception.
G. S. Bryan Writes Forceful Biography of Thos. A. Edison

"Edison: The Man and His Work," is the title of a very interesting biography of Thomas A. Edison, the great inventor, which has just been issued by the publishing house of Alfred A. Knopf. Inasmuch as the famous inventor is soon to celebrate his eightieth birthday this volume appears at an appropriate time, as it gives an opportunity to reflect on the important part played by Edison in the countless changes that have transformed so many of the accommodations of our daily life.

When we stop to estimate that some $15,000,000,000 represents the present investment of this country in industries either based on the inventions of Edison, or stimulated by him, we have some idea of the importance of the man and his work. Geo. S. Bryan, the author, has handled the subject in a manner to make most interesting "copy." He is seldom over-technical, and therefore there is an appeal to the average mind that makes this new volume one of exceeding interest. The achievements of Edison in the field of invention, as well as practical accomplishments, are traced in detail, and this new biography of Mr. Edison, as an additional drive into the baffling secrets of electricity is well worth reading.

Radio Manufacturers Association Holds Interesting Meeting in New York City

Members of the Eastern Radio Trade Out in Force to Attend Meeting—Herbert H. Frost Presented Association’s Plans for Radio Show in Chicago During Week of June 13, 1927

The R. M. A. (Radio Manufacturers Association) held a very interesting luncheon and meeting recently at the Hotel Commodore, New York, coincident with the visit to this city of E. V. Rukau, executive vice-president of the Association. The meeting was attended by approximately fifty members of the Eastern radio trade, who evinced keen interest in the various subjects discussed during the session.

S. B. Trainor, president and general manager of the Amplion Corp. of America, and a member of the R. M. A. Directorate, presided at the meeting and introduced several topics which were discussed by the members present. Herbert H. Frost, the first president of the R. M. A. and chairman of the Association show committee, presented full details as to the Association’s plans for the trade show to be held at the Hotel Stevens in Chicago the week of June 13. This show promises to be one of the most important events in the history of the radio industry and will undoubtedly be a factor in stabilizing merchandising conditions during the coming year. The main ballroom of the Stevens Hotel, with approximately 20,000 square feet of space, will be devoted to the trade show, every detail of which will be under the auspices of the R. M. A. Advance reservations already received for space indicate that manufacturers will be obliged to accept a proportionate allotment of the space requested, for the space applications will apparently be far beyond the facilities of the ballroom. The exhibition rates are nominal and the show will be conducted in such a way that it will not interfere in the least with the proceedings of the R. M. A. convention to be held at the Hotel Stevens the same week as the show. At Mr. Trainor’s suggestion everyone present was given an opportunity to discuss the various details regarding the show program and it was the unanimous opinion of those present that the show will be a tremendous success and of incalculable value to every factor of the trade. Other topics mentioned during the meeting were suggestions as to the elimination of confusion in broadcasting wave lengths, standardization of parts, trade and fan paper advertising and credits.

The line for Christmas selling is here...!

BEAUTY, unique design, satisfying performance, price range—what more can you ask of a line for brisk Holiday merchandising? Certainly turnover will be rapid and profit satisfying to all Velvet Dealers. If you are interested in the Velvet franchise, wire us quickly.

The Jewel Case No. 21

As an example, take the "Jewel Case". Certainly no other speaker ever had such rare beauty and charm of outward appearance! And the volume of rich, clear, delightful tone is just as surprising. The ideal Radio Christmas gift!

Manufactured by
The BORKMAN RADIO CORP.
Salt Lake City, Utah

No. 12, $29.95
No. 11, $21.95
No. 13, $29.95
No. 14, $24.95
No. 15, $32.95
No. 16, $45.00

Borkman Velvet Speakers bring beauty and tone to radio. Here is a superiority that you’ll admit instantly when you hear one.

No. 9, $32.95
"The Eastern"
Unique in conception—b помещения, pleasing harmonious lines. Real power and calm beauty. too!

No. 21, $45.00
"The Jewel Case"
The more extraordinary sound ever marketed.

The Beautiful Jewel Case!
Why Is This Man Standing on a Kolster Chassis?

This sturdy chassis is housed in a metal box, keeping all dust and dirt away from the condensers.

This 203 pound man standing on the condenser chassis of a Kolster is pictured to emphasize the super-strength of Kolster construction.

Kolster Radio is built to stay in working order for years. Such design insures perfect alignment and permanent balance.

Every demonstration proves Kolster's superiority in performance. Every examination of its design and construction proves it will continue to give constant satisfaction to the customer.

In selling a Kolster, you're winning a friend—he'll recommend it to others.

Kolster Radio
“Triple Strength”
Dr. Kolster Insisted

“Now that the set is electrically correct, make it triply strong,” said Dr. Kolster.

See the tuning condensers and cradle of a Kolster Set—how sturdy: Note how strongly the stator plates are fastened.

There’s a quarter inch die cast aluminum support between each condenser.

There is one of many examples of Kolster fine engineering. Examine the Set for yourself—note its rigidity and permanence.

Of course your customers want a convincing demonstration. Kolster gives it—in addition it insures constant satisfaction.

Send for complete technical description of the Kolster line.

Fill in the coupon below for a demonstration. It costs you nothing.

If you can balance a golf ball on the eraser of your pencil, you will have achieved the perfect balance found in a Kolster Set.

Brandes Speakers
Radio Tie-Ups With Important Events Build Sales

How Dealers Are Deriving Added Profits From the Radio Department by Staging Tie-up With Events of Wide Public Interest

Radio lends itself peculiarly to effective tie-ups with local and national events of importance—tie-ups that can be turned to profit by progressive retailers. Special broadcasting programs have been the order of the day.

Fordham is here!
Follow the games on your Radio!

Sherman-Clay Radio Football Tie-up can be made to build retail sales. This was exemplified during the recent World Series baseball games. Intense interest in the outcome of the Series was manifested throughout the country by millions of people. The details of every play during the Series were broadcast and the interest of the public was strong enough so that many who did not own radio sets purchased them in time to get the baseball results. The same with prize-fights that have been held recently. One dealer reported that during the two weeks preceding a widely heralded fight his radio sales increased 30 per cent. Other dealers reported similar results. Many of these merchants featured the desirability of owning a radio set to get the fight returns in their advertising.

The illustration herewith is that of an ad placed in the newspapers by Sherman, Clay & Co. It illustrates in a concrete manner the point brought out above. This football radio advertisement was prepared by Neill C. Wilson, advertising manager of the store. Mr. Wilson realized that thousands of people would be unable to secure tickets at any price for the big games of the year between leading universities. A set of charts also was prepared by Sherman, Clay & Co., so that owners of radio sets could follow the progress of football games more intelligently.

St. Louis Jobber Forms the Red M Organization

Mayer & Co. Plan to Make Their Dealer Clients Distinctive in the Retail Radio Field—Unique Plan of Merchandising Announced

Mayer & Co., Inc., radio wholesalers, of St. Louis, Mo., have evolved an unusual plan to aid their dealers in merchandising radio. The dealers who do business with the concern will be known as the Red M Dealer Organization, founded, according to Mayer & Co., to group together the best and most progressive radio dealers to serve the undecided and perplexed buyer by handling radio of the highest grade and upon whom the public can rely to receive dependable apparatus and service.

Mayer & Co. propose to advertise the Red "M" organization so that it will become foremost in the minds of prospective radio buyers. All are designated by the Red "M" decalco-mania or stickler—the mark of quality.

Every Red "M" dealer is regularly posted with news items which are of interest to him—mainly change in prices, service, laboratory tests on equipment and installation work. Dealers also will receive the Red "M" Radiocaster service, to keep them abreast of the progress of the radio industry. This is a bulletin issued by Mayer & Co., which plans to co-operate with the radio manufacturers and will be interested in receiving their bulletins.

The first issue of the Red "M" Radiocaster is being distributed to the trade. It announces the policy of Mayer & Co. and states that one dealer will be appointed in each locality.

New Zenith "B" Battery Eliminator Introduced

Zenith Radio Corp.'s New Product Said to Be Noiseless and Humless

A "B" battery eliminator, which is said to be noiseless and humless, designed for use on all makes of sensitive receiving sets, is one of the latest products of the Zenith Radio Corp., Chi-

Zenith "B" Battery Eliminator came. The Zenith "B" delivers 60 milliamperes, this high capacity having been especially provided to meet the requirements of Zenith receivers. It is said by the manufacturer to be one of the few eliminators which will carry the load of the ten-tube Zenith DeLuxe receiver and the manufacturer states that it will operate without objectionable hum on sets that have three or more stages of audio amplification. The eliminator is equipped with taps, making possible a range of 12 voltages, and it fits into the end compartment of the Super Zenith cabinet. It operates on 110 volts alternating current of 60 cycles only and retails for $60.

Graham Amplion, Ltd., Makes Amplion Radio

In order to give adequate attention to the tremendous growth of all factors of business, Alfred E. Graham & Co., London, England, manufacturers of Amplion products, announced recently the complete separation of the two divisions of their business, the manufacturing of telephone products and the manufacturing of wireless products. By the terms of these arrangements, the Amplion telephone products will be manufactured and sold by a division of the company which will be known as Alfred Graham & Co., Ltd., while the company's wireless or radio products will be made and marketed by Graham Amplion, Ltd. This separation of the Amplion divisions will enable the Graham organization to devote adequate time and attention to the various branches of its activities, which during the past few years have increased tremendously throughout the world.
Profits Follow the Crowd

People soon recognize superiority, whether in radio tubes or any other combination of art and skill.

Gold Seal Tubes have won public favor—sales increasing by leaps and bounds. Are you riding on this profit-wave of popularity?

Made right, sold right, and guaranteed right—by a company whose record is your best assurance of permanence and a square deal to both jobber and dealer.

Yes, quality counts. It is making money for hundreds of Gold Seal dealers right now. You should be sharing in this success.

Insist on genuine GOLD SEAL Radio Tubes—
All Standard Types

Type GSX201A $2.00  Type GSX120 . $2.50  Type GSX216B . $7.50
" GSX199 . 2.25 " GSX206A 4.00 " GSX112 . . . 4.50
" GSX199 . 2.25 " GSX171 4.50 " GSX20-Hy-Mu 4.00

If not obtainable from your jobber, write us for particulars of our attractive dealer proposition.

Have you seen the new Gold Seal window and counter displays? Ask your jobber or write us today.

Gold Seal Radio Tubes
Jobbers! Some desirable territories still open.
Full Protection. Write for particulars.

GOLD SEAL ELECTRICAL CO.
INCORPORATED
250 PARK AVE., NEW YORK
Atwater Kent Radio

To Atwater Kent Dealers

Read Mr. Kent's remarks about tone in the advertisement on the opposite page, reproduced from the Saturday Evening Post.

Familiarize yourself with the reasons for the superior quality of tone which you recognize whenever you hear an Atwater Kent Radio Speaker.

Note that every type of speaker has been tested in our laboratories and that we make the Atwater Kent type "because to-day no other design gives such a faithful, satisfying tone."

In selling Radio Speakers to your customers, tell them about Atwater Kent tone—and tell them the "reason why."

ATWATER KENT MANUFACTURING COMPANY
4725 Wissahickon Avenue  A. Atwater Kent, President  PHILADELPHIA, PA.
Today, when you ask people what they want in a radio set, most of them answer, "Tone." They may call it "clear reception" or "a natural quality," but however they describe what they want it always means tone.

They realize, as we do, that the purpose of a radio receiving set and its companion, the radio speaker, is to connect your home clearly with all the broadcasting stations within range.

Therefore, the set and speaker which do their work clearly and naturally with the truest tone are most desirable.

But many a good receiving set has been blamed when the fault was in the speaker, for a radio speaker is the instrument that gives voice to the receiving set. It can make or mar a good radio program—for it can make or mar the tone that you hear.

All Atwater Kent Radio Speakers are the horn type, because we believe that this type gives a quality of tone superior to any other.

To assure natural tone, a speaker must have size and weight. It must have room enough to translate a great many minute vibrations into music or a true reproduction of the human speaking voice. It must produce true and clear tones without hollow, drumming sounds. And it must be so constructed that the tone will not deteriorate as time goes on.

In our laboratories we have fully tested every type of speaker. Today no other design gives such a faithful, satisfying tone as the one which we recommend. When we find that any other type of speaker will produce better results, we will make it.
New Long-Playing Edison Records Have Been Received in St. Louis Territory

Mark Silverstone, Edison Distributor, Declares Public Is Keenly Interested in the New Product and Large Sales Are Anticipated—Trade Activities of Month

St. Louis, Mo., December 7.—"The new long-playing Edison records have arrived and the demand for them is even larger than our expectations," states Mark Silverstone, Edison distributor, who further reports that the public is showing itself to be keenly interested in this Edison product. He continued, "The demand for radio equipment is also on the upgrade, following a short period of slackness, and the outlook is satisfactory."

Jobbers of phonographs report good business throughout their territory for November.

"The holiday trade is picking up," was the report from the Brunswick Co., while the Artophone Corp., a St. Louis concern, reports that wholesale trade is good and new machines are going in a lively manner. The 200-page catalog of this concern is just out and is being distributed to the trade.

The Conroy Piano Co. has put in the line of radios made by the Kellogg Switchboard & Supply Co., of Chicago. These are six-tube sets and come in three models. The Conroy Co. has an attractive window display of these popular radio receivers.

The Kieselhorst Piano Co. is featuring the Freed-Eisemann and King radios.

The Thiches Music Co. has an attractive window display of the one-dial six-tube Atwater Klein radio—the small size that conveniently goes in a desk.

Radio station WSBF, owned by the Stix, Baer & Fuller Dry Goods Co., is broadcasting the concerts given every Sunday afternoon by an orchestra of sixty-five at Loew's State Theatre in this city.

R. W. Bowen is a new representative of the Artophone Corp. in North Carolina, South Carolina and Virginia. R. C. Mayer, vice-president of that company, has been on a trip to the trade through Alabama and Georgia.

The Brunswick branch reports that it could not get machines fast enough to supply the Southwest demand.

Studner Cummings & Co., Inc., Are Host to Dealers

New Eckharmonic Radio and Eckphonic Resonator Presented to Trade

Studner Cummings & Co., Inc., manufacturer's agent, New York City, was host to its dealers at a banquet held at the Hotel Astor on November 10. The occasion was the presentation of the new Eckharmonic resonator, made by the Eckhardt Corp. of Philadelphia. Studner Cummings & Co., Inc., has been appointed manufacturer's agent for this line in the metropolitan territory.

Walter L. Eckhardt, president of the Eckhardt Corp., outlined the history of the new product and told of the future plans now being worked out. George J. Chase, of the Atkin-Kynett Co., Philadelphia, Pa., advertising agents for the Eckhardt Corp., told of the advertising plans of the company.

Dealers Successful in Tie-ups With A. K. Hour

The Atwater Kent radio hours, which are broadcast Sunday evenings from station WEAF and associated stations, continue to present some of the world's best-known musical artists, and increasing numbers of Atwater Kent dealers are proving to their own satisfaction the value of tying up with the programs offered. Since the last issue of The Talking Machine World the following prominent artists have appeared before the microphone. On Sunday, November 21, Reinold Werrenrath, baritone; November 28, Luceria Mori; December 5, a joint concert by Marie Girardot, soprano, and Ernst Von Dohnanyi, pianist, and on December 12 Mme. Frances Aida, soprano.

Demonstrate Victor Model

Jacksonville, Fla., December 6—For a week, starting November 23, the Victor Talking Machine Co., working in conjunction with the French Nestroy Co., Victor distributor, demonstrated the Victor Auditorium model Orthophonic to many thousands of residents of the city and visitors. Victor dealers throughout the State took advantage of the publicity secured through the demonstrations.

Valley Forge Spring Chart

A new Valley Forge main spring chart has been sent to the trade by the J. A. Fischer Co., Philadelphia, maker of Valley Forge main springs and talking machine repair material. It follows the concise form of previous issues. The new chart contains sixteen new spring sizes, bringing the list to eighty numbers. It is said to be one of the largest spring charts in existence and includes sizes for practically every make of the new type of talking machine.

Featuring Edison Line

The Utica Phonograph & Supply Co., Inc., has been featuring the new models of Edison phonographs and records with great success at its headquarters, 36 Blanding street, Utica, N. Y. This concern also handles the Sonora radio, which has won a large measure of popularity in the central section of the State.
RIGHT NOW your business is good—so good that it's hard to think of a time when sales will come hard. But just a few strokes ahead of you is that old sales drop that has dented the bottom of many a good ship.

You know what happens to the radio and music business after the first of the year. As the mercury goes up, your sales go down. That's the truth—proven by all the years you have been in business.

The Bell & Howell line of Motion Picture Cameras, Projectors and accessories is being added NOW by hundreds of music dealers who want sales to stay up through the spring and summer months. Lyon & Healy and J. L. Hudson Co., two of the largest, were among the first to sign our protective dealer franchise.

Dealers who stock now will benefit 30 to 60 days ahead of the dealer who waits till music sales go dead. It takes that much longer to gather momentum from a standing start. Right now is the time to inquire into the possibilities of this new line.

Turn to the next page for evidence upon which to base your decision
This Explains
the 4-color page to your right

—a tremendous sales force seeking out customers in every highway and by-way in the Nation and sending their business to YOU.

On the preceding page you were asked to consider Bell & Howell Motion Picture Cameras and Equipment as a logical line to add to your regular music and radio lines. Reason No. 1 is that you need such a line to bolster sales as weather grows warmer. Here's reason No. 2:

Note how the beautiful 4-color illustration on the opposite page is tugging for attention even as you read this. The whole page is the December Bell & Howell advertisement exactly as it appeared in the Saturday Evening Post of December 11th.

Note how the copy refers the reader to a good dealer in his locality. The coupons we receive are also referred to the dealer so that he can follow through, close the sale, and make a profit.

This is but one of a series of 13 full page, four-color Bell & Howell advertisements appearing in the Saturday Evening Post, in addition to full pages in other publications.

Dealers in very few lines are given such advertising support. And seldom does an advertising campaign meet with such terrific consumer response as has been accorded this one.

In handling Bell & Howell equipment you will be given a protective franchise. You will be furnished adequate display and mailing material. And you will have a line of merchandise so superior that competition cannot touch it. It's worth a stamp and a moment's time to find out more about it NOW.

MAIL THIS FOR DEALER PROPOSITION

BELL & HOWELL CO.
1810 Larchmont Ave., Chicago, Ill.
Please send me complete details of your motion picture camera and equipment Dealers Sales Proposition.

Name______________________________
Address____________________________

Do yourself a timely favor by MAILING THIS COUPON
What a gift!

YOUR OWN MOVIES -- THIS CAMERA gives them real photoplay beauty and clearness

This is a gift for someone of whom you are very fond. It truly opens a new door of delight... home entertainment of a new kind, the year around!

Real movies of the people and places and events that are dear to memory! Stop and think for just a moment of the thousand and one things you'd like, recorded in pictures that move and live for a lifetime.

The camera you see reproduced here brings this new delight to its highest perfection. It is the Bell & Howell Automatic Filmo -- 4½ pounds of amazingly simple, movie-taking ability.

Some important facts

You recognize of course the differences there must be between the regular, still-picture photography—and motion photography.

Well, Filmo is the product of 10 years' experience in making practically all the movie cameras and equipment used by leading motion picture producers of the world. Hence it possesses movietaaking ability matched only by the famous Bell & Howell professional cameras which cost up to $5,000 each.

Yet Filmo costs no more than a reasonably good radio set.

It is fully automatic. You can hold and operate it with one hand, if necessary. Every feature necessary for taking perfect movies is provided—yet nothing complicates operation.

A child, actually, can operate Filmo. And get pictures as clear and sparkling as your favorite photoplays! The features that make this possible are listed below. These are not found on any other personal movie camera.

Your films are developed free—ready to show in your own home.

What coupon brings:

If you'll send the coupon below, we'll provide you with name and address of a good dealer in your locality who will be glad to demonstrate and tell you all about Filmo. And we'll also send a new book on the subject of taking your own movies, Christmas isn't far off. Better clip your coupon right now.

These Filmo Features give you "feature film" pictures

If you want movies of your own that really compare with feature films seen at your favorite theater, you must have these features in your camera. They were perfected by the world's largest makers of motion picture cameras. They simply, and really, mean the taking of perfect motion pictures. Only Filmo has them!

(1) Syg-sight view-finder
(2) Adjustable, accurate speed-control—for different objects and lights

Bell & Howell Company -- Established 1907

Hundreds of Thousands $$ - of Dollars $$$
at stake in one colossal movie production!

Cecil B. De Mille using a Bell & Howell Eyemo Camera in filming some of the "shots" in "The King of Kings."

Ernest Torrence, as "Peter the Beloved" in Cecil B. De Mille's "The King of Kings."

—and BELL & HOWELL Cameras are chosen to make certain of good pictures

YOU will appreciate that the greatest film-productions are first staged and acted for the camera alone. And unless the camera faithfully records all that is enacted before it, all the hundreds of thousands of dollars invested in settings, transportation and fabulous salaries will have been thrown away.

From this you will understand the care with which the movie cameras must be chosen for photographing the stupendous spectacles you see on the screen.

And when you are informed that BELL & HOWELL Cameras have been chosen for these feature productions, almost without exception, for the past twenty years, you appreciate the world-wide esteem in which these Cameras are held.

In the above illustration you see the famous producer, Cecil B. De Mille, directing the giant release, "The King of Kings." In his right hand he is holding a Bell & Howell Eyemo Camera. This is a small, automatic professional camera used for special effects, stunt shots, locations and wherever mobility and speed are required.

The Bell & Howell FILMO Camera, which is selling like wild-fire for taking amateur "personal" motion pictures, is a smaller edition of the EYEMO. It uses film only about half as wide, though taking 2½ times as many pictures to the foot. It is just as exact, in every detail, as the larger professional camera. Yet its cost is within reach of the modest income. And it is even easier to use than the ordinary "snap-shot" camera.

When you handle Bell & Howell Cameras you handle the finest, most salable line of camera merchandise in the world. Doesn't the foregoing information prove it? Write at once for dealer proposition.

As a Bell & Howell Dealer You represent World-Wide Prestige

Turn back a page—and mail the big COUPON for Dealer Proposition
Three Thousand People Visit Radio Show Staged by a Live Dealer in Twin Cities

Howard Farwell & Co. Attract Wide Attention to the Lines They Handle by Arranging Exhibit—Trade Expects Holiday Business to Wind Up Year With a Rush—Month's News

ST. PAUL AND MINNEAPOLIS, December 7—The Christmas season's rush has not yet started in this territory, but business is fair and most of the merchants are looking for excellent sales volume. With the highly successful Northwest radio show only a month past, plans for the one in 1927 are already under way. H. H. Cory, executive secretary of the Northwest Radio Trade Association, has reserved the dates, September 26 to October 1.

Howard Farwell & Co., of St. Paul, have just concluded a most profitable radio show at their store. E. O. Borglin put it over and he is receiving congratulations on its success. The firm members hoped for a thousand visitors and three thousand actually attended. The sales force was increased from five to fourteen and the profits were sufficient to pay for four more such shows. This company carries Radiola, Day-Fan, Atwater Kent and Victor Radiola combination sets.

The monthly review of the Northwest Radio Trade Association offers this helpful summary of conditions for the past four weeks: Helped Radio Business—the St. Paul dealers' show; the wonderful broadcasting programs for the month; opening of three or four branch jobbing houses in the territory; large schedules of advertising in the press; and, fifth, the opening of Foster & Waldo's big exclusive radio store. Hurry Radio Business—publishing of stories in papers about sun spots causing bad reception; jumping of wave lengths by a large number of small stations; poor deliveries from manufacturers discouraging to dealers.

According to J. E. Date, phonograph and radio manager for Doerr, Andrews & Doerr, the new Sonora "Shilled Six" is causing quite a sensation among the dealers. This set, as well as the Magnavox line, will be featured by Foster & Waldo in their new store.

The six Minneapolis dealers who carry Sonora and Magnavox goods report a very busy month and look for an increase over the previous month.

Mrs. Helen D. Beggs, manager of the Columbia branch, is greatly pleased with the reception given the new Pacific Coast recordings, of which the first list has recently been received. Mrs. Beggs expects a big holiday business in Viva-tunais.

A. J. Heath was a visitor in the middle of the month and W. L. Sprague is at present at Columbia headquarters.

Again the Panatrope was featured with the Minneapolis Symphony Orchestra on November 29 as the nightingale in "The Pines of Rome."

The Bach Music Co., of Rochester, Minn., has sold the Brunswick Model P11 to the celebrated heads of the Rochester clinic, Doctors Charles and William Mayo. There is an extraordinary demand for the large type Panatrope and Panatrope Radiolas. Foster & Waldo are featuring these instruments in full-page advertisements and their slogans: "Music is essential" and "The Panatrope People" appear often in the page.

Mario Chandele, Brunswick artist, appeared in St. Paul on December 2, following an engagement in Fargo, N. D., and dealers tied up extensively and cashed in on record sales.

Charles Hicks, manager of George C. Beck with Co., Victor distributor, finds the rural trade outstripping the city business. Instrument sales are over three times last year's and the total volume, including radio, is more than double. Record sales are 50 per cent higher. November was the biggest month in the history of the company. Country dealers are clamoring for merchandise and it is impossible, at present, to open any new accounts. January orders are already in and are larger than for the holiday month. February orders also are coming in.

Trade visitors to the George C. Beckwith Co. include Ivar -Siedal, of Fergus Falls; Harry Chesterman, Crookston, Minn., and Art Hanson, Milbank.

Foster & Waldo Open Radio Section in Separate Store

MINNEAPOLIS, Minn., December 4.—Foster & Waldo, one of the largest retail music houses in the Northwest, entered the radio field last month with the opening of a separate store featuring ten of the leading lines of radio receivers and a complete line of well-known accessories. The lines carried by the Foster & Waldo establishment are the Radio Corp. of America, Atwater Kent, Kellogg, Sonora, Magnavox, Sparron, Crooley, Fada and the Brunswick and Victoria-Radiola combinations. The opening of the radio department was announced in several full-page newspaper advertisements.

Vincent Lopez and His Casa Lopez Orchestra, Brunswick recording artists, presented recently at the Strand Theatre, New York, the first "musical cartoon" in history—a panorama of modern New York life.

Announces Engagement

Announcement of the engagement of Archie Altman, manager of the buying department of Davega, Inc., to Miss Mollie Welsh, was made recently. Mr. Altman has been connected with the Davega organization for many years.

Twenty-eight pages of valuable information for the gramophone dealer, which deals with all the worries attendant upon Spring-fitting. You cannot afford to be without a copy.

This is yours for the asking, send a postcard now to:—

J. STEAD & CO., LTD.
Manor Works, Sheffield, England
Holiday Buying Keeps Cincinnati Trade Busy

Dealers Unanimous in Statements That Trade Is Getting Its Share of the Money Spent for Gifts—Shortage in Some Models

CINCINNATI, O., December 8—Holiday buying is well under way, and dealers in talking machines and records state that the demand is better now than it has been for a long while, with sales almost reaching the volume of post-war "boom" times. Heads of leading concerns report that there is a trend in the favor of buyers to select the more expensive types of instruments and combinations. Portables are in brisk demand.

At the Chubb-Steinberg Music Shop it was reported by Howard L. Chubb that the holiday demand is fully up to expectations and talking machines and records are moving well. At the Brunswick Shop, of which Louis H. Ahaus is proprietor, it was stated that phonographs of the more expensive type are in fine demand and that there is a brisk demand for records.

At the store of the Otto Grau Piano Co. it was reported by E. W. Young, manager of the talking machine and record department, that there is now a splendid demand, most of it being for the high-priced instruments and combinations. There is a shortage of some models, he declared.

"We are simply rushed to death with business," said Morris Fantle, head of the M. A. Fantle Co. "I have just telegraphed for more stock, and hope to get enough talking machines to carry us through the holiday season." According to G. E. Hunt, of the Starr Piano Co., that concern's talking machine and record section is doing very well and sales are increasing with the approach of Christmas. The Starr's new "Symphonic" type talking machine has already become extremely popular. H. W. Colgar, formerly of Indianapolis, has been placed in charge of the Starr's credit department.

At the Baldwin Victrola Shop it was reported by Frank LeFever, manager, that there is every indication that December sales will greatly exceed those of last year.

"We are fairly flooded with machine business," stated Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co. As to records, they are selling in a phenomenal way. C. E. Kramer, of the local office, of the Columbia, is just back from a trip to Louisville, where he opened up several new accounts.

L. J. Chatton, Fada Mgr., Back From Southern Trip

"General radio business conditions in the South are good," Louis J. Chatton, general sales manager of F. A. D. Andrea, Inc., reported on his return from a recent trip in that section. "In spite of a bad spot or two and the size of the cotton crop, there is optimism everywhere I found. The feeling is that business will be very good this Fall and Winter and I discovered that the interest in radio in the South is steadily increasing."

Jordan Plant in Operation

The D. M. Jordan Co., which has been manufacturing phonographs and combination radio-phonographs in Hollywood, Fla., for some time past, suffered quite seriously from the recent hurricane in that territory, the factory building at Dania being unroofed and other serious damage done. The latest reports from the Jordan Co., however, are very cheering and despite hindrances the plant is now restored to operation again, and the company is meeting with a fair degree of success.

Evelyn Preer Making Records for Plaza Co.

Popular Numbers to Appear Under Banner and Domino Labels—Numbers by This Artist Enjoy Wide Sale Throughout Country

The Plaza Music Co., manufacturer of Banner and Domino popular-priced records, recently closed arrangements with Evelyn Preer, the contralto, whereby that artist is making a series of popular records for the above labels. Miss Preer confines her activities to popular programs. The first series of records made by this artist for the Banner and Domino records was well received by the trade, according to the sales department of the Plaza Music Co.

Among the songs that appear in the Banner and Domino catalog sung by Miss Preer are: "When the Red, Red Robin Comes Bob, Bob, Bob." "Breeze, "Lucky Days," "No One But You Knows How to Love," and "Sadie Green" (The Vamp of New Orleans).

Appoint Receiver in Equity for the Eagle Radio Co.

Albert B. Ayers, vice-president, secretary and general manager of the Eagle Radio Co., 16 Boyden Place, Newark, N. J., manufacturer of the Eagle neurodyne radio line, was recently appointed with Stanley R. Godney, Jr., of Maplewood, N. J., as receiver in equity for the above company.

An action was brought against the Eagle Co. by Charles R. Payne, in which it was charged that the obligations of the company were $352,000, but that the assets were far in excess and this was concurred in by F. M. Kellogg, president of the Eagle Radio Co. The action was brought before Judge William N. Runyon in the U. S. District Court of Newark, N. J.

According to the report, the Eagle Radio Co. is in good shape with the exception that it lacks cash to meet maturing obligations. It is planned by the receivers to operate the company along the lines that have brought it past success and under the jurisdiction of the court will be able to meet outstanding obligations in reasonable time and attain stability for the company.

Ray Belmont Whitman Home

Ray Belmont Whitman, international patent attorney and consulting engineer, is now working on the engineering plan for the new home of the Columbia Phonograph Co. The design and construction of the new plant is being handled by Messrs. H. R. Franklin, J. A. C. Franklin, and H. L. Franklin, all well known to the world of music. Mr. Whitman is again located in New York, making his headquarters at the Engineers Club.
To Our Friends, Old and New

To our old friends in the trade who have helped make this year so successful for us, and to the new friends who are now joining the big family of dealers who sell Symphonic Reproducers, we extend with gratitude our sincere wishes for a Merry Christmas and a Happy and Prosperous New Year.

Symphonic
Sales Corporation

Lambert Friedl, Pres.
370 Seventh Ave. New York
The trade in the metropolitan territory during the past month experienced two entirely different conditions. For the part of November, business saw activity rather slow, considering the approach of the holiday season, with a day of activity followed by a day or two of slowness. In brief, it could be truthfully stated that business for November was "spotty." Starting with December, however, the trade in all its angles took an upward trend, with all types of merchandise selling in brisk fashion. Many dealers are going to feel the lack of stock prior to the holiday buying season is over. Some have already felt the shortage of certain models and wholesalers of the leading talking machine companies report a lack in stock of certain models.

Entertain Pupils of the Orthophonic Schwartz & Chakerin, Victor dealers, of 1304 Avenue J, Brooklyn, arranged an entertainment in which the Orthophonic Victrola played a leading part for the pupils of a public school in the vicinity of the store on December 2. The children paid a small sum for admission, the total proceeds of the affair being used to purchase a Victrola for school use. This establishment has had great success in selling the public schools of Brooklyn and has found the school authorities more than willing to cooperate in raising funds with which to purchase instruments for school use.

L. J. Saftler in New Post

L. J. Saftler was recently appointed manager of the general music store of Albert Bersin, 1253 Bedford avenue, Brooklyn, N. Y., succeeding Galbraith Perry, who has assumed the management of the West End Radio Shop, New York.

Bloomdale Bros. Add Viva-tonal Line

The formal introduction of the Columbia line of Viva-tonal phonautographs and New Process records was made by Bloomdale Bros., department store to its customers on Friday, November 26, when a store concert was given from noon until five o'clock. This establishment, which recently added the Columbia line, received the co-operation of the Columbia organization in making the event a success.

Unusual Sales Promotion Plans of Live Dealers Viva-tonal—Landay Hall Rearranges

And the following Columbia recording stars composed the outstanding features of the afternoon's concert: Fred Rich and His Hotel Astor Orchestra; Clicquos Club Eskimos; Al Lentz and His Orchestra; Johnny Marvin, "the Ukulele Ace," now appearing in "Honeymoon Lane." Charles Kaley, vocal artist, and Dale Wimbrow, the "Del-Mar-Va Songster," and His Rubieville Tuners, including Johnny Morris, Sylvester Aliola and Phil Adie, who gave Columbia at Bloomdale's Store Concert a novel number showing how a recording unit works in a recording studio.

Stimulate Sales—Bloomdale Bros. Feature Interior Display—Other Activities

William Schneider, manager of the talking machine department, was elated at the success of the concert and reported several immediate sales of instruments in addition to a large volume of record sales. The accompanying illustration shows the crowd, in the midst of which is Fred Rich's Orchestra, playing one of the numbers which they have recorded for the Columbia catalog.

Landay Hall Rearranges Department

The past month has seen an entire rearrangement of the different departments which make up Landay Hall, at Forty-second street and Sixth avenue. The record and sheet music departments, which were formerly on the main floor of the store, now occupy quarters on the second floor adjoining the radio and talking machine sections. Nine record demonstration and three music roll booths have been installed. The piano section has been moved to the third floor, a section of which has been given over to a small auditorium seating about 150, where piano recitals and demonstrations of Pan-American and Orthophonic Victrolas will be given. The space on the second floor formerly occupied by pianos, now, in addition to housing the music and sheet music auditorium, contains three elaborately fitted and furnished demonstration and display rooms for the larger and high-priced combination units and Panaphones. The music and sheet music roll sections of the store are now given over exclusively to hand and orchestra instruments and small goods. J. B. Price, manager of the establishment, states that the store has already had the effect of increasing the sales of records, sheet music and music rolls and its effect of bringing the public through the radio and talking machine sections has been profitable.

Features Masterworks Series

An attractive and effective display of the Columbia Masterworks Series of records occupied the window of the New York Band Instrument Co.'s store on West Thirty-fourth street during the past month. Six different sets of Beethoven's compositions in different-colored albums were arranged on a platform in the window and behind them was shown a hand-carved portrait of Beethoven in relief on a wooden plaque. Another section of the same window was given over to a showing of the Odeon recordings of Raquel Meller, with an exposition of the December number, and a framed list of the recordings on sale.

J. F. Brogan, manager of the store, reports good sales of both the Columbia Masterworks Series and of the December number.

Tie-up With Theatre Organist

The opening of the Paramount Theatre, at Times Square, last month was utilized by the Allied Radio and Phonograph Co., Forty-second street, to call attention to the Victor recordings of Jesse Crawford, who plays the Wurlitzer organ in the new theatre and who is a popular Victor artist. The large photo of the theater was shown, together with a picture of the artist and a list of his latest Victor recordings.

Opens Basement Record Department

A new record department, the latter part of last month in the basement of the John Wanamaker store, with Harmony records, made by the Columbia Phonograph Co., featured. This department is advantageously situated so that visitors to the Wanamaker establishment must pass by it in going from the old to the new store and should prove an excellent outlet for these records. The full Columbia line of Viva-tonal phonographs and Columbia New Process records is carried in the regular music department.

Canvassing Sells Radio

Canvassing by truck throughout the Williamsburg section is proving a profitable method of selling radio equipment for Silver's Music Shop, 316 Roebling street, Brooklyn, which carries a full line, including the following makes: RCA, Stromberg-Carlgson, Atwater Kent, Fred-Eiseman and Fada. C. Ray, manager of the establishment, states that in nine cases out of ten when a radio receiver is placed in a home for demonstration a sale results.

C. Bauer Sons, Inc., Adds Victor

C. Bauer Sons, Inc., 740 Broadway, formerly Stultz & Bauer, for many years an exclusive piano house, was recently granted the Victor agency and is putting a vigorous campaign behind the Orthophonic instruments and records. Large advertisements in the daily papers have announced the addition of the new department and the reputation and prestige of the concern and the many friends it has made in selling pianos have brought this business during its first month as a representative of the Victor line of machines and records.

Buys Montauk Music Shop

A. E. Henderson has purchased the stock and business of the Montauk Music Shop, Rockville Center, L. I., N. Y., and is continuing the business at the same location under the same name.
THAT the new Apex Six will be one of the most popular sets on the market this season and for many seasons to come — is a foregone conclusion.

Consider these important improvements. Patented Compensator (patented in 1924 and withheld from the market until its merit had been established beyond all question)—one dial control—impedance coupled—the entire sphere of radio at the command of the turn of a single dial—all distortion eliminated—illuminated dial—automatic filament control.

This notable receiver is housed in furniture worthy of its quality and designed in combinations which provide a wide selection on small investment.

For example—receiver No. 6 combined with cabinet No. 100 makes set No. 106.

Sixteen years of unimpeachable manufacturing activities vouch for the integrity and stability of the Apex organization and for the value of Apex products.

With but few exceptions Apex dealers of yesterday are Apex dealers of today. Conclusive evidence that Apex products give satisfaction and the Apex policy proves profitable to dealers. Apex sets have never been "junked" or price slashed and never will be. Progressive dealers are invited to write for particulars regarding liberal Apex dealer franchise.

Apex Electric Mfg. Co.
Dept. 917, 1410 W. 59th St. Chicago

APEX MODEL No. 5
Without Accessories—$85

APEX SUPER 5 Without Accessories—$100

APEX MODEL No. 116 Without Accessories—$210
Broadcasting Situation Receives the Attention of Metropolitan Retailers


Ways and means of controlling the broadcasting situation to the end that the present confusion on the air be ended through the intervention of Federal legislation was the chief topic of discussion at the monthly meeting of the Talking Machine and Radio Men, Inc., the dealer organization of New York, New Jersey and Connecticut, held on Tuesday, November 30.

Irvin Kurtz, president of the Association, presented to the members for their consideration a resolution on the subject adopted at a recent meeting of the executive committee. The resolution was adopted by the members unanimously. Briefly summed up, it asks that the channels of radio communication be perpetually maintained and controlled by and for the people and should never be permitted to become private property; that the use of radio receiving sets by members of the organization be controlled by Federal license, issued for a minimum of three years and a maximum of five years, and subject to revocation for any violation of the law; that the ownership of the broadcasting station be passed from the proper agency once every six months; that the authority to issue licenses, assign wave lengths, and establish power limitations, etc., be vested by law in some executive branch of the Federal Government, maintained by funds appropriated by Congress; that licenses shall not be transferable; that broadcasting stations shall retain the right to determine the character of all material broadcast; that there be no tax levied on radio transmitting sets or broadcasting equipment, and that a copy of every speech made over radio be filed with the proper authorities within forty-eight hours after its delivery and kept on file for a year.

Following the adoption of the resolution, Congressman Sol Bloom, a former music dealer, spoke on the radio situation and the pending legislation at Washington. He reminded the Association on the resolution it had adopted and urged the dealers to send their representatives to the hearings on the bills now pending, declaring that they were in a position to state what the public wanted, and not allow the manufacturers and broadcasters to carry on the campaign for legislation alone. Another matter which received the attention of the Association was the law introduced by Assemblyman Alterman and which went into effect on September 1, which serves to complicate and make almost prohibitive the expense of repossessing musical instruments, furniture, etc., sold on instalments and on which payments have lapsed. The bill excludes automobiles from its provisions, due to the fact that automobile dealers were cognizant of it and took immediate action. Now the members of the music trade, together with the furniture dealers, are working to have the bill repealed. Having been passed, the details of the measure are more or less familiar to members of the trade, and steps have been taken by manufacturers and retailers to advise immediately of the introduction of other measures in Albany that are calculated to affect the interests of the industry.

G. Anderson, general manager of the Hartman Electrical Mfg. Co., manufacturer of the Hartman line of radio equipment, which was on display, spoke briefly and introduced Edward H. Lotus, consulting engineer, who explained the outstanding features of the Hartman "single-six" unit.

President Kurtz explained proposed changes in the bill to the body present, which would be voted upon by the members at the next meeting, which will be held January 12. The chief of these changes provides for the election of the vice-president to serve in Manhattan, one in Kings County, one in New Jersey, one in Bronx County and one to represent the manufacturers and distributors. These vice-presidents will handle all the business matters and will displace those now in office and who represent groups carrying the same lines of talking machines. Byron Forster, chairman of the entertainment committee, appointed the members of the entertainment and year-book committees for the 1926-27 season. A resolution of sympathy to Sol Lazarus on the loss of his mother was passed.

Remarkable Growth in Output of Nat'l Lead Battery Co.

Progress of This Institution Another Romance of Modern Industry—Many Plants Operated

Another romance of modern industry, that of a firm rising from obscurity to national prominence in a brief span of years, is very evident in the battery industry. In 1917 the Northwest Lead Battery Co., with offices at St. Paul, Minn., then organized under a different name, first began the manufacture of storage batteries.

From that time on every obstacle, lack of capital, general financial depression, and even a disastrous fire which burned the plant to the ground, seemed piled against the firm's struggle for success. But from a humble plant with a handful of employees, the company has grown until it now has several hundred employees in its five factories and five factory-operated branches scattered throughout the United States. As a result of this company's phenomenal growth, it now ranks as one of the older leaders in the industry from the production standpoint.

The firm was engaged in the battery business originally in 1910, when from that time until 1915 it was distributed the Northwest for one of the largest-selling batteries on the market. The National Lead Battery Co. began the manufacture of batteries for the first time in 1917 in Minneapolis, and moved its plant to the present address in St. Paul. In the Fall of the same year the factory was completely destroyed by fire. The next two years were occupied with the showwork of rebuilding the factory and the organization, and in 1922 production of batteries was first begun on a large scale.

As with a meager capital contributed by its president, L. J. Shields, and a few others, the company first started on its climb to success. At the end of the first year a dividend of $10,000 was paid on the small original investment and $20,000 at the end of the second year. A total of 63,000 batteries was marketed during 1922; 120,000 in 1923; 229,000 in 1924; and 425,000 in 1925. During 1926 production is scheduled on the basis of 638,000 batteries, and the end of the year will probably show the total production well over this figure.

The company now operates factories at St. Paul, Chicago, Cincinnati, branches being located at Kearny, N. J.; Baltimore, Md.; Atlanta, Ga.; Dallas, Tex.; Oakland, Calif., and Portland, Ore., while several other points are now being considered as logical locations for additional expansion.

The latest National product is the Homepower "A" Unit, a combination of "A" battery and charger in a single compact package, containing a non-corrosive compound. The "Homepower" is made in three sizes to fit various radio receiver requirements.

Phil La Brie to Work With Fada Australia, Ltd.

At the request of Fada Australia, Ltd., Phil La Brie, Fada representative in Australia, has been temporarily assigned to serve that organization in installing for the new Australian firm the same system of controlling distribution as is in effect in the leading distributing circles in the United States. In announcing this move, F. A. D. Andrea, president of Fada radio, stated that Mr. La Brie is fully conversant with radio trade procedure as practiced by outstanding American manufacturers, as well as the distributing set-up for radio. Fada Australia, Ltd., was received with a grant of $25,000 to handle Fada products in Australia and Tasmania, with headquarters at Adelaide, South Australia.
A Merry Christmas

Santa Claus Says:
“Brach Has a Great Line of RADIO GIFTS Which Every Dealer Should Sell”

(1) New! Brach Controlit

Here is the gift of gifts to owners of radio sets. Controlit makes any radio set a light power-operated set, eliminating all switches from "B" battery substitutes and trickle charger and placing complete, automatic control in the set switch. Retail for $5 in U.S.A.

(2) Brach Lightning Arrester

Brach Arresters dominate the field, making it unnecessary to urge dealers to carry the Brach line complete. All Brach Arresters are backed by a $100 Insurance Guaranty. Prices $1 to $3.50.

(3) Brach Extension Cord Connector

This simple device—in one piece—made of pure Bakelite—readily connects speaker or head set cord with extension cord. It will be welcomed in the Christmas "stocking." A 50c Article

(4) Brach Shock-Proof Radio Plug

Should be on the radio gift list—a Shock-Proof Plug that gives perfect electrical contact, withstands high voltages and is easily connected or released. Retail for $1.25.

(5) Brach Master Aerial Outfit

Here is one of radio's big sellers—a complete outfit—very useful in small packages— including a Brach Lightning Arrester. A selling gift for present or prospective radioists. Price $2.50; others up to $5.50

(6) NEW! Brach Totem-Pole Antenna

Something that meets a demand Long unfilled—you'll sell lots of them. An indestructible, weather-proof antenna—like a flagpole with 100 ft of wound wire. Can be placed on flat or gable roofs, the side of the house, the window ledge, on a boat deck or tent pole. Insures fine tone and clarity. A great Christmas gift, especially for those living in apartment houses, hotels, etc. Price $10

(7) NEW! Brach Drip-proof Hydrometer

Another trade winner for radio dealers! Better order now. To the Brach Hydrometer, with the famous Charles Bull, is added the drip-proof feature, eliminating the danger of battery acid running over floors and clothing. It will make a strong appeal to your customers. Be ready for them. Retail at only $1

Radio Products

L. S. BRACH MFG. CO., Newark, N. J., U. S. A.
L. S. BRACH OF CANADA, Ltd., Toronto, Can.
Retailers in the Richmond Territory

Order Heavily for the Holiday Rush

Dealers in the Coal District Prospect as a Result of Wage Increases of Miners—Cotton-Price Shump Affects Sales—A. Z. Lilly's Music House Celebrates Anniversary

RICHMOND, VA., December 7.—Except in sections where business is affected by the cotton situation, phonograph dealers are reported to be stocking up well in anticipation of a good Christmas trade. Shump in the price of cotton due to overproduction of the crop has made merchants in cotton-producing areas slow to place orders with jobbers and it is believed that they will continue to mark time until there is appreciable improvement in the situation.

Material increase in wages of coal miners in West Virginia, last month, has boosted trade in that territory, according to reports from dealers throughout the section.

John S. Ramos, salesman for Lyon & Healy, of Chicago, a former Richmond boy, is visiting relatives here. He is a son of the late Manly B. Ramos, prominently identified with the Richmond music trade for many years.

A. Z. Lilly's music house, of Beckley, W.Va., which recently observed its fifth anniversary in its new store, reports that the miners in that territory have been spending much money with them since they got their increase, especially in phonographs and records. Incidentally to its celebration, the Lilly store staged a voting contest in which the school voted the most popular in town was awarded a talking machine.

The Biggs Music Co., of this city, announces that it is now showing a complete line of Columbia New Process records and also the new Viva-tonal Columbia.

Christmas buying in Richmond and other cities in this territory where banks distribute Christmas savings checks is expected to be stimulated greatly by the distribution of this large sum of money.

Goldberg Bros., of this city, are no longer distributing Pathé machines, but they are still handling Pathé records. They report that they are well stocked up with Antoine portables as well as their own lines of machines in anticipation of meeting orders for the holiday season throughout the territory which they cover.

J. K. Fletcher, manager of the Corby branch store in Petersburg, Va., recently sold two $900 Hyperion Orthophonic models and one Borgia model in the Victor line which sells for $1,000. The general run of the trade, he says, prefers the $300 Credenza to all others, and he is placing quite a few of these.

John H. Cowan, salesman for Goldberg Bros., traveling Virginia, Maryland and parts of Ohio and Pennsylvania, is back in his territory following a honeymoon tour spent in Kentucky, native State of his bride, who was Miss Catherine Buske, of Richmond, before marriage. He is a son of James Cowan, of the James Cowan Co. music house, Richmond, handling Columbia and other lines.

G. E. Moss, of the phonograph department of L. Ferguson, Victor dealer, plans to spend Christmas in Chace City, Va., his former home town. O. F. Grady, manager, is back on the job after being laid up for a week or so with an attack of grippe.

Akron-Canton Trade to Cash in on Distribution of $1,500,000 Christmas Funds

AKRON-CANTON, O., December 8.—With Christmas only a few weeks distant, quickened demand is noticed for talking machines, radio, records and, in fact, all kinds of musical merchandise. The month of November was a fair month, dealers said, but now that the holiday buying season is on in earnest, all of the larger stores are thronged daily with prospective customers. Release of almost $1,500,000 in Christmas savings, in this district, has been responsible for the spurt in sales.

A week's run of Rose Marie, at the Grand Opera House, Canton, is responsible for improved demand for phonograph records of the song hits of the show, dealers said this week. Sheet music sales also profited by the appearance of the show.

Charles A. Lohman has been made manager of the phonograph department of the Anderson Music Co., Dayton, O. This concern last week observed its fifth anniversary by holding a week of special events. Stimulated record sales resulted from the personal appearance at Land O' Dance, Canton, of White Kanuffman and his Victor Recording Orchestra.

"Radio merchandising competition is so keen that the authorized music dealer has to move quickly to profit these days," said Earle G. Poling, of the Earle G. Poling Music Co., Akron. "Higher-priced machines, which the side street dealer is unable to come near comparing their merchandise with, are selling best," he said.

George C. Wille, head of the George C. Wille Music Co., presided at the annual banquet and meeting of the Canton Radio Dealers' Association held recently in the Canton Club. A detailed report was given of the recent annual meeting, attended by local radio and music houses and the promotion was found to be highly successful. It has been decided to hold another radio show next Fall.

A number of members have been named manager of the radio section of the new Strauss-Hirshberg department store, Youngstown, opened recently to the public.

Sacramento Music and Radio Trade Ass'n Meets

SACRAMENTO, CAL., December 7.—The Music and Radio Trades Association of this city held a meeting last month, which was attended by eighty-five members of the music and allied trades. A number of interesting talks were given, including one by Shirley Walker, president of the Northern California Music Trades Association, on general aspects of the retail music trade. Other speakers included John Rapp, vice-president of Jack Fried, Inc., and M. De Lyons, vice-president of Ernest Ingold, Inc. These guests were part of the Association, being visitors from San Francisco. A number of members also spoke on different phases of merchandising and servicing musical instruments and radio receivers. Elias Marx, head of the Association, presided.

Charles L. Grinnell, of Grinnell Bros., Dies

Charles L. Grinnell, junior director of Grinnell Bros. music house, died in Harper Hospital, Detroit, Mich., on Friday, November 12, after a six-months' illness. Mr. Grinnell was forty-nine years of age and had been connected with Grinnell Bros. for twenty years, being the son of the late I. L. Grinnell, founder of the business. Funeral services were held on Monday, November 15, with the interment in Roseland Park Cemetery. Mr. Grinnell is survived by his widow, Mae, and two children, Issa L., and Beryl.

Advocates Development of Short Wave in Broadcasting

Owners of new broadcasting stations should develop the great short-wave field, doing their own advertising, and, in the opinion of one who is familiar with this field, should develop the idea of "automatic advertising." For further information address:

The Talking Machine World—Box 1584
209 South State Street, Chicago, Ill.
The 100,000 mark has been reached in the sale of ULTRA (phonic) Reproducers — and this in less than six months time

THIS is a tribute not only to the exceptional merit of this high quality product but also stands as proof that the progressive music merchants are quick to recognize superiority.

Progressive dealers everywhere have made and are making real profits on the sale of Audakco products, with the knowledge that they are giving their customers the very best the market affords.

Beginning with the New Year (January 1, 1927), there will be further additions to Audakco products — which will mean still more profits to our ever increasing number of retailers.

All Ultra Reproducer diaphragms are of a scientifically proportioned aluminum alloy — as thin as a human hair. Nothing else will meet the exacting requirements of the new electrical recordings — and remember the better these records are reproduced, in the home, the more of them you will sell.

The AUDAK COMPANY, Inc.
Makers of high grade Acoustical and Electrical Apparatus for over 10 years
565 Fifth Avenue, New York, N. Y.
One of the giant plants of the Federal Furniture Factories, Inc. Your guarantee of uninterrupted production of Cabinets by Irving.

Royal Blue Model—No. 540; H, 45; W, 25; D, 14.
Panel 9 x 20.

The Cabinet Sensation of the 1927 Season

Beautifully Made - - - Beautifully Finished

Popular Design - - - Enduring Construction

GUARANTEED BY

THIS RESPONSIBLE ORGANIZATION

The Perfect Cabinet for the

ATWATER KENT COMPACT — And Other Models

The New Federal Radio Cabinet is one of those rare pieces of merchandise in which every single detail dovetails so perfectly that tremendous sales can be the only outcome. Design is one of those happy combinations of line and form which instantly hits a widespread popular chord. Appropriate for the Atwater Kent Models and practically all other makes. Size exactly meets popular demand. Finish harmonizes with the prevailing furniture mode of today.

It comes to the market at just the moment when the highboy type of radio cabinet has won the attention of millions of people.

IN QUALITY IT HAS NO SUPERIOR.

And because it is produced on a quantity production basis it can be sold for at least $10 to $20 less than any similar cabinet produced today.

BIGGER PROFITS — Start Making Them Now!

The New Federal Radio Cabinet is making new sales records because it represents exceptional value. The consumer knows value. He wants value. Put it on display in your store and watch your sales grow!

Order from your jobber or write us direct to-day.

ROCKFORD SALES CORPORATION
Division of Federal Furniture Factories, Inc.

206 Lexington Avenue — — New York City

Cabinets by Irving
The new radio law will probably make available wave lengths for broadcasting stations as low as 150 meters. What will be the feeling of a purchaser of a high priced set who cannot hear these low wave lengths? We know of only one radio set regularly manufactured which will take wave lengths from 150 to 550 meters without changing. It is the 1927 model ten tube Zenith DeLuxe operating without outside antenna or loop and yet gives great power and distance. It is the highest grade, most selective and most sensitive receiver made and is the pride of its makers, the Zenith Radio Corporation, 3620 Iron Street, Chicago, Illinois.
Milwaukee Dealers Busy Supplying the Demands of the Early Holiday Shoppers

Trade Facing Annual Holiday Shortage of the Most Popular Instruments—Many Radio Sales to Gift Buyers—Victor Sales Increase—Wide Trade Interest in Recently Formed Association

Milwaukee, Wis., December 6—Holiday business opened up very well according to reports from Milwaukee radio and phonograph jobbers, who add that the usual holiday shortage of merchandise is being experienced.

Radio Sets for Gifts Are Popular

“It looks as if everybody is set on buying a radio for Christmas,” said Sidney Neu, manager of the radio department of Julius Andrac & Sons Co., RCA distributors, in Wisconsin. A little while ago dealers seemed to be holding back in their orders and things were rather quiet. Things have opened up now with a bang, and we are being more than rushed with the demand.”

Nelson-Goodwin Radiola Shop, recently opened in Milwaukee at 253 Twenty-seventh street, will carry the Radiola, Crosley, Howard and Radiodyne lines, for which the Andrac Co. is the Wisconsin representative. The Lincoln Electric Service Co., 1300 Green Bay avenue, is also going into the radio business and will handle the lines of Julius Andrac & Sons Co.

Yahr-Lange, Inc., Bus eye

Fred E. Yahr, president of Yahr-Lange, Inc., wholesalers for the Sonora in Wisconsin and Michigan, states that there is an extremely active demand for Sonora radios and phonographs throughout this territory. “We are very busy filling our orders,” said Mr. Yahr, “as the holiday sales have increased our already large ordinary demand.”

According to Mr. Yahr the Super-Ball antenna continues to show almost phenomenal results. Orders are pouring in from all parts of the United States, he says, and a large amount of business is received from foreign countries. Sonora phonographs also are in increasing demand, according to Mr. Yahr.

Active Brunswick Demand

Carl Lovejoy, Brunswick representative in Milwaukee and southern Wisconsin, says that the Brunswick Panatrope is selling at a “wonderful” rate.

“Dealers are enthusiastic over the Panatrope and the Panatrape Radiola,” said Mr. Lovejoy. “Business around the State has been very steady, and business conditions throughout the territory seem to be good.” The high-priced phonograph unit has interested the dealer in making sales, as he finds that the reports of dealers that the phonograph is one of the basic profit-making factors of their business, and also by the fact that phonographs at $1,100 and $1,200 are in the greatest demand.

Victor Sales Increase


“We are enjoying a very fine business,” said Mr. Goldsmith, “not only in Milwaukee but throughout the territory. People continue to show great interest in the new models, and electrically recorded records have also played a prominent part in selling the public on the merits of the new models. Some difficulty in getting enough Victrolas to adequately supply our dealers is being experienced, a matter which the holidays have made still more difficult. The new model 800 combination Electrola and Victrola is being very well received by the trade.”

Mr. Goldsmith states that the Badger Talking Machine Co. has just issued a chart showing the different styles of mainsprings for the different Victrola models.

Interested in New Association

Radio and phonograph jobbers are showing great interest in the Wisconsin Association of Music Merchants and the Milwaukee division of the association which has recently been formed. As members of the Association they are active on the various committees, and find the opportunity of making many desirable contacts. The Association puts its affording advantages of acquaintance, also offers jobbers the opportunity of assisting the retail dealer, and of coming into closer contact with him. The Association has already started on a very ambitious program for the material betterment of music throughout the State and in Milwaukee.

Bert E. Sutton, of the Music Shop of Springfield, Ill., has been arousing a lot of interest in the Victor Orthophonic and new Victor records through demonstrations which have been well attended.

Televocal QUALITY TUBES

Dependable and a Technical Triumph

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

DEALERS AND JOBBERS

Ask for particulars on this new and better radio tube that costs nothing more.

Televocal Corpn.
67 A Fifth Ave. — New York

Dealer's Name.

City.

Jobber's Name.

City.

Publisher's Name.

City.

The Wm. H. Keboch Piano Co. 111 North Sixth street, Reading, Pa., which recently added the Columbia Viva-tonal line, is making a strong direct mail campaign to push the line.
Roy E. Forbes Tells How the Victor Co. Introduced Orthophonic Line to Trade

Article in Printers' Ink. Interview With Director of Sales of Victor Co. Describes How Carefully Carried Out Plans Resulted in Wide Interest in New Instruments

How the Victor Talking Machine Co. through advertising and a carefully thought-out merchandising plan successfully introduced the new Orthophonic line in spite of the fact that dealers' stores were loaded with old models, and wholesalers' warerooms also were filled with them and the factory itself had a huge number of completed and partially finished instruments on hand, is told in a most interesting article entitled "The Story of the Victor Come Back," that appeared in a recent issue of Printers' Ink. The article is based on an interview with Roland Cole with Roy E. Forbes, director of sales of the Victor Co.

Mr. Forbes points out that months of executive deliberation preceded the change, and although work on the new Orthophonic Victor did not start until the end of June, 1925, the new instruments were delivered to dealers' stores by the last week of October of that year.

By that time, too, through the merchandising plan arranged by the Victor Co., stocks of old style Victrolas were practically cleared from the floors of retail stores so that the dealers could concentrate all their efforts on promoting sales of the new instruments.

A remarkable feature of the entire situation is the fact that from a heavily depleted sales volume the Victor Co. reached the point where factory facilities were inadequate to meet demands in the brief period of a half year.

On the day that the Victor Co. finally decided on the plan to dispose of the old instruments to aid the dealers in getting rid of their stocks all distributors were advised of the fact. The Victor Co. held back its own stock of old style Victrolas and quoted no prices on these until distributors and dealers were able to move theirs. The dealers and distributors decided that half the regular list price was the proper level at which the old instruments could be sold. The Victor Co. accordingly took this figure as correct and revised the prices on the old instruments it had on hand. How the dealers moved the obsolete styles is now history. Many dealers, points out Mr. Forbes, suffered a loss while others quickly disposed of the stock on hand with the loss incidental thereto, and then promptly replenished on the basis of the new prices and were able to come out of the situation with a normal profit.

"The absolute necessity of disposing of the old style Victrolas at prices acceptable to the public in order to clear the way for the new Orthophonic will be clear when I explain that the latter is a new talking machine in every sense of the word, constructed upon a altogether new principle, different within and without, having no relation or semblance to the old Victrola," said Mr. Forbes.

Mr. Forbes also points out the fact that an entirely new method of recording accompanied the introduction of the Orthophonic line, and he goes into considerable detail in describing the process. In discussing the actual introduction of the new instrument and record and the problems that had to be faced, Mr. Forbes said:

"Everyone who has had any experience with musical phonographs knows that every community has its believers among local musicians. Inform them of news first, or acquaint them with innovations or recent developments, before such knowledge is released to the general public, and the most influential tongues in the community are set going.

"With this in mind, we planned a series of advance demonstrations beginning at Philadelphia and the more important musical centers of the country, and including every city where the Orthophonic could be persuaded to undertake, with our co-operation, the direct-mail work necessary to make such an affair successful.

"The most important thing was to compile a list of leaders of a town's socially influential people. This varied in different towns.

"In some the list was made up of the members of musical organizations, in others of those who might best be reached through newspapers, like merchants, bankers and the heads of women's organizations. In every case, the special form of invitation, which we prepared, was mailed over the list of these people on a special list.

"The advance demonstrations were uniformly successful—successful to a remarkable degree. In order to preserve the right atmosphere in concert with them, we held back our newspaper announcements for the public demonstration which followed almost immediately. The preliminary effect of the advance demonstrations was apparent in the interest with which the general public decided to the general demonstration.

"We called that general demonstration "Victor Day" and the date was November 2, 1925. The event was heavily advertised. No expense was spared to make it an event for which we had ever had to set aside a single day. The public interest was created in our new instrument: "Victor Day" proved successful everywhere.

"Our local and national advertising was supplemented with a great amount of personal work on the part of local dealers—talks with grocers and customers, work over the telephone and special literature sent through the mail to solicitors. All of this effort was to break the spell of the past, and to convince them, namely, that of creating something of a sensation in each community. Had the effect been anything short of this, the idea of one of the new Orthophonic Victrolas might have passed with a mild ripple of interest on the part of talking machine owners and prospects and then subsided. Something extraordinary was needed to arouse public interest in a project of excitement and keep it there.

"During the two demonstrations that we gave, our sales problem became one of keeping it there, which we had been doing with our pre-Orthophonic advertising and merchandising campaigns in the history of the company.

"This venture was this tremendous advertising and merchandising effort that within two weeks after "Victor Day" took place we began to note an increase in our books.

"The experience of the last year has been for us, as for all merchants, a means to be learned in. We have been shown what we average, what we can do, and what we must do at all times. As we have never had a full national advertising campaign, we have not been able to catch up with our orders on the new cabinets and records, our advertising was being held back to the advertising and merchandising campaigns of the past.

"Telling the assembled that our merchandising and advertising campaigns are really two campaigns, or a campaign in two sections; first, introducing the Orthophonic line with a sufficient number of advertising and merchandising campaigns, by the new method to get permission of demonstration, and, second, introducing the new Orthophonic Victor Record. The long named campaign was inaugurated with page and half-page advertisements in newspapers all over the country, beginning on October 21. Records made by the new process have been manufactured since the new Orthophonic was introduced. Our plans for advertising the new cabinets have been to hold them to be withheld until Orthophonic Victrolas could first be put into distribution.

"Our national campaign announcing the Orthophonic Victor began during the first week of November, 1925, with pages and half pages in principal newspapers and color pages in a list of popular weekly and monthly magazines, besides advertisements in trade journals. Despite the fact that we have never been able to catch up with our orders on the new cabinets and records, our advertising is being handled to the advertising and merchandising campaigns of the past.

"Supplementing our national periodical campaign, our direct-mail literature for dealers and consumers is being completely revised. The literature for dealers is revised by the new method of permit of demonstration, and, second, introducing the new Orthophonic Victor Record. The long named campaign was inaugurated with page and half-page advertisements in newspapers all over the country, beginning on October 21. Records made by the new process have been manufactured since the new Orthophonic was introduced. Our plans for advertising the new cabinets have been to hold them to be withheld until Orthophonic Victrolas could first be put into distribution.

"Our national campaign announcing the Orthophonic Victorian began during the first week of November, 1925, with pages and half pages in principal newspapers and color pages in a list of popular weekly and monthly magazines, besides advertisements in trade journals. Despite the fact that we have never been able to catch up with our orders on the new cabinets and records, our advertising is being handled to the advertising and merchandising campaigns of the past.

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The Crosley Musicone, announced little more than a year ago, introduced a revolutionary speaker principle and took the radio loud speaker market by storm.

Its overwhelming popularity, which has involved the replacement of hundreds of thousands of old type loud speakers, establishes beyond challenge the Musicone's superiority.

And now Powel Crosley, Jr., announces the Crosley Super Musicone!

This larger 16-inch cone utilizes the same Crosley patented actuating unit as the smaller Musicone... and this, not the cone shape, is the secret of Musicone excellence.

It offers, by virtue of its larger proportions, still more superb volume. It produces, especially in the bass, still richer resonance!

The 12-inch Musicone has been reduced to $12.50. Also at $32 in the form of a beautiful Console, in which both receiver and batteries may be placed.

THE CROSLEY RADIO CORPORATION, CINCINNATI, OHIO — POWEL CROSLEY, JR., PRESIDENT

CROSLEY Super MUSICONE

BETTER $14.75 COSTS LESS

Write Dept 26 for illustrated booklet. All prices slightly higher West of the Rockies.
Special Victor Orthophonic Built for
Customs Attaché in Interior of China

A Fine Illustration of How American Concerns Go to Great Lengths to Meet Exacting Require-
ments of People in Far Countries—Instrument Constructed to Cross Desert on Camel

Whatever else may accompany the white man on his penetrations into the far places, music, in some form, is almost invariably included as an essential. That is one of the reasons why American manufacturers of talking machines have always found in foreign countries an excellent and steady market for portable models.

Occasionally, however, a manufacturer is confronted with the problem of meeting an unusual request from a pioneer or traveler who desires something that is not in the catalog. A recent instance, in which an American manufacturer went to unusual lengths to comply with such a request, is evidence of the anxiety of exporters to give the maximum of service in foreign fields.

F. R. MacKendrick, attached to the Chinese Customs Service and stationed in Mengtsz District, Holow, Yunnan Province, wrote the Vic-
tor Talking Machine Co., Camden, N. J., at some length, expressing his desire for an Ortho-
phonic Victrola. Unfortunately, standard models of the coveted instrument were both too heavy and too large for shipment by South China camel train.

Mr. MacKendrick got his machine—a special model designed and built for him to a specific

size and weight, to meet requirements which were set forth succinctly in his letter as fol-
lows:

"I have been following with interest your ad-
vertisements of the new Orthophonic Victrola in the Saturday Evening Post and would like to purchase one," he wrote. "What I want to know is, whether you can or will undertake to make me an Orthophonic in as compact a form as possible to get all of the essential parts in and the volume out of it. In other words, a portable in the sense that it can be packed in a small, strong, felt-lined case—allowing no space in the machine itself for records and to weigh not over 40 kilos (90 pounds), as the caravans will not carry a case over that weight.

"If you will look this place up in an atlas you will see that we are right on the most southern borders of China—the borders of Tonkin, Laos, the Shan States and Burma, which makes it necessary for us to do a lot of shifting about, and it is essential that we have as good stuff as possible in a very compact form. My old Victrola is a good one, but if the Orthophonic is better and I can get one in a shape that can be carried on caravan travel, I want one.

"As I have been told by your Eastern agent 'no go,' and this is more in the sense of a special order, I do not think you will refuse to deviate from your usual rule of not selling direct and take the matter under consideration."

A camel's capacity load is 180 pounds, evenly balanced as to weight on each side—hence the ninety-pound maximum weight requirement.

The size of the desired instrument was no prob-
lem, but that of weight was something to be reckoned with. The only way out was a special-
yally designed and constructed instrument.

Now, in building an Orthophonic instrument the tone chamber has to conform to certain fixed requirements of size and design. An appreciable amount of weight is represented by the winding sound passage, which has a large wooden "heart." The Victor Co. found that this "heart" could be built of balsa wood, the lightest known workable wood. A laminated, mahogany-veneered case, of usual strength, but with a minimum weight, was constructed to contain the tone chamber, motor and turntable. A standard motor was used, with automatic eccentric groove stop, and all other mechanical and acoustical features of a standard Ortho-
phonic instrument were built into the case. The completed instrument weighed only forty-
seven pounds, and its sturdy laminated wood packing case an additional thirty-six pounds, making the total camel weight eighty-three pounds. The camel pack case was enclosed for overseas shipment in an additional export case, which brought the total shipping weight to 141 pounds.

The instrument, which has the same tone quality as its companion machine in the regular Victor line, is twenty inches high, eighteen and one-half inches wide and seventeen inches deep. The tone chamber opening is enclosed with silk screen and ornamental wood grille, and the in-
strument comes in a case with the finest pieces of home furniture.

Noted Family of Indians Interested in Mohawk Radio

A family of full-blooded Indians was a fea-
ture at the recent Buffalo, N. Y., radio exposi-
tion in the exhibit of the Cycle & Auto Supply Co., a distributor. Mohawk one-dial receiving sets, manufactured by the Mohawk Corp., of

Illinois, Chicago, were shown in the display, as can be seen in the accompanying photographs, and the Indian family, consisting of the chief, his squaw and a papoose, grouped in front of their receivers, served to furnish the desired atmos-
phere for the display. The setting was arranged by Edward J. Bibi, of the Cycle & Auto Supply Co., who is standing at the rear of the exhibit with R. W. Griewold on his right.

Deca-Disc Phonograph Co.
for Vigorous Sales Policy

WAYNEBORO, PA., December 4.—At a special meeting of the stockholders of the Deca-Disc
Phonograph Co., held in this city on Tuesday, the reorganization plan proposed by the officers of the company was submitted and unanimously approved. It is planned to pursue a vigorous policy in regard to the marketing of the latest designs of phonograph mechanism made by this company, which will play a program of ten records, either twelve-inch or twelve-inch. These have been many other refinements added to the designs of the instrument and the gen-
eral sentiment on the part of the stockholders was for a vigorous effort to bring the merits of this product to the attention of the indus-
try at large.

Striking Victor Record Ads

The fourth of the series of column newspa-
per advertisements featuring the latest Ortho-
phonic Victor records recently appeared in the
newspapers throughout the country and stimu-
lated interest of the recording publics. These ad-
vertisements have won the enthusiastic praise of dealers. The Victor Co. supplied dealers who desired to tie up with three different ready-made advertisements, and two attractive window pos-
ters were also sent to the trade.
The men behind Neutrodyne

Engineers, physicists, mathematicians, who have placed Neutrodyne in its present position of leadership—and who will keep it there

In spite of the fact that the Neutrodyne receiver of today represents the highest attainments in radio development, no expense is being spared, in the continuance of a policy of constant improvement.

Unquestionable expressions of support by the Hazeltine Corporation and the fourteen companies listed as manufacturers to manufacture Neutrodyne apparatus maintain a large staff of technical men who devote their entire time to research and experiment in radio. These men, whose names are listed below, are the men who have brought Neutrodyne to the position of leadership it enjoys today. And these are the men whose ideas, designs and inventions will keep Neutrodyne in the forefront in years to come.

These men are determined that Neutrodyne receivers will always combine the best in sensitivity, selectivity, ease and economy of operation, volume and perfection of tone reproduction.


Lewis M. Clement: B.S. in E.E. F.I.R.E. Assistant Chief Engineer of high-power Marconi stations in Honolulu and San Francisco. Constructed and operated eleven stations. Nine years with Bell Telephone Laboratories in charge of radio receivers and special developments, including government transmitter, receivers, secret systems, etc.

J. W. Fink: M.E. Specialist in audio frequency and loud speaker engineering.

Donald O. Friend: Massachusetts Institute of Technology.

S. W. Gifflinan: Stanford University.


C. T. Johnston: E.E. University of Iowa.


R. MacGregor: E.E. Prosveside Acad. of Electrics, Glasgow, Scotland. Exp. work in British Navy, two years.


Benjamin F. Miesse: I.R.E. Member American Soc. to Advance Science. Purdue University. Authority on electrical acoustics. Engaged in radio research since 1908.

John W. Million, Jr.: A.B. University of Michigan. Instructor, Mathematics and Physics, Des Moines University. Graduate in research, Washington University, St. Louis, Mo. Graduated work, Columbia University. Development work in vacuum tubes and radio reception in Bell Telephone Laboratories, July, 1925, to Jan. 1, 1925.

William J. Murdock: Designer of radio apparatus since 1894.

J. H. Nichols: B.S. in E.E. First Imperial Light Science School, Petrograd, Russia. Engineer Instructor, Russian Imperial Army, and later French Air Service.

J. A. Neilson: Copenhagen Technical School, Denmark. Research work in Danish Naval Radio Service.

Benjamin Ohley: Electro-Acoustical Engineer. Specially engaged in audio frequency equipment and speech reproduction research.

Lawrence S. Philbrick: Phillips Andover Academy, Massachusetts Institute of Technology.

F. F. Prerlak: B.S. Vienna, Austria. Engaged in experimental research work in radio in Europe and this country.

R. X. Rettenmeyer: M.S. B.S. in E.E. Formerly in the Bell Telephone Laboratories in charge of a work on high-quality carrier broadcast systems.

A. W. Saunders: E.E. Formerly in Bell Telephone Laboratories in radio receiver development design, including receivers used by U. S. Government.


Harold A. Wheeler: B.S. in Physics, George Washington University. Graduate work in Physics, Johns Hopkins University. Engaged in special research work with Neutrodyne apparatus since 1922.

S. Trubee Woodhull: B.E.E. University of Michigan. Formerly with the American Marconi Company. Designed transmitting apparatus for United States Army and special apparatus for operation in the trenches during the war.

The following fourteen manufacturers are the only ones licensed to make Neutrodyne receivers and the protection of dealers and distributors against patent infringement liability, maintained by the Hazeltine Corporation and Independent Radio Manufacturers, Incorporated, applies to none other than Neutrodyne receivers.

The AMRAD CORPORATION
5210 N. Magnolia Avenue, Los Angeles, Calif.

CARLODY ELECTRIC & RADIO COMPANY
2914 South Broadway, N. Y.

EAGLE RADIO COMPANY
5520 Hovey Street, N. Y.

FREDERIKSSON RADIO CORPORATION
1607 E. 10th Street, Cleveland, Ohio

HAZELTINE CORPORATION
(Sole owner of "Neutrodyne" patents and trade-marks)

GARDEN CORPORATION
1873 Atlantic Ave., N. Y.

GILFILLAN RADIO CORPORATION
2702 Royal Street, Cal.

HOWARD RADIO CORPORATION
4436 North Ashland Ave., Chicago, Ill.

KING-HINNERS RADIO COMPANY, Inc.
2050 West Washington Blvd., Chicago, Ill.

STROMBERG-CARLSON TELEPHONE MANUFACTURING CO.
1106 East Clinton St., Rochester, N. Y.

R. P. THOMPSON MANUFACTURING CO.
1232 7th Street, Jersey City, N. J.

WAKE RADIO CORPORATION
West New York, N. J.

THE WORK-RITE MANUFACTURING CO.
2107 South Main St., Cleveland, Ohio

INDEPENDENT RADIO MANUFACTURERS, INCORPORATED
(Exclusive licensee of Hazeltine Corporation)
Mass Production

methods and tremendous purchasing power brought to Amrad and applied to building Neutrodynes a year ago by Powel Crosley Jr. make available to the public a 5 tube Neutrodyne at $60.

In this 5-tube battery type Neutrodyne at $60 great engineering skill is manifest in the splendid performance of the set. Cabinet and trimmings are all any purchaser could ask—beautifully finished and appointed. Recessed dials behind windows and delicately adjusted vernier controls are distinctive features.

—and a light socket operated Neutrodyne at $150

This is Amrad's crowning achievement. A power unit, using a current direct from your light socket on wall or from table lamp furnishes A, B and C current direct to the 5-tube Neutrodyne pictured at the right. This power unit is pictured directly behind the set.

No batteries—nothing to charge. An entirely new development in power supply. Amazing Mershon Condensers contribute to its great efficiency and compactness. TESTED BY CONSTANT USE IN HOMES FOR OVER A YEAR. Price of receiver $65. Price of power unit separately $85.

Add a Mershon Condenser to your B eliminator for super-B current supply

30 MFD DUOTYPE

Filtering out light socket current hum is but part of the job. Eliminators must have STORAGE capacity to prevent "chopping off" of loud or sustained notes. The Mershon Condenser acts as a reservoir and STORES energy for sudden heavy drains on plate current. Does the work of expensive storage battery electrically rather than chemically. B eliminator connected with this condenser gives the excellent tone reproduction of fresh B batteries.

$8

AMRAD CORPORATION
Medford Hillside, Mass.

NEUTRODYNES

AMRAD CORPORATION
Medford Hillside, Mass. HAROLD J. POWER, Pres.
Write Dept. 7L6 for descriptive literature
Everywhere the demand is increasing!
FADA HARMONATED RECEPTION has made Radio history

For years Fada Radio Engineers worked on this problem of improved radio reception and reproduction. They had a definite aim. To satisfy the demands of the more exacting radio public. They christened their achievement "Fada Harmonated Reception."

The steel covering of the chassis completely and individually protects each and every "stage". It eliminates interference. The weak signal is brought up to sturdiness at the cone speaker.

The Fada Cone Speaker has made possible absolute co-ordination between receiver and speaker. Every sound is reproduced with a clearness and accuracy hitherto undreamed of.

Fada Harmonated Reception is beyond a doubt the supreme radio achievement of the year. The immediate nation-wide response proves the fact.

To Dealers: If you are looking beyond the immediate—to an established position in the Radio field—if you are anxious to capitalize on the permanent public demand for Fada Harmonated Reception, write or wire us at once.

F. A. D. ANDREA, INC.
1581 Jerome Avenue New York

Manufacturers of TUNED RADIO FREQUENCY RECEIVERS using the highly efficient NEUTRODYNE principle.

Fada 8, Table Type—loop operated—loop nests in cabinet cover. Total individual shielding. Four stages of radio frequency — $300. Fada Cone Speaker, Table Type—$35.

Fada Neutrodyne Receivers—table and furniture models—5, 6 and 8 tubes—ranging from $85 to $400. Fada Cone Speaker, Table Type, $35—Pedestal Floor Type, $50.
Vladimir Shavitch Praises the Columbia Viva-tonal

Conductor of the Syracuse Symphony Orchestra Pays High Tribute to Viva-tonal Phonograph and New Recording Method

The Columbia Phonograph Co., New York, has received many expressions of endorsement of the Viva-tonal line of Columbia phone-

Sonychorde Cone Loud Speaker Is Improved

Chicago, Mass., December 6—The Boudette Mfg. Co., of this city, maker of the Sonychorde cone loud speaker, has announced that it is now using a new unit in its cone which will take greatly increased power. The distinctive appearance of the Sonychorde cone is not changed in the least; the only change being in the unit itself. The new unit is produced to take care of the increased power used in the newer radio sets. Laboratory tests have proved that the new unit will take in excess of the volume that required by any of the standard radio sets and will at the same time reproduce equally well with the lesser-powered sets. The Boudette Mfg. Co. makes its own unit.

Puccini Utilized Records of Chinese Music in “Turandot”

The phonograph plays a rather paradoxically silent, though important part in Puccini’s last opera, “Turandot,” which was presented with such tremendous success at the Metropolitan Opera House, New York, recently. Some time before his death in 1924, Giacomo Puccini, in a letter to Gatti-Cassazza, asked that records of any Chinese music which might be obtainable in this country be forwarded to him in Italy.

After an exhaustive and careful search Gatti-Cassazza was successful in securing records which he thought would be of value and dispatched several of them to Italy. From this material Puccini fashioned part of the incidental music to his score and is believed to have made other adaptations from the discs in the opera’s recitatives and arias.

It is interesting in this connection to note that Respighi in his “Pines of Rome” suite incorporated the playing of a phonograph record of a nightingale’s song, which was referred to in The Talking Machine World at the time it was introduced in New York.

Store Door Radio Playing Not Detrimental to Health

Charges brought against two radio dealers situated in lower New York, stating that by playing instruments in front of their stores they worked a detriment to health and were nerve-racking, were dismissed by Magistrate C. W. Simpson, who listened to a five-minute demonstration in court of the radio receiver in question. The magistrate, who stated that he qualified as a musician and was acquainted with those things which go toward proficiency in music, said: “I believe that the sounds I have heard from this radio set are harmonious. They certainly do not endanger life nor are they detrimental to health. This defendant is engaged in business to earn a livelihood. He is located in a noisy street and no act of his has been proved in this court to show me that he has done anything dangerous to the life or health of the community. I herewith discharge him.”

Udell Line of Cabinets Has Wide and Varied Range

This Season’s Models Include, in Addition to Mahogany and Walnut Finishes, Various Colors of Enamel Finishes—New Catalog

Indianapolis, Ind., December 4—One of the outstanding features of the Udell line of radio and music roll cabinets, manufactured by the Udell Works of this city, aside from the high quality of the product, is the wide range of sizes, finishes, designs and prices which are included in the complete line. This season’s new models include not only the popular mahogany and walnut finishes, but also a variety of enamel finishes in hand-painted effects.

Officials of the Udell organization anticipated the heavy demand for quality cabinets that is being felt this season and to the end of being in a position to fill this demand, built

Udell Console

Udell Highboy Cabinets

up a large stock of cabinets during the Summer months and have the factory working overtime at present so that the company is in splendid shape to fill orders promptly for the Udell dealers throughout the United States.

In order that dealers can be in a position to take care of the coming holiday trade, the Udell Works recently issued a new catalog, No. 83, giving a complete description of the full Udell line with precise illustrations.

Distributor Adds to Line

E. M. Wilson & Son, 11 Lafayette street, Newark, N. J., one of the best-known Eastern radio distributors, who have featured the Garod line of receivers, were recently appointed by the National Lamp Works of the General Electric Co. as distributors of the “Banner Brand National Mazda” lamps.

Rohr’s Music Shop, of Forest Park, Ill., has added the Radiola and Atwater Kent lines.
Toledo Radio Show a Marked Success—Leading Lines Viewed by Crowds Daily

Wednesday Evenings at Greene Co.'s Store Devoted to Panatone School for Salesmen—Insistent Demand for Standard Products on the Part of the Public Eliminates "Gyp" Competition

TOLEDO, O., December 8—The trend of holiday buying has made this a season of better phonographs, radios and combinations. The "gyp" dealer hasn't a chance here this year. In fact, merchants, because of the insistent demand for standard products, could not afford to consider any but well-known merchandise. Sales of combinations ranging from $500 to $1,200 are numerous. And the average for phonographs has risen from $150 to $350.

The Toledo Radio Show, which closed on December 4, was such a pronounced success that a much larger and more elaborate exhibition is already planned for next year. G. B. Bodenhoff directed the show. National radio stars contributed largely to the success of the exposition. There were thirty-six exhibits.

Monday night, which was opening night, was also J. W. Greene Co. night. The concern furnished the music and provided the entertainment for the evening. It also has one of the most prominent and elaborate displays at the show. Radio sales at the store are 50 per cent greater and phonograph sales 20 per cent larger than last year.

Ed. Hartman, service man of the J. W. Greene Co., is at the Sparton factory studying service methods.

In connection with the Panatone school for salesmen, which has a session every Wednesday evening in the Greene Co.'s store, Mr. Zatorski, of the Brunswick Co., Chicago, addressed the group recently. He stopped here on his way East where he will embark for South America. Here Christmas orders embrace several Brunswick combinations of the $1,100 type and a number of $650 and $1,000 Orthophonics.

H. Hysich has joined forces with the J. W. Greene Co., and Miss Helen Fogel is now in charge of the advertising department.

The Lion Store Music Rooms are selling a large number of records through a booth setting close to the elevators. Under the general title, "Hits of the Season," a dozen or more discs are named in high colors on individual circular cards. Manager Lawson S. Talbert reported that it is remarkable how people respond to suggestions of this nature. It is planned to change the display as new hits are brought out. Thirteen girls are now engaged here in serving record buyers. In order to keep record sales from becoming too heavy a premium is paid each day to the girl having the greatest unit sales and for the largest number of sales embracing one or more better records. Every day the assortment of good music is changed. The suggestion—a package of records makes an excellent Christmas gift—is hung in demonstration booths and at the service counter. Gladys Snyder is a new member of the staff.

The Goosman Piano Co. has opened a radio department which is in charge of Arthur McPhillips. The Grebe line is the principal assortment of sets dealt in. Columbia Viva-tonal models are difficult to get in full assortment. G. V. Leonard is a new member of the sales staff.

The Whitney-Blandworth Co. has moved into its new home at Adams & Erie streets, where it now has double the former floor space. The main floor is devoted to records, phonographs and small goods. The second floor is given over to pianos. The third floor has the radio department. Mohawk and A. C. Dayton outfits are new items of radio products. These, with Zenith and Atwater Kent, round out the line.

Grinnell Bros. coupled their efforts to the radio show, giving prominence to Garod, Atwater Kent, Fred-Estemann and Zenith outfits. Also the Kellogg radio line was added recently.

O. V. Schaeffer has been made manager of the phonograph and radio departments of the J. W. Rowlands Co., Lima, O. He was, for some time, with the Lion Store Victor section. Victor and Brunswick machines, Atwater Kent and Thompson radios are dealt in by the house.

Speaker in Growing Demand

BEZWEEO, PA., December 6—The Music Master Corp. of this city, under the capable management of David S. Ludlum, trustee, reports good business this fall on the Music Master loud speaker. Mr. Ludlum believed that there was a good market for this product and accordingly featured it. Advertisements were addressed to the trade and general public and the result was the recreation of a decided demand for the Music Master horn.

Markets "A" Autopower

SWISSVALE, PA., December 6—The Westinghouse Union Battery Co. of this city, has recently placed upon the market its newest product, known as the "A" autopower. It is produced in four models, both 4 and 6 volt, and 21 and 60 cycle. The unit consists of a special design rubber-cased storage battery to which is permanently attached a trickle charge rectifier. When plugged into the light socket it is ready for operation.


The institution behind the TRADE MARK

M A S T E R C R A F T
"All that the name implies"

The MASTER CRAFT trademark on a photograph or radio console stands for the highest possible quality. Every Wolf product is virtually a masterpiece of skilled master craftsmen. That's why the MASTER CRAFT trademark assures a quality product through and through.

OFFICES IN—
NEW YORK BOSTON CHICAGO NEW ORLEANS

PLANT No. 1

PLANT No. 2

The WOLF MANUFACTURING INDUSTRIES, QUINCY, ILL.
The tremendous success of the new reproducing phonograph is due in a large measure to the desire created by the radio for more good dance music. The before Christmas
purchaser of radio will be the "after holiday" buyer of phonographs. Plan on phonograph efforts and profits now for a well balanced business.
Kansas City Distributors Kept on the Jump to Keep Dealers Stocked With Models

High Priced Instruments Have the Call, Report Entire Trade Carrying on Drives to Dealers, and Make Up for Lack of Unit Sales—Make This a Profitable Business Season

KANSAS CITY, Mo., December 7.—With the approach of the holiday season activity in talking machines throughout the retail trade in Kansas City is showing a decided impetus. It has been a peculiar feature of the Fall buying in talking machine lines that, although volume has not been equal to expectations, yet high-priced machines have sold without difficulty.

With the year 1926 almost ended, the dealers are looking back over the year as a whole and are agreed that this has been an unusually good year, with sales from 15 to 50 per cent ahead of last year. All are optimistic about the prospects for the phonograph business during 1927.

The distributors are only worried about getting enough machines to keep their dealers reasonably supplied, and all are finding orders and recorders coming in faster than they can fill them. Sales of records have been uniformly good throughout the city.

Miss J. M. Poynter, head of the Jones Store phonograph department, reports that they are making plans for the biggest Christmas season in many years. Miss Poynter says that they have been more than pleased with the reception accorded to the new Edison, which they have had in stock for several weeks now. The public interest in this new product of the Edison company is resulting in a good volume of sales, and the new records also are moving briskly. The new Sonora is now in stock at Jones', the only dealer in town carrying this line, and Miss Poynter says that she is finding approval with the public also.

W. R. MacDonald, manager of the Edison Phonograph Distributing Co. here, reports that the new Edison models have met with enthusiastic response in all parts of the territory and that orders are keeping them overwhelmed. Having waited for the phonographs and expected much of them, the dealers are reporting the instruments far better even than their expectations had pictured them.

T. H. Condon, manager of the phonograph department of the local branch of the Brunswick Co. here, has returned from a trip through part of the territory and he reports that it has never been in better condition for immediate sales. The volume of sales for the branch here has been showing a continued increase throughout the Fall, according to Mr. Condon, and with Christmas almost here there has been a decided increase in interest.

The P R 148-C model combination Pana- trope and Radiola, priced at $1,200, has been moving exceptionally well, while the P-I model has been very popular, and all the mechanical models are receiving the greatest favor with the public. Portables are holding up to a steady demand.

Victor Loud Speaker Poster

The Victor Talking Machine Co. has sent to its dealers an attractive window display poster featuring the Victor Lumiere loud speaker. The poster is printed in deep, rich colors and shows the loud speaker standing in the center of a mantel over an open fireplace, flanked on each side by candlesticks. The lower part of the poster is given over to a listing of the capabilities of the speaker. It is very effective advertising.

Starr Christmas Literature

RICHMOND, Ind., December 8.—The Starr Piano Co. recently sent to its dealers new Christmas literature printed in the vivid colors traditional of Christmas and devoted to illustrations and descriptions of the line of Gennett phonographs, both the regular lines and portables, and Starr pianos.

Installation Instructions

A new handbook has been issued by the Bureau of Standards as part of the national code which contains safety rules regarding radio installations. It contains suggestions for the installation of radio receiving equipment. The handbook is known as No. 9 and may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., for ten cents.

RCA Super-Heterodyne Used in Queen's Private Car

Unique Installation Made by Radio Corp. in Private Car of Train Which Carried Roumanian Queen Across the Country

A unique radio installation was made by the Radio Corp. of America in a section of the drawing room in the private car which carried Queen Marie of Roumania and her entourage across the continent. It consisted of a Radiola Super-Heterodyne Model 28 and a Model 100 cone type loud speaker. It is illustrated here with. Because of the peculiar conditions under which this receiver had to operate, the regular loop antenna was dispensed with and a special antenna, running not less than the top of the car was erected in its place. The receiver was grounded to a nearby radiator. Arrangements were made with RCA distributors to thoroughly inspect and adjust the equipment at every important key city stop.

Galveston Piano Co. Moves

GALVESTON, Tex., December 3.—The Galveston Piano Co. recently celebrated the opening of its new quarters, at 205 Market street, with a formal reception to the public. The talking machine and small goods sections of the store are conveniently arranged and the stock of instruments has been materially increased.

Boy Scout Band Popular

The Springfield Boy Scout Band, which a short time ago made its first recording for the Brunswick Co., is in vaudeville, playing to packed houses at Loew's State Theatre, Chicago, Ill. The records made by these youthful artists are proving popular.

Stovens Music Co., of Key West, Fla., which handles the Orthophonic Victor line, is doing an excellent business and reports growing sales.
What does the balance-sheet show?

Are you just getting by, or are you in the red figure class? In either case Shamrock invites your inquiry because most Shamrock Dealers are in the other class—they make money! They have every reason to. Shamrock is an attractive set that has eye-compelling features. It's selective and sensitive with a perfected one-dial control—has volume and tonal qualities quite out of the ordinary and it's priced reasonably. When it is sold it stays sold!

When a set possesses all of those features sales are bound to result—it sells on merit alone. Coupled with the aggressive Shamrock advertising policy it is only reasonable to expect Dealers to show profits. And they do!

Write in for details if you would like to join the happy throng.

SHAMROCK RADIO SETS

SHAMROCK RADIO COMPANY
Pioneers in Building Perfected One Dial Sets
196 Waverly Avenue
Newark, N. J.
New Starr Phonographs Excite Wide Interest Among Dealers in Cleveland Field

Four Million Dollars in Christmas Club Savings Released by Banks Expected to Have Marked Effect on Pre-Holiday Sales—Dealers Optimistic—A. G. Kemp in New Post—Other Activities

Cleveland, O., December 7—It is the general consensus of the trade that business will be good for Christmas in the Cleveland area. Banks released four million dollars in cash to depositor in Christ- mas Savings Clubs on December 1. Up until that time the demand for the smaller phonographs had been very light, but sales on the ex- pensive models were very good. The release of the above-mentioned money and employment of several thousand men made itself manifest by a decided pick-up in sales.

New Starr Phonographs Arrive

The new line of Starr phonographs was received at the Cleveland branch around the first of the month and created much interest among the dealers. A number of the trade from out of town visited Cleveland for the express pur- pose of seeing and hearing the new machines and they were well pleased with them. The Cleveland branch remedied the first floor of its building on Huron Road and now has one of the most attractive display rooms in the entire city.

Doubleces (for Holiday Rush

The Cleveland Talking Machine Co., Victor distributor of this force in the city, will open a new room and order department December 1 in order to take care of the enormous volume of business coming through. The new Victor folder in colors entitled "Xmas time is music time" was used by the majority of dealers in mail campaigns for Christmas business and is re- ported to have pulled well. While the Victor portable only made its bow to the Cleveland public less than a month ago, its sales have steadily mounted and the trade is confident of a big demand for it over the holidays.

Panatropes in Theatre

The Buescher Co., Euclid avenue near East 105th street, supplied two Panatropes for use in Keith's Theatre the week of December 6. Harry Snodgrass, known as "King of the Ivo- ries," used one in his act and the other was used for demonstration purposes in the lobby.

Advertising the Columbia Viva-tonal

Columbia has issued new circulars and the items have done a great deal of advertising of both the new Viva-tonal machines and Columbia rec- ordings in suburban papers. They also tied up well with the full-page ads run by the Columbia Co. in the large size. The Oldie Sisters, Colum- bia artists, were held over an extra week upon request. Another artist appearing here was Ethel Waters. The trade tied up with their ap- pearances and cashed in well. R. F. Mueller, dis- trict manager of the Columbia Co., reports that the holiday business at all branches served from Cleveland gives every indication of being ex- tremely good.

Arthur G. Kemp With Brunswick Branch

The Cleveland branch of the Brunswick Co. appointed Arthur G. Kemp representative for the Cleveland section, to take the place of Mr. Hemmingway, resigned. The latter became as- sociated with his father in business in New York.

George Worthington Co. to Celebrate Centennial

The fact that the George Worthington Co., Fada distributor in Cleveland, O., will cele- brate its centennial in 1927 was the subject of congratulatory resolutions as a result of a radio meeting in that city. It is stated that the Worthington Co. is a $10,000,000 organization engaged in the distribution of radio, electrical specialties, hardware and ship chandlery. The Fada meeting was attended by a large number of dealers in that territory and was addressed by officials of the George Worthington Co. and R. M. Klein, general manager of F. A. D. Andrew, Inc.

Victrolas for the Kiddies

The Victor Co. is making a drive to sell the portable and small table model Victrolas to children. To this end it has sent its dealers a display poster reading, "The Gift That Keeps on Giving—A Victrola for the kiddies' very own—Keeps the children happy and contented while developing a love for good music. A sturdy little instrument that children can operate. Plays all Victor records."

A folder illustrating a window display featuring these model Victrolas, together with advertisements devoted to children's models, accompanied the display.

An Interesting Booklet Devoted to Mainsprings

"Points About Springs" is the title of an interesting and admirably written booklet which is being sent the talking machine trade by J. Stead & Co., Ltd., Manor Works, Shel- field, England, manufacturers of Vulcan main- springs. The scope of this little volume may be gleaned from the character of the subjects discussed under seventeen points, as follows: "Character of Temperature"; "Temper"; "Test- ing"; "Full Details"; "Breakage in Stock"; "Perfection"; "Choosing the Correct Spring"; "Edges"; "Motors"; "Again—Temper"; "Length"; "Knocking"; "Our Dealers' List"; "Using the Tested Mainspring"; "Hubs"; "Aids"; "Oils and Greases."

Nothing apparently has been left unsaid that will convey to the manufacturer or distri- butor using or handling mainsprings the fullest knowledge of their importance to the perfection of the gramophone or talking machine. The booklet is nicely printed in two colors, well illustrated and enclosed in a striking cover in red. It is a necessary little volume for the use of the dealer because of its information and general scope.

Gimbel Music Dept. Moves

The new ground floor music department of Gimbel Bros. is opened last month at 122 West Thirty-second street, opposite the firm's department store. The new quarters house the music section, which was maintained formerly on the eight floor of the department store, and a passageway leads from the new section to the store proper under the street level. About 29,000 square feet of space is given over to the music department. A master, general, states. The same lines of talking machines, pianos and other instruments are carried as heretofore.

Comparison Concert in Store

Seattle, Wash., December 3—The Bush & Lane Piano Co. recently arranged a comparison concert in the store, when Jacky Southerland and His Orchestra, Columbia artists, played the selections they have recorded for the Columbia catalog and the records were then played on the Viva-tonal phonograph. Sales of records by those artists increased as a result.
That's the remarkable fact about Octacone—it combines delicacy and strength to an amazing degree.

Listen to it. Note how the highest treble and the lowest base notes flow forth clear as crystal, limpid, pure. Watch for a fullness of tone that comes only from reproduction of all the overtones.

Then test its strength. Drop it from your extended arm if you will—Octacone will not be injured in the least! It will stand the hardest wear and give satisfaction to your customers. That means prestige to you. The beautiful bronze finish will harmonize well with the furnishings of every home. Investigate Octacone—today!

$19.50

Slightly higher West of the Rockies

LICENSED UNDER FRANK E. MILLER
PATENT NUMBERS 1,190,737
1,204,137
1,220,609
OTHER PATENTS PENDING

PAUSIN ENGINEERING COMPANY
727 FROLINGHUYSEN AVENUE
NEWARK, N. J.
Census of Distribution Is Planned by Government

Director of Census W. M. Stewart Declares Such a Survey Is Essential in Analyzing General Conditions in the Music Industry

WASHINGTON, D. C., December 6—A census of distribution, which would cover sales of musical instruments, similar to the biennial census of manufacturers now carried on, is recommended by Director of the Census W. M. Stewart in his annual report for the fiscal year ended June 30, last, just made public.

It is pointed out by the director that there are probably over 1,000,000 independent enterprises engaged in distribution, many of which distribute their products direct to the consumer. "Under these circumstances," it is declared, "a census of distribution is essential to a proper analysis and understanding of the manufacturer's data and to a definite knowledge concerning the number and importance of independent enterprises engaged in the two main branches of our industrial and commercial development."

Sacramento Music Trade and Radio Ass'n Meets

How to Get More Business the Broad Subject Discussed at Monthly Meeting—Piano and Radio Men Offer Their Views

SACRAMENTO, CAL., December 4—At a recent meeting of the Sacramento Music & Radio Trades Association attended by nearly 100 piano, music and radio dealers and department managers, discussion was devoted to the important question of "How to get more business" in all the lines handled by association members.

Ellas Marx, of the Ellas Marx Music Co., president of the association, presided, and among the visitors was Shirley Walker, president of the Northern California Music Trades Association, who made an inspiring address. Other local speakers were Curtis T. Larson, of the Ellas Marx Co.; Henry Wolfe, Sherman, Clay & Co.; J. C. Hobrecht, Cosby Hoops, and several others.

Melvin DeLyons, vice-president of Ernest Ingold, Inc., devoted himself to the question of making radio business profitable and declared that the greatest drawback was in the manner in which dealers handled their service. He held that the free service was unnecessary and un-economic and served to wipe out any profit that the dealer might realize from his regular sale. 85 per cent of all service calls, he declared, had been proved by careful survey to be the result of carelessness or ignorance on the part of the purchaser for which the dealer was not in any way responsible. If service of this sort was charged for, he declared, the saving to the dealer would be very real.

The evening as a whole proved a most profitable one and following the various talks an interesting entertainment was offered to the members.

Samuel Stephens Plans to Move Music Business

Consolidated, December 8—Samuel Stephens, who has conducted a music store at the corner of Elm and Fayette streets since 1916, has disposed of the store property at this address and has announced his intention of moving the business to his establishment at 217 West Main street, Norristown. The local music store will be continued until final settlement of the building has been reached. Mr. Stephens leased the property he has been occupying when he first opened the store but bought the building about four years ago.

F. Clifford Estey With Noted Firm of Investment Bankers

Wide Experience in all Branches of Radio Industry Makes His Services Valuable as Merchandising Counsel

F. Clifford Estey, one of the most popular and experienced sales executives in the radio industry, is now associated with a prominent New York firm of investment bankers at 120 Broadway. Mr. Estey is well known through-
Interesting Talks Featured Great Get-Together Meeting Held in Los Angeles

More Than Three Hundred and Fifty Dealers, Salesmen, Wholesalers’ and Manufacturers’ Representatives and Broadcasters Present—How the Birkel Co. Builds Sales—Other News

Los Angeles, Calif., December 6.—Over three hundred and fifty radio dealers, salesmen, jobbers, jobbers’ salesmen, manufacturers’ agents, manufacturers and broadcasters attended a great get-together meeting at the Birkel Music Club’s hall in mid-November. Interesting talks were delivered and the entertainment, which was of a very excellent nature, was supplied by Walter Rogers, manager of KKNX, and consisted of the leading stars and entertainers from the station and the Radio Trades Association Concert Orchestra.

Earle C. Anthony spoke earnestly of the wished-for legislation at Washington, declaring that, unless some laws regulating the air are placed on the statute books, radio reception would become chaotic and the industry will be ruined for broadcasters and dealers alike. Guy C. Earl said that his newspaper and others were bending every effort to induce Congress and Senate to pass suitable radio bills. President Hartley also addressed the members on the same subject.

W. G. Bailey, window display manager of the Southern California Music Co., had prepared a special radio display which was on view on one side of the hall and showed dealers how windows in their stores could be dressed. "Constant publicity stunts and attractive sales ideas are bringing good returns," said George H. Nicholson, manager of the radio and talking machine department of the Birkel Music Co.

During the recent Grand Opera Season in Los Angeles the large display window on Broadway devoted to this department was beautifully decorated as a scene from one of the operas. In this attractive window four half-size wax models of Victor artists held sway, and Victor talking machines and records were handsomely displayed. Records of the opera were played when they were constantly played at the door.

Recently the Palace Broadway Theatre closed a five-week showing of The Volga Boatman, and movie patrons were surprised to learn that the musical prelude furnished through the courtesy of the Birkel Music Co. was not a large vocal chorus, but in reality a Brunswick Panatone and four 104 speakers placed advantageously throughout the theatre.

Mention was made in the Screen Trailer that the musical Prelude was furnished through the courtesy of the Birkel Music Co., and the program carried an attractive advertising call for attention to Brunswick Panatones and records. Machines and records were sold as a direct result of this showing.

The latest business-getter for this wide-awake department consists of a Victor Tuscany placed in the record department. Attached to this by concealed wires is a 104 speaker, which is located at the front door. Conveniently placed at Mr. Nicholson’s elbow is a microphone, which is in turn connected with the Tuscany and 104 speaker. At regular intervals the crowd at the front door is told of the new Orthophonic records, the new Orthophonic Viotrola and an invitation to hear these records in the record department is extended to all who are listening. The listening crowd is especially attentive when they are advised of the records to be played, and there is an opportunity to call attention to the merchandise displayed in the window. Both record and Orthophonic sales have been benefited by this advertising.

Victor Model Creates Sensation

The new Auditorium model with power amplifier through the Orthophonic horn has created a sensation in Southern California. It was used at the Venice Auditorium, where it was listened to by at least two hundred thousand persons and was also on exhibit at Bullock’s Department Store Music Rooms. Sent to San Diego it was again heard at the Balboa Park in that city. It is now in San Francisco and will be used in connection with the San Francisco Symphony Orchestra and will occupy a separate place on the Symphony program, at which time a talk will be given by Philip T. Clay, president of Sherman, Clay & Co.

Brunswick Reports Big Sales

Howard L. Brown, southern California manager of the Brunswick Co., reports an extraordinary sales volume in his territory, for the demand for the models 148-C and P-11, with the 104 sound speakers, being far beyond anything that could have been anticipated. The local record factory has just finished compiling a catalog of Mexican records for Southern California distribution.

Announcement is made that the Martin Music Co. and Richardson’s Inc. will both install full lines of Brunswicks and Panatones and Brunswick records.

Trade-Ins Subject of Meeting

At the November general meeting of the Music Trades Association of Southern California, particularly interesting discussions took place in regard to the exchanging of obsolete models as trade-ins toward the payment of the new Electrical Brunswick and Victor instruments and Orthophonic models. A demonstration sale was given during the meeting and an interesting talk was made by George L. Moskovics on the trade-in problem in the automobile industry.

Federal Radio Corp Ready to Meet Holiday Demands

BUFFALO, N. Y., November 10.—The Federal Radio Corp. is bending every effort to fill the volume of advance orders which has been coming in from jobbers throughout the country. It is expected that a sufficient number of Ortho-sonic sets will be available to satisfy the Christ-
E. H. Schwab Made President of Splidorf Electrical Co.

Gives Interesting Talk on Policy of the Company—R. W. Porter is General Sales Manager—Plans Co-operation With Retailers

A policy of intensive development of the radio branch of the business was announced by the Splidorf Electrical Co. following the November meeting of the board of directors.

E. H. Schwab at His Desk

Robert W. Porter

Bethlehem Spark Plug Co., which united with the Splidorf interests two years ago, and is a brother of Charles M. Schwab, chairman of the Bethlehem Steel Corp., who is also a member of the Splidorf board.

Indicating the company's policy for the future, Mr. Schwab made the following statement at the company's offices in Newark, N. J.: "As one of the oldest electrical concerns in the country, the Splidorf Electrical Co. was naturally interested in radio from the beginning and has played an active part in its development. In addition to making our own Splidorf set, we are to-day manufacturing parts for several other well-known sets. We believe in the future of radio and we intend to share in its further development to an increasing extent."

"Being one of the few companies manufacturing complete sets, from the raw materials to the finished product, we are fortunately placed with respect to radio, because we control our inventories, maintain uniformity in production and be independent of outside supply of parts. We have the further important advantage that during the off-season our complete experimental, manufacturing and distributing facilities in the radio division can be easily diverted to the home electric and automotive demands of the business. I cannot say more about our plans at the moment, except that we intend to promote the radio end of our business to the fullest extent."

Confirmation of the announcement that radio will take a position of first importance in the affairs of the Splidorf Co. was forthcoming in the appointment of R. W. Porter, former radio sales manager, as general sales manager. He will direct the sales and advertising of all branches of the business, including radio.

Mr. Porter is widely known as a sales executive in the field of musical instruments for home entertainment and was previously associated with the Columbia Phonograph Co., the R. E. Thompson Manufacturing Co., and at one time with the Winchester Repeating Arms Co. In line with the company's new program of expansion, Mr. Porter will devote much of his time to the co-operative work with retail merchants.

Discuss 1927 Plans of E. T. Cunningham, Inc.

District Sales Managers of Tube Manufacturer Meet at Company's Headquarters in New York City—To Expand Dealer Service.

Aggressive sales and service plans for 1927 were discussed at a recent meeting of district sales managers of E. T. Cunningham, Inc., manufacturer of Cunningham tubes, at the company's headquarters in New York. E. T. Cunningham, president, and Herbert H. Frost, general sales manager, laid before the meeting exhaustive details of the company's merchandising activities during the new year. These include the expansion of dealer service and radio tube merchandising facilities, and a new engineering service for manufacturers was outlined. An increase in advertising and in the company's sales personnel was decided upon.

The Cunningham district managers present at the meeting included M. F. Burns, New York; C. R. King, Chicago; F. E. Harding, Cleveland; F. H. Larrabee, Kansas City, and A. E. Rowe, San Francisco.

Magnovox Radio Reception Gets Some Good Publicity

The reception qualities of the Magnovox receiving set were emphasized in a letter recently received by R. A. O'Connor, manager of foreign sales of the Magnovox Co., Holland, Cal., from W. H. Slater, of Rankin & Cherrell, importers and jobbers of electrical and radio supplies, Vancouver, B. C., who wrote: "I am enclosing a newspaper clipping from the Vancouver Daily Star, showing what we can do with a Magnovox set in Vancouver. The Calcutta station I received on the loud speaker, but the rest on head phones, namely: 2SL Sydney, 4GJ Brisbane and 3CL Adelaide. All stations came in very clear at times, but the fading was bad, also static, etc. They mention four Australian stations, but I only received three, but had JOAK, Tokyo, Japan, very clear on the same morning."

This is concrete evidence of the quality of Magnovox radio sets.

Japan's Best!!

Gramophones, Gramophone Needles and Records

ALL SORTS OF MUSICAL INSTRUMENTS

Write for catalog and particulars

Nonaka Trading Co.

1-chome, Moto-machi

Yokohama, Japan

Bell & Howell Camera Used at 12,000 Feet Elevation

Photoplay Filmed in the Canadian Rockies From Plane—Products Made by Bell & Howell Co. Used by Most Professionals

High altitudes seem to hold little difficulty for the users of Bell & Howell motion picture cameras, for the accompanying illustration shows a camera which was operated at an altitude of 12,000 feet in the Canadian Rockies in the filming of a photoplay. With the camera securely fastened to the wings, all of the close-ups of the actors in the plane were taken while they were in the air. In the foreground Lionel Barrymore, who starred in the picture, is shown enjoying the brisk mountain air and a cigarette between scenes.

Ninety-five per cent of the professional motion picture cameras in use to-day are "Standard" cameras, made by the Bell & Howell Co., the prominent Chicago firm, which recently turned its attention to the music-radio dealer as an outlet for the filmo, a motion picture camera for home use in the taking of personal "movies."

Bell & Howell Camera Fastened to Plane elevation of 12,000 feet in the Canadian Rockies in the filming of a photoplay. With the camera securely fastened to the wings, all of the close-ups of the actors in the plane were taken while they were in the air. In the foreground Lionel Barrymore, who starred in the picture, is shown enjoying the brisk mountain air and a cigarette between scenes.
SHOWERS

Selectivity
Distance
Volume
Tone
Foley Horn
Utah Unit
Guaranteed

Showers Brothers Company, the largest furniture manufacturing organization in the world, was established in 1868. Showers' gross sales on furniture run over ten million dollars a year. This enormous business has been built on outstanding commercial values and a fair sales policy to dealers. Over nine million dollars of manufacturing assets back every Showers' Console Radio on your floor.

Deliveries—one or carload at once
Exclusive Sales Franchise
Wide Margin of Profit
Prices Amazingly Low
Dealers Make More on Showers
You Can Make More—NOW!

This Year's Style
in Radio!
All Metal Shielded Construction.
6 Tubes. 1 Dial Control.

Take your agency for radio from a manufacturer who is equipped to produce A-1 merchandise on a quantity as well as a quality basis. The fact that Showers can ship you one or a carload of console radios at once indicates the enormous size of our manufacturing industry. The fact that Showers produces on an economic basis means a wider margin of profit for the dealer, with retail prices that more than meet all competition.

Write or Wire Chicago Office Today

SHOWERS BROTHERS RADIO DIVISION
914 SOUTH MICHIGAN BOULEVARD—CHICAGO, ILLINOIS
Main Factories:—Bloomington, Indiana
SATURDAY EVENING POST

readers own more radio sets than the subscribers to any other publication.

Demand Music Master Horn Speaker

The Distinct Musical Instrument of Radio

No Mutilation of Tone

an ideal Christmas gift

The complete Music Master Horn Speaker is packed in indestructible cartons and with safety can be shipped anywhere.

Price Complete $22

If your dealer cannot supply you, order direct. Colored illustration sent free on request.

Do Not Accept a Substitute

Music Master Corporation

David S. Ludlow, Toronto
Betwood, Pa.

P. O. Port Kennedy

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Metropolitan Victor Dealers Plan Publicity Drive in Behalf of Orthophonic

Association Adopts Motion to Appoint Committee of Dealers to Co-operate With Representatives of Distributors to Carry Out Publicity Plan—Hear Interesting Talks

The adoption of a motion to appoint a committee of metropolitan Victor dealers to co-operate with representatives of the New York Victor distributors to devise ways and means of securing publicity for the Orthophonic Victrola in the metropolitan district was the outstanding feature of the regular monthly meeting of the Metropolitan Victor Dealers' Association, held at the Cafe Boulevard on Wednesday, November 17. The suggestion that some such committee be appointed was first made by Joseph H. Mayers, head of the International Phonograph Co., and it was put in the form of a motion by A. H. Mayers, proprietor of the music stores operating under his name. The motion was carried unanimously.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor distributor, spoke in support of the plan and stated that he, as head of his company, would afford dealers the utmost of co-operation in bringing the Victor line to the attention of every resident and visitor of the city of New York. Others who took part in the discussion on this motion were Charles Mason, of the New York Talking Machine Co.; Paul Carlson, of Charles H. Ditson & Co., and William Mayers, secretary of the Association.

Ralph Cron, Eastern district sales manager of the Victor Talking Machine Co., was the principal speaker of the day, and he discussed the subject of "Quality Merchandising." In his talk Mr. Cron stated that while advertising was a necessity in bringing a product to the attention of the public, it, in itself, was not enough to make sales. He urged dealers to make group demonstrations, either in their stores or before assembled members of social and civic associations. He stated that the Victor Co. is following the demonstration route by playing the Auditorium model Orthophonic before thousands at all gathering places. He touched on the new style of the Voice of the Victor and said that he had in front of him a sales manual to be read and studied by the dealer, and that in future issues it would contain the experiences of Victor dealers from all over the country.

Mr. Carlson recorded the vital necessity of continuing the education of the public to the desirability of the Orthophonic through demonstrations. He also said that dealers and their salesmen should thoroughly acquaint them selves with the devices of the new instrument such as automatic steps, etc., stating that many a sale is lost through carelessness concerning some small detail of the Orthophonic. Mr. Blackman then gave an interesting talk, saying that as the Victor factory had been modernized to meet the demands for producing the new Orthophonic line, so, too, must the trade progress in order to meet the competition of other industries, such as the automobile, electric refrigerator, etc.

William Mayers, one of the executives of the A. H. Mayers retail stores, said that in his opinion the present-day Victor advertising was inclined more to building prestige and helping the small-town and rural dealer. He advocated more newspaper advertising and billboard advertising in the larger cities to bring the buying public to the dealers' stores.

Mr. Mason, the next speaker, gave two suggestions as possible aids for stimulating sales. The first of these was that the dealer should circulate in other ways follow up every purchaser of a radio receiver and seek to have him attend a demonstration of the Orthophonic; the other plan was to use the telephone to follow up former customers who have not been in the store for some time and prevail on them to have the new instrument demonstrated. P. Silverman, of C. Bruno & Son, Victor dealers, gave the example of another dealer in a neighboring city securing many of his dealers in falling to push the new Orthophonic recordings and he said that many of the record clerks in retail stores throughout the city are of a low grade and are very careless in attending customers. He suggested that dealers classify their customers according to the type of music they prefer and send class ideal, standard sales promotion literature to those interested in each class. Another suggestion of Mr. Silverman's was that dealers might employ schoolboys to make a house-to-house canvass selling album record sets, paying the boys a set commission.

Sherman, Clay & Co. Report Record Business for Year

Trade for First Ten Months of 1925 the Best for Any Ten Months in the History of the Company—Sales Show $1,000,000 Increase

SAN FRANCISCO, CAL., December 6—Sherman, Clay & Co., who issued a report early in the Fall on the first six months of the year, now the first ten months of the year, have just re- ported one of the best ten months in the history of this more than fifty-year-old company.

Net sales for the ten months of the year are more than $1,000,000 in excess of the same period last year.

Net profits before Federal income taxes, but after depreciation, were more than twice an- nual dividends. The normal dividend was paid on preferred stock, amounting to approximately $200,000. Since offering of this stock, three years ago, more than $441,000 par value of stock has been retired.

The ratio of current assets to current liabilities is in excess of three to one and net current assets per $100 of prior preferred stock outstanding is more than $300 per share.

It is believed that business for the remainder of the year will hold its own with 1925, and that the company will exceed its greatest year in the past by a wide margin. The last two months of each year have always been those of the greatest sales for the company.

F. E. Yahr Finds Great Super Ball Antenna Activity

Fred E. Yahr, president of Yahr-Lange, Inc., Milwaukee, Wis., made a flying trip through Ohio during the latter part of November in the interest of the Super Ball antenna, which his firm distributes nationally. He visited Super Ball distributors in Dayton, Columbus, Cincinnati and Indianapolis, attending the Radio Exposition in the last-named city and appointing several jobbers who will cover the southern Indiana territory. The popular antenna has made splendid progress in this particular territory, according to Mr. Yahr, and also in Michigan, the Detroit Electric Co. recently having received a carload shipment, numbering over 2,300 Super Balls, which are to be distributed to dealers through the main office and several branches of the entering Detroit concern.

Yahr-Lange, Inc., is also sponsoring large newspaper advertising to stimulate interest throughout the country, the Super Ball campaign appearing in the press of Milwaukee, Wis.; Kansas City, Mo.; Omaha, Neb.; St. Louis, Mo.; Dayton, O., and other large trade centers.

The Barber Music House, Great Falls, Mont., reports a big demand for Galbraith pianos.
DEALERS and fans alike continue to register approval of the new Sandar Speaker in no uncertain terms, and we're hard put to it to keep ahead of the demand. Sandar's exceptionally low price, $27.50—lower, in fact, than any other licensed speaker of its size—combined with its uncanny receptivity and attractive appearance, has made it a universal and immediate favorite.

We as its manufacturers realized fully, of course, the downright merit of Sandar before we introduced it a few months ago, but we hardly expected the wave of popularity to engulf us so soon. No question about it—Sandar spells success to those fortunate and quick enough to take it on. Write us today for terms and full information.

SANDAR CORPORATION
Crescent Plaza Building Long Island City, New York
Retail Trade in the Buffalo District
Profiting by Pre-Holiday Buying Rush

Radio Sales in Western Part of the State Reach New High Peak—Higher-Priced Instruments Lead in Demand—Portables Selling Briskly to Gift Buyers, Report Dealers

BUFFALO, N. Y., December 9—Radio sales in the western New York district reached a new peak following the show, and have continued on an upward trend since that memorable week. Most pleasing to the trade is the fact that the greatest demand is for higher-priced and quality instruments and sets.

Strong Demand for Ortho-sonic

Federal sets are being shipped from the distributing office of the Buffalo Talking Machine Co. as rapidly as they are received. There is an overwhelming demand for Ortho-sonic sets in the $300 and $400 class, according to M. O. Grunell, sales manager. He also reports an excellent Victor business in practically all models.

Working Nights to Meet Demand

Curtis N. Andrews is particularly busy this month, endeavoring to give the service which has made the house of Andrews famous, in spite of the great demands made on this Victor and Fada jobber during the pre-Christmas rush. The entire force has been working at night, sending out shipments as rapidly as they are received. Recent new Fada accounts are Denton, Cotter & Daniels and Kaeppl Bros.

Revive Victor Department

E. W. Edwards & Sons, one of the city's largest department stores, have revived their Victor department, and have opened an attractive new division on the fourth floor of the Main street store. William Herbert has been placed in charge of the department.

Portables Popular as Gifts

Portable phonographs are showing renewed activity since a full that became evident early in September, according to F. D. Clare, manager of the Iroquois Sales Corp. Caryolas and Arion are leaving the floors of this jobbing house for all sections of this territory this month. Mr. Clare reports two new and important Crosley accounts, one with the Household Outfitting Co. and the other with the G. C. Murphy Co., a Broadway dealer. Foreign Okeh record sales are very pleasing, he said. A new addition to the radio department of the Iroquois Sales Co. is the Bremmer-Tully Counterphase.

Radio Business Swamps Trade

Practically all members of the retail trade interviewed this week are fairly swamped with radio business. John Kibler and Schwegler Bros. have each taken six new men since the radio show; they devote their time entirely to the radio end of the business. Adam, Mel drum & Anderson and any number of other dealers have also added to their force of radio experts. Albert Schwegler said he also is doing a very brisk Victor business. Mr. Kibler said although his business is little more than two years old, he contemplates erection of a much larger store.

Association Entertains Whiteman

Paul Whiteman, Victor artist, was tendered a reception by the Victor Dealers' Association in western New York in the Hotel Statler during the latter part of November. He was accompanied by several members of his orchestra, which furnished a novelty musical program. Practically every Victor dealer in the city featured Whiteman records in special window displays and advertising during his appearance. Following the luncheon and entertainment program officers of the Association were elected as follows: John Fisher, president; Dayton Evans, treasurer; Arthur Clark, vice-president, and Walter Bruel, secretary.

C. W. Mason in New Post

C. W. Mason has joined the sales staff in the radio department of Adam, Meldrum & Anderson. He is well trained and experienced in radio. He formerly was in the radio service department of Neal, Clark & Neal.

Adding to Floor Space

The Brunswick Shoppe is oversold in all models of the Panatrope, according to C. O. E. Curtis, manager. Mr. Curtis said he could not hope for a more satisfactory Brunswick business, but is somewhat griped over the shortage of models. The store is doubling its present floor space.

G. M. Jensen Promoted

Announcement that George M. Jensen, manager of the local Brunswick distributing office, is leaving Buffalo received by the trade with regret. Mr. Jensen will leave late this month to take up new duties in the Pittsburgh office of the Brunswick Co. He will be succeeded in the Buffalo office by Don Miller, who is an able and popular executive.

Brief but Interesting

Fire in the laboratory of the Federal Radio Corp. on Tuesday evening, November 30, destroyed valuable experiments of the research department, causing an inestimable loss.

Elmwood Music Hall was thronged to capacity by admirers of Mme. Schumann-Heink on December 3, when she gave her farewell concert in Buffalo. Victor dealers tied up.

The Radio Listeners' League of Western New York was incorporated recently and authorized by Justice Noonan.

The fact that Mr. E. F. Penn, has formed an organization known as the Erie Radio Trades Association. The meeting was addressed by S. C. Bettinger, past president of the Buffalo Radio Trades Association.

Howard Weber, formerly with the Levis Music Store in Rochester, has been made manager of the Robert L. Loud Music House, Buffalo. He succeeds Edward Hentza, who has been made manager of the phonograph department of the Rudolph Wurlitzer Co.

Thos. A. White, president of the Buffalo Radio Trades Association, and head of the Wholesale Radio Equipment Co., is the proud father of a new daughter.

Allan J. Seno, noted musician, formerly with John Philip Sousa's Band, and also with Arthur 1'yor's Band, died at his home in Buffalo.

Bosch Library Ambotone

Introduced to the Trade

The Library Ambotone, a cone type reproducer of distinctive appearance at a modest price, is the latest addition to the radio products of the American Bosch Magneto Corp., Springfield, Mass. The Library model is tastefully decorated in the oriental motif, in black and gold. Wood is used in its construction, for mellowness of tone, according to Bosch officials. The Library Ambotone is offered as a guest room radio reproducer, or as an extra speaker which may be hooked up in any part of the home.

We want to help you make the coming year one of music; and let it be...

Music

Christmas cheer and a happy New Year

OKEH PHONOGRAPH CORPORATION

NEW YORK DISTRIBUTING DIVISION

15-17 West 18th Street

New York City

Bosch Library Ambotone

of the American Bosch Magneto Corp., Springfield, Mass. The Library model is tastefully decorated in the oriental motif, in black and gold. Wood is used in its construction, for mellowness of tone, according to Bosch officials. The Library Ambotone is offered as a guest room radio reproducer, or as an extra speaker which may be hooked up in any part of the home.

Christman With Cameron Co.

E. A. Christman, for twenty years connected with the Victrola department of the Ashbach Music House, Allentown, Pa., has become manager of the same department of the Cameron Piano Co., 928 Hamilton street, the same city. Mr. Christman ranks as one of the authorities on talking machines and records by reason of his long years in the field.

I. S. Bark has been made manager of the radio department of the Jordan Music House, Charleston, S. C., in which city he has become widely known as a radio expert.
HOMEPOWER SALES are Breaking all Records

Are you getting your share of this business?

Every radio owner wants a National Homepower, the one "A" power unit that is compact enough to fit into practically all cabinets, is trouble proof, durable and sells at a fair price.

Sales are proving that Homepower is right in every way. And a strong, consistent National advertising campaign is increasing Homepower buyers by the thousands.

Line up with National NOW. Get your share of the easy sales and profits that go with handling this improved unit. See your jobber or write us today.

NATIONAL LEAD BATTERY CO.
General Offices: ST. PAUL, MINN.
Factories: St. Paul, Chicago, Kansas City, Los Angeles
Branches: New York City, Dallas, Oakland, Atlanta, Portland (Ore.), Baltimore

NATIONAL HOMEPOWER RADIO "A" UNITS

For Sale by Reputable Dealers and Jobbers Everywhere
Brunswick Boston Branch Plans Move to Large New Quarters After the New Year

Four-Story Building Being Remodeled to Suit Needs of Growing Brunswick Business in This Territory—D. Comerford With Eastern Co.—Many Columbia Franchises Granted—The News

Boston, Mass., December 6—The important piece of news of the moment in trade circles here is the contemplated removal of the Brunswick-Balke-Collender Co. from its present stand at 80 Kingston street to 314-16 Stuart street, more toward the Back Bay section. The building to be occupied is four stories high. The company needs the larger space because of the growth of its business. The building is now being made over to suit the needs of the Brunswick business. The move will be made right after the new year and there will be every facility for the expeditions handling of business.

Gramophone Society to Meet

The next meeting of the Boston Gramophone Society will be held on the evening of Tuesday, December 7. At this writing it has not been decided just where it will be, but most likely in a hall. The last meeting was held at the Oliver Ditson Co.'s store through the courtesy of the publishing house and Henry Winkelman, manager of the Victor department. The secretary of the society is Robert Donaldson Darrell. It will be recalled that one of the prime purposes of this organization is to bring together persons interested in the better grade of music as represented by phonographic recordings. The official organ of the Society is the Phonograph Monthly Review.

Shortage of Popular Models

Manager Herbert Shoemaker, of the Eastern Talking Machine Co., can't get enough goods to supply the demands of dealers, and to prove his contention he indicated a chart wherein there were orders for 500 Victor machines of a certain type that could not be supplied.

D. Comerford With Eastern Co.

Dwight Comerford, who has had a wide experience at the Western Electric Co.'s Springfield plant, has become attached to the Eastern's headquarters in Essex street. He also has been for three months at the Victor plant at Camden. A new room at the back of the building has been equipped as an efficiency service department and this will be for Mr. Comerford, whose interests will be focused on radio.

P. J. Burrell Joins Drayton-Erisman, Inc.

Percy J. Burrell has become identified with Drayton-Erisman, Inc., Avery street, and is devoting his attention to the talking machine end of the business, this concern carrying the Pathéphone. The staff still now consists of Herbert Libby, who has Maine and New Hampshire; John J. O'Hara, who has southeastern Massachusetts, Wesley N. Boynton, western Massachusetts, and R. W. Farrington, eastern Massachusetts and Rhode Island.

New Brunswick Models Please

Local Brunswick business has been very good and there has been a big demand among dealers for certain types of machines. The Brunswick just lastly introduced the new P R 128 and 148 types, which combine certain units of the Panaphone and the radio and it is of special interest that the first invoice of these was sold before it had left the car.

Many Dealers Add Columbia Line

During the last thirty days a number of dealers have taken on the Columbia outfit and some of those who have been ordering rather heavily of late have been the following-named: F. B. Emerson, Chelsea, Mass.; Livermore Falls Furniture Co., Livermore Falls, Me.; Denholm & McKay Company, Worcester, Mass.; Bailey's Music Rooms, Burlington, Vt.; Edward P. Lyon, Hopedale, Me.; Bernard Blake, Freeport, Me.; Healy & Bunfield, Inc., Bristol, Conn.; Anzalone Bros., East Boston, Mass.; Eastern Furniture Co., Bangor, Me.; Clayton H. Kyle, Huntington, Mass.; L. F. Arable, Andover, Mass.; Harvey's Music Parlors, St. Johnsbury, Vt.; Billy Parks, New England manager of the Columbia, is jumping around through the territory at full speed these days and everywhere he goes he is finding business considerably more than normal. Recently he was up in Maine, where he found George L. Donnelly developing his wholesale territory at a rapid rate; and he has also been in Rhode Island and southeastern Massachusetts.

Brunswick Accounts Opened

Among new houses with which the Brunswick has hitched up in this field have been Forbes & Wallace, who have lately opened a new talking machine department in Greenfield; John D. McCarthy, Leominster, C. E. Bailey, of Wilton, Me., and Don Chamberlain, Kennebunkport, Me.

A. Shuffer Joins Brunswick Forces

A new man just taken on by the Brunswick, Inc., is Arthur Shuffer, a graduate of the New England Conservatory of Music, who will act as a salesman for the Brunswick with the State of Maine as his territory.

A series of sales meetings in the interest of the Brunswick instruments has lately been conducted with great success at the warerooms of some of the Brunswick dealers. Among those who have had such meetings has been the Jordon Marsh Co., in this city, the Ahertson Furniture Company at its Portland, Lewiston and Waterville, Me., stores; the Bon Marche, Lowell; Forbes & Wallace, Springfield, and the Meiklejohn stores at Providence, Pawtucket and Woonsocket, R. I.

E. F. Sause a Visitor

E. F. Sause, manager of the export department of the Columbia, accompanied by his wife, was a Boston visitor at Manager Park's headquarters the latter part of October.

Sonora Activities

Manager Joe Burke, of the J. H. Burke Co., Sonora distributor, stated that business as a whole had been very good this fall. Dan W. Lynch, Eastern Massachusetts representative for the Burke Co., spent ten days lately at Saginaw, Mich., going over the Sonora factory and familiarizing himself with the details of manufacturing the instrument.

Steinert Store Moved

The Brockton warerooms of M. Steinert & Sons has been moved into new quarters at another number on Main street, where it is now well located for the ever-increasing business that this store enjoys in the Victor line.

The Harvest Time Is Here

For Victor dealers who have properly prepared their stocks and their organizations to meet it, the day of opportunity is here. National interest in the new Victor products is now being developed into real sales with stocks available to meet all normal demands.

We can help you prepare to get your share.

Victor Exclusively

Oliver Ditson Co.

BOSTON

Chas. H. Ditson & Co.

NEW YORK
December 15, 1926

THE TALKING MACHINE WORLD

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Gen. J. G. Harbord Discusses Radio Broadcasting

President of Radio Corp. of America Opposes Proposal to Limit Broadcasting Licenses to Period of Two Years

Declaring that the proposal to limit broadcasting station licenses to two years, as proposed by Congress, would discourage the creation of a permanent and efficient broadcasting service in the United States, Gen. J. G. Harbord, president of the Radio Corp. of America, recently discussed present conditions in the radio industry at a demonstration of transoceanic radio communication before the Brooklyn Chamber of Commerce at the Academy of Music in Brooklyn.

Gen. Harbord stated that radio communication should be encouraged, adding that no responsible investor would put $20,000,000 into a radio station if it were to be subject to confiscation after two years. Radio also requires freedom of experiment, he said. The proposal to create a radio commission was attacked by Gen. Harbord, who declared that such a commission would require formal proceedings for the determination of minor routine matters and would tend to make radio control an agency for political manipulation.

"I believe in fair and wise regulation of utilities and trade practices," said Gen. Harbord. "The test, however, of such regulation is that it be in the interest of the public. Regulation which would retard the continued development of radio would not be in the interest of the public."

Gen. Harbord said that there can be no objection to the proper regulation of wave lengths, the need for it having been shown by the growing tendency to appropriate any desired wave length regardless of its prior use.

The occasion afforded an opportunity for an interesting demonstration of transoceanic and ship-to-shore radio communication, as well as the transmission of pictures by wireless.

Diamond T Radio Dealers Meet in South Bend, Ind.

Important Trade Gathering Attend Business Session and Banquet at Oliver Hotel

SOUTH BEND, Ind., December 4.—The Diamond T Radio Manufacturers held a sales meeting at the factory in this city on November 20, which was attended by Diamond T representatives throughout the Middle West. In the morning meeting, sales policies, which have been enlarged and broadened, and technical details of the new models were explained to the representatives, who also listened to several addresses by directors of the company with reference to the 1927 advertising program.

Following the morning session a class in testing Diamond T receivers against competitive sets was held and following the tests further instructions were given by H. J. Tweed, Eastern sales manager; B. J. Schmidt, Western sales manager; C. L. Smith, president of the firm. At 6:30 in the evening the representatives were entertained as guests of the company at a banquet in the Gold Room of the Oliver Hotel. There were also present a number of Diamond T dealers, who were granted the privilege of addressing the gathering and expressing their enthusiastic opinions of Diamond T receivers. Mr. Tweed and Mr. Schmidt also talked to the salesmen at the banquet, pointing out ways and means of assisting dealers in their territories in building up sales and advertising programs. According to a report made by the Diamond T executives, the firm is steadily enjoying a gratifying amount of business, the factory having been forced to increase its production to the limit, and a recently built addition to the eighty thousand feet of floor space is already in use.

Merry Christmas

to all our friends who have co-operated with us in putting the

BERG ARTONE LINE

on the map in a large way in 1926

Now We Say Again

Watch

BERG

in

1927

PHONOGRAHPS

—Particularly our important announcement in the next (January) issue of the Talking Machine World.

BERG A. T. & S. CO., Inc.

LONG ISLAND CITY

NEW YORK

B. J. Sheppard Co. Opens
New Store in Savannah, Ga.

Seven Thousand People Attend—Gulbransen Player Figures Big in Musical Program

SAVANNAH, Ga., December 8.—The recent formal opening of the new store of the B. J. Sheppard Co. was one of the most successful and interesting inaugurations of a new business building in the history of this city. On the opening day 7,000 people streamed into the store, which was splendidly decorated for the occasion, to inspect the merchandise, which was displayed in an attractive way.

An interesting feature in connection with the opening was the part which J. E. Albineau's son and daughter took in it. Mr. Albineau is the representative for the Gulbransen Co., Chicago, in this territory. His son played the Gulbransen piano by roll, in the window of the store, while his daughter danced the Charleston. The crowds that stood around the window to view this act blocked the streets.

In connection with the opening of the new Sheppard store, the Savannah News issued a special edition, one of the features being a half-page advertisement of the Gulbransen Registering Piano, calling attention to the excellent business built up on this product by the Sheppard Co. in the past four years.

On the evening of the opening Mr. Sheppard gave his organization and the visiting manufacturers' representatives a dinner at which business plans for the future were discussed.

Patent Office Is Again Falling Behind in Work

WASHINGTON, D. C., December 6.—The United States Patent Office again is falling seriously behind in its work, as a result of reduced appropriations which prevent the employment of a sufficient number of examiners, it is declared by Thomas L. Robertson, Commissioner of Patents, in his annual report.
THE TALKING MACHINE WORLD

December 15, 1926

THE ADVERTISER

The Redtop Radio Tubes ARE Better


Super Detector $4.00
Power Tube $4.50
201A Type $2.00
Full Wave Rectifying Tube $6.00

Every Tube Absolutely Guaranteed

Specials

We also make Special Radio Frequency Tubes that operate on all stages but Specially Recommended for R. T.

Also if you have sets that squeal—send us the name of the set and we will send you tubes that will work wonders with it.

The QRS Music Company

Chicago
New York
San Francisco

SLOWING DOWN AT MOTOR FACTORIES DOES NOT AFFECT RETAIL TRADE IN DETROIT

Seasonal Slackness in Motor Industry a Regular Occurrence and Is Anticipated by Workers—Holiday Trade Expected to Be Best Ever—Wurlitzer Co. Moves—Other News

Detroit, Mich., December 6—If you were to read and believe some of the dispatches printed in various newspapers and trade journals about the unemployment situation in Detroit you would naturally be under the impression that the "motor city had gone to the dogs" and that all the merchants were suffering. In justice to Detroit and its retailers, the writer wants to put you right—there is always a ball in the motor business before the holidays—some of the plants close down for inventory, and, of course, it throws quite a number of people out of employment, but Detroit has been doing this so many years that locally we pay no attention to it and the merchants look for it. It is nothing that we who live in Detroit get worried over. The motor business has its seasons like all other lines of trade, and the wages paid during the busy seasons are so lucrative that when men are laid off they have a nest egg to carry them over. As a matter of fact, manufacturers and bankers look for 1927 to be the biggest and best year the motor manufacturers, and Detroit, have ever had.

Right now talking machine dealers are in the midst of the holiday season and judging from the reports The World correspondent is able to get this month's business will exceed anything of the past. In the first place, the retailer has more to offer as suitable Christmas gifts than ever before. He has the new improved talking machines, improved recording hand instruments, radios, etc. They come at such assorted prices that the retailer can suit the pocket book of any customer. Years ago it was only machines and records at Christmas time. See the difference?

Detroit, Mich., December 6—The Rudolph Wurlitzer Co. is moving December 8 into its new home on Broadway, where it will occupy six floors of its own building, twenty stories high. A solid floor will be for talking machines and records. Mr. Quinn, the former manager of the Brunswick Shop, is the new Wurlitzer store manager in Detroit.

Directly across the street from the Wurlitzer store Grinnell Bros. have opened their tenth retail branch store in Detroit. It will carry a complete line of Victor records and Victor Orthophonics.

The Janny-Bowman Co., Park and Elizabeth streets, which recently added a talking machine department, reports that it is doing far better than was expected. The store has had quite a run on the Credenza Orthophonic model.

We find that quite a number of stores are putting up special books of records for holiday presents and expect to dispose of a great many, as they did last year.

Many talking machine dealers are attending the Monday noon luncheons of the Detroit Piano Club at the Union League Club. It is really sponsored by the officers of the Detroit Music Trades Association and although it is called the Piano club it is for everybody in any way interested in the development of the music business and all its phases.

At the annual meeting of the Detroit Music Trades Association held a few weeks ago, Frank Bayley, Brunswick dealer, was re-elected president; and S. Roy Langs, of Well & Co., secretary. The club intends to make quite a drive for new members during the coming winter and hopes to secure every retailer handling musical instruments. Already most of the downtown talking machine dealers are associated with the club.

All of our local jobbers handling talking machines, such as Grinnell Bros, Victor, Columbia Phonograph Co., Brunswick Phonograph Co., Yahnr-Lange, Sonora distributors; S. E. Lind, handling the Adler Royal line, and others, say they will close the year with a greater volume of business than last, and that they see a very bright future for the talking machines and radio industry.

The latest types of Stromberg-Carlson five and six-tube receivers and also the cone speaker with "Stradivarian" soundboard are being handled by R. B. Henderson, Detroit, through the medium of strong window displays. Recently the firm had a booth at the Detroit Radio Show that attracted wide attention.

New Officers Head New York-Chicago T. M. Cos.

Chas. B. Mason in New York and Wm. C. Griffith in Chicago elected Presidents of Respective Concerns

New officers were elected last month to fill vacant offices in the New York and Chicago Talking Machine Companies, Victor distributors in those cities. Charles B. Mason was elected president of the New York Talking Machine Co., Howard B. Merritt was selected secretary and treasurer and H. Cunningham Jr., now fills the position of sales manager.

William C. Griffith was elected to the office of president of the Chicago organization with R. F. Alexander, secretary-treasurer, and Charles W. Hyde, sales manager. Dan A. Creed resigned from the company's vice-presidency and as general manager. There are no other changes in either of the organizations. All of the new officials have been connected with these organizations for a period of years and are well and favorably known throughout the trade.

Announces Second Bosch Metropolitan Distributor

Auto Hardware & Equipment Co. to Distribute Line Under Direction of Louis Jay Gerson, Manager of the Radio Department

The appointment of the Auto Hardware & Equipment Co., New York, as a second distributor in the metropolitan zone for Bosch radio products, has been announced by A. H. Bartsch, general sales manager of the American Bosch Magneto Corp., Springfield, Mass. Coincidentally, Carl Kaufman, president of the Auto Hardware & Equipment Co., announced the appointment of Louis Jay Gerson as manager of the distributing company's radio department. Mr. Gerson is well known in the musical radio field, having been affiliated with the General Phonograph Corp. and the Music Master Corp. He was also in charge of the talking machine and radio purchasing department of John Wanamaker, New York department store, and has enjoyed wide experience in sales and merchandising practices of phonograph and radio manufacturers and wholesalers.

Weber-Rance Opens Branch

Well-known Radio Distributor Opens New Branch Office in Brooklyn

A new Brooklyn branch office, located at 1271 Bedford avenue, has been established by the Weber-Rance Corp., New York, for the convenience of its Brooklyn and Long Island dealers. Adequate showrooms will be maintained at that address where the Bosch, Ferguson and Crosley radio receivers will be on display as well as the various lines of radio accessories handled by Weber-Rance.
Wishes You a
Merry Christmas
and a
Happy New Year

BRILLIANTONE STEEL NEEDLE CO.
OF AMERICA, INC.
370 Seventh Avenue New York City
Pittsburgh Dealers Anticipate Record-Breaking Radio and Phonograph Business

Consistent Activity in Radio and Talking Machine Lines Leads Dealers to Predict a Banner Holiday Business—Demonstrations Aid Sales—Retailers Add Radio Lines

PERRYSBURG, Pa., December 7—Sales of phonographs, records, radio receiving apparatus and accessories have shown a marked trend toward breaking holiday records. It is the opinion of the leading dealers in the Pittsburgh territory that with the present rate of sales keeping up until Christmas Eve a new high mark for sales of talking machines and records will have been established.

Demonstrations Win Sales

One of the outstanding announcements made in the trade here was that by the Kaufmann & Baer Co., when they gave extensive publicity to the Echeteraphone. This instrument is on display in the talking machine department of the firm and daily demonstrations are being given. Kaufmann & Baer are also featuring the Victrola and the new Columbia Viva-tonal and are giving daily demonstrations to their patrons in the auditorium.

Hundreds of persons flocked into the auditorium of Kaufmann’s (The Big Store) and the Kaufmann & Baer Co. the past week to listen to recitals given by the new Orthophonic Victrolas that were on exhibition at the Sesqui-Centennial in Philadelphia. 

Experiencing Stock Shortage

George Gray, manager of the sales department of the C. C. Mellor Co., stated that business in the Victor and Brunswick line was much better than had been expected. He said: “Our main trouble appears to be the lack of stock. We have a very fast demand to fill orders.”

How Edison Dealer Promotes Interest

“The Romance of Music,” from the Spinet to the New Edison, was presented to an audience of over 2,000 people in the auditorium of the Roosevelt Junior High School, at Altoona, Pa., by Helen Davis, soprano, and Victor Young, pianist composer. The presentation was tendered by A. J. Harter, Edison dealer of Altoona.

Add Popular Radio Lines

Volkwein Bros., the well-known music dealers of the Steel City, have installed a line of the Bosch radio sets as well as the Atwater Kent line. The firm has given display above the third floor of their building to the display and demonstration of the sets. The firm have been meeting with marked success in the demonstrations that are given of the Bosch radio set in homes of prospective buyers, most of these demonstrations resulting in sales.

New Brunswick Model Pleases

At the local offices of the Brunswick Co. Manager Markham stated that business for the newest of Spanish styles in phonographs put out by the firm was quite pleasing and this, coupled with the good demand for the Brunswick Panstratope, indicated that the holiday season would be an exceptionally brisk one.

Viva-tonal Scores With Trade

The Columbia Viva-tonal instruments are coming into their own in the Pittsburgh territory in a highly satisfactory manner, according to Manager Nichols, of the local Columbia offices. Old Columbia dealers are very enthusiastic over the new instruments he stated, and they are featuring them successfully and profitably.

Ideal Phonos Parts Co. Busy

The Ideal Phonos Parts Co., of Pittsburgh and Cleveland, of which Paul Sussman is president, reports a very satisfactory volume of business. With the addition of the Cleveland offices the company is in a magnificent condition to serve the dealers in Pennsylvania, Ohio and West Virginia territory. The recent announcement that the Ideal Phonos Parts Co. is a distributor of the new Pathephon philo- graph made by the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., and also the Pathé cone loud speaker, is an indication of the progressive spirit of the company. Fred C. Schuyler, sales manager of the company, reports that every indication shows that the December sales will be beyond its fondest expectations. The Ideal Phonos Parts Co. carries one of the largest stocks of phonograph repair parts and accessories outside of New York City.

Player-Tone Co. Rushed

Extraordinary activity is noted at the offices of the Player-Tone Co., due to the demand that orders for the new Saxophonic consoles and uprights have been coming in from the territorial representatives in “bunches,” literally speaking. I. M. Goldsmith, president of the company, who is an outstanding figure in talking machine manufacturing circles, is much pleased over the very favorable reception that is being given to the twelve models of the new Saxophonic consoles and uprights.

Sonora Sales Grow

Sonora dealers in the Steel City and vicinity are pleased over the progress that are being made of the new Reproducing Sonora. The Pennsylvania Phonograph Distributing Co., with offices at 917 Wabash Building, Pittsburgh, report that dealers all over the country are finding it a comparatively easy matter to sell the new line to their patrons.

News Briefs


The Hamilton Co., Victor dealer, has opened a branch store at 930 Homewood avenue, Pittsburgh. This makes the fifth store under the control of the firm.

New Radio Invention by Dr. F. A. Kolster Announced

Device Is Named the Kolster Mobile Radio Beacon—Federal Telegraph Co. Records for Ship-to-shore Communication

All daylight radio records for direct communication between ship and shore are said to have been broken recently when the Federal Telegraph Co., at San Francisco, a subsidiary of Federal-Brandes, Inc., maker of Kolster radio receiver, announced that the standard ship's radio set worldwide has been broken by the S. S. “President Wilson” 3,210 miles west of San Francisco. The best previous daylight record is said to have been about 2,400 miles.

Announcement of a new radio invention, which is designed to prevent collisions between ships passing in a storm or fog, has also been made by Federal-Brandes, Inc. following successful tests along the United States Lighthouse Service and other agencies. This new device has been named the Kolster mobile radio beacon in honor of its inventor, Dr. F. A. Kolster, who also invented the radio compass and designed the Kolster receiving set for the home. Dr. Kolster also invented the radio fog signal and the demodulator for measuring wave lengths. He is present in charge of the research laboratories of Federal-Brandes, Inc., at Palo Alto, Cal.

Market New Radio Accessory

A new radio accessory, the Time-Lite, has been announced by the Time-Lite Clock Corp., New York. This clock, attached to the radio receiver, is said to start, stop and re-start operation of the receiver on any specified hour or minute desired. It is finished in mahogany
It will pay you to order at once by special delivery letter or telegram

LIST

$15

(less regular discount)

Sales are running way ahead of expectations—proof that the Nifty looks like and is greatest value in the trade today.

Size—Tone
Appearance
Excellent reproducer and tone arm. Never before equalled at this price!

FULL-SIZED CASES
in all colors

You hardly can tell the Nifty from any standard $25 portable. It's as big, as well made, and has the tone. The case is a wonder,—specially braced and finished handsomely. Equipped with tilting record pocket.

Consolidated Talking Machine Co.
Consolidated Building
227-229 West Washington St., Chicago
Minneapolis: 1121 Nicollet Ave. 
Detroit: 2957 Gratiot Ave.
Shortage of Most Popular Instruments Felt Throughout Quaker City Territory

PHILADELPHIA, Pa., December 9—Approaching holidays have been anticipated by the trade and the public through a generous patronage of the talking machine industry and so the Yuletide month opens with lively business for both the dealer and the manufacturer of the nationally known and newest types of machines. The only cloud on the horizon is the inability to obtain goods. The demand for certain numbers of the newer styles of talking machines and phonographs is far in advance of the supply and likely to bring about a similar shortage of Christmas stocks as that which occurred last year.

Make Strong Effort to Supply Trade

Wholesalers have been shipping to the retail trade just as soon as stock is received from the manufacturer, so that no delay is occasioned by the handling of stocks and a better service is made available in speedier assignment of orders on hand. It is difficult for the distributors to meet all demands of their patrons in the retail trade, owing to the fact that they must await factory convenience in shipments of talking machines. Every effort is being put forth to apportion incoming goods so that dealers may have at least a few of the much-wanted designs in time for the holidays.

Records are fully as much in demand for the holidays as the talking machines. Orders are mostly for the popular dance recordings and song hits. Many of the distributors have prepared Christmas lists for the trade, so that they may have a ready service for vocal or instrumentations of those recordings which are particularly adapted for the Yuletide season.

Features Christmas Record List

Among the distributors having at hand a specially prepared list of the holiday numbers, compiled by the head of the record department, Raymond Boldt, of the Philadelphia Victor Distributors, Inc., 835 Arch street. Under the direction of the manager of the record department an attractively designed holiday poster and list has been compiled. This has been sent to the dealers and may be used for window decoration or for the inside displays and reminder to customers that the record lists may offer an appropriate gift. The lists are compiled from foreign and domestic recordings.

Phonograph Society to Meet

The second of the series of meetings which are designed to promote an interest in the recordings of good music and other trade promotions of the better class of record entertainment will be held on December 14 by the Philadelphia Phonograph Society at the local offices of the Brunswick Co., under the auspices of Philadelphia Manager George A. Lyons. With President Fred Ranzer presiding, there will be a gathering of the sixty members already enrolled and it is expected that many new advocates of the movement will be listed in the membership when the December session is held.

New Sonora Model Popular

So favorably received since its introduction last month, the newest of Sonora models, the Prelude, has been in strong demand in the Philadelphia territory, according to the Sonora Distributors, with offices in the Jefferson Building. Those dealers handling the new Prelude have been repeating orders continuously and factory headquarters are rushed with advance demand for the holidays. John H. Dufreuil, head of the Philadelphia headquarters, is now in the western section of the State, featuring most successfully the new type of Sonora. L. E. Hilduser, of the local offices, attended the recent opening of the Spangler Co., in Harrisburg. The Sonora Distributors have taken on the local distribution of the Philtrex B. Eliminator.

Personnel Changes at Brunswick Branch

As the Brunswick Co.'s newest Seville and Madrid types of machine grow in popular favor the local offices are shipping all goods received to the retailers just as soon as they are received from the factory. The staff of the Quaker City branch was submitted to several changes in the personnel in the November days. Former Assistant Manager Joseph T. Callahan has severed his connection with the Quaker City offices to join his former employers, the Colum-

(Continued on page 90)
Give your customers unfailing radio power
~operated AUTOMATICALLY by the set switch!

At a click of the set switch, Unipower enables automatic radio operation . . . . . . never-failing "A" power . . . . . . undisturbed reception! That's why every customer needs it and will thank you for selling it to him.

With the addition of its remarkable new automatic switching feature, Unipower is again making radio history. It makes possible a power-operated set under one control,—the set switch,—without change in "B" power supply or set wiring. Complicated wiring is entirely eliminated—installation is as simple as that of a storage battery.

Other new refinements to a proven principle—the principle of trickle charge plus the indispensable rapid charge found only in Unipower—are present in the new 6-volt Unipower. Four trickle rates, operated by a simple dial, enable the user of heavily-worked multi-tube sets to adjust the power to the exact rate necessary to his individual set and hours of use.

Experts designed Unipower—time and performance have proven it totally fool-proof. There are no parts that need adjustment or that will need replacement during the normal life of the product. It is so constructed that it cannot fail.


Unipower
A GOULD PRODUCT

AUTOMATIC "A" POWER WITH "B" POWER CONTROL
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 88)

bia Phonograph Co., with the local forces. His duties at the Brunswick Co. headquarters here have been taken over by Paul Crockett, who comes from Boston. Mrs. Florence Hanleé, formerly with the New York offices of the Brunswick, is now in charge of the record department. District Manager George A. Lyon made a tour of the Berkshire regions in the past month and attended the opening of the new store devoted exclusively to the Brunswick, the Welby Music House, of Alletown, Pa., and the dedication of the newly opened store of the Select Furniture Co., Wilkes-Barre. Having extended the retailing of Brunswick machines and records, the Select Furniture Co. has opened a store adjacent to its long-established business. The new store is under the management of E. W. Krause.

Kirk Johnson Co. Opens Improved Store
A newly renovated and enlarged store has been opened by the Kirk Johnson Co. in Lancaster, Pa., where during the past month the doors of the modernized home were thrown open as a preliminary holiday occasion for the display of the various lines of instruments handled by the firm and particularly for the talking machine department and the Brunswick, Allentown, Pa. A broadcasting station has been added for the exploitation of the Kirk Johnson store. The firm was remembered with many floral tributes by Philadelphia associates and friends, among them the Brunswick Co. and the Philadelphia Victor Distributors, Inc. W. W. Lorenzo, of the Philadelphia offices of the Brunswick Co., journeyed to Lancaster to attend the dedication of the new home. The Kirk Johnson Co. will, during the month of December, combine with the J. H. Trupp Co. in the exploitation of the Brunswick, featuring a joint advertising campaign for the holidays in the local newspapers.

Southern Dealers Add Val Phonic Line
Manufacturers in the Southern States have been so gratified with the preliminary tryouts of the newest of additions to the line of the J. A. Fischer Co., 730 Market street, that they have decided to add the Val Phonic reproducer as a permanent feature to the various makes of talking machines put in that field. The tour of the trade in the South during the past month made by Julius A. Fischer brought about the line-up of many new patrons for the Val-Phonic reproducers. The factory here has been urgently in need of increased production to meet the needs of the nation in these specialties, and with the Southern talking machine producers now among the firm’s consumers of the Val Phonic it has been found necessary to operate on a night-and-day basis.

On January 1 the firm will bring out the new Val Phonic tone arm, of unique design and specially finished in antique effect to correspond with the Val Phonic reproducer. The dealers have been salvaging their losses on the older-type machines by selling of the Val Phonic tone arm and the Val Phonic reproducer and in this way modernizing the old-type machines. There just has been issued by the Fischer Co. a new and handsomely compiled as well as serviceable Valley Forge Main-spring Chart, listing sixteen new sizes and completing an assortment of eighty new sizes now produced by the company in the Valley Forge line. Irwin Epstein, of the company, who has been touring the West, is to return to headquarters here in time for the Christmas holidays and all road salesmen will be at headquarters here until after the New Year.

Jacob H. Keen Making Portables
Having a few months ago dissolved partnership with William Posner, of the Guarantee Talking Machine Co., Jacob H. Keen is now engaged in business on his own account, with headquarters at 109 North Tenth street, as a manufacturer of the Keen portable talking machines, repair parts, etc. The Keen portable is being produced in ten colors of Keratol leather and has the Silent Motor and other high-grade equipment.

Strong Demand for Guarantee Portables
Four models of the Guarantee portables have been heavily in demand and the rush on these keeps factory headquarters of the Guarantee Talking Machine Supply Co. humming on a night-and-day basis of operation. The four models that now are most popular are the Keen Tone, Guarantee Special, Guarantee De Luxe and the Guarantee. They are now being shipped to Australia, Japan, Roumania, Dutch East Indies, South Africa, South America and all parts of the United States.

The Philadelphia Victor Distributors, Inc., 835 Arch street, will turn in with the appearance of the Silvertown Cord Orchestra when it appears here at Keith’s Theatre, January 3. The dealers will be furnished with display matter and announcements of the various records in the Victor list made by the Silvertown Orchestra and the Silver Masked Tenor.

Sales-building Record Windows
Walter Stainthorpe, who conducts a Victor store at 2073 Chelten avenue and one of the leaders in enterprising methods for the exploitation of these products in this city, developed an attractive and sales-pulling window during the month. He featured the Orthophonic records with a large sunburst made of the mammoth record for the center sun and radiating rays of rainbow shades in streamers of crepe paper to which were attached the various recordings.

Novelty and originality were combined in the display of the “Shut Your Eyes Window,”

 Guarantie Portable

Furnished in
COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH BLUE

SPECIFICATIONS:
1. Textile Leather Case.
2. Improved Record Motor.
3. Plays Two 10" Records.
5. Specially Low Reproducer.
8. Patented “No-Spill” Needle Cup.
9. Size 11½" x 11½" x 7½".
10. Weighs 15% pounds.

Guarantee Special Portable
Retail for $12.50
Write for Prices in Quantity

GUARANTEE PORTABLE

GUARANTEE TALKING MACHINE SUPPLY CO.
35 N. NINTH STREET
PHILADELPHIA, PA.

Write for our latest Main Spring Chart

"Trilling & Montague, wholesale radio merchandisers, Philadelphia, are recognized as one of the few wholesalers actually giving dealers service with a capital 'S.'"

A TALKING MACHINE PUBLICATION.

DISTRIBUTORS FOR

KOLSTER

KROSLY

by

CREBE

7ENITH

Elephant Chargers
Eclipse Bicycles
Eagle Batteries

Portable Eliminators
Patent

Richelieu Printers
R. E. Products

Siltone Speaker
Silver-Marshall

Sterling Meters

and many others

Write for our 1926-27 Catalog

TRILLING & MONTAGUE
WHOLESALE RADIO MERCHANDISERS

(Continued on page 92)
The latest model Windsor Cone Loudspeaker has astonished the world of radio. In convenience, quality of reception, and extremely low price, it far surpasses anything yet offered. The cone is 22 inches in diameter and is mounted on a sounding board which, in turn, is supported by an easel back. It can be hung up on the wall, as in the picture above, or stood upon any flat surface as shown in the picture below. It contains the famous Windsor loudspeaker unit noted for the extreme clarity and fidelity of reproduction.

**Model 210**

(Pat. Applied For)

22-inch Cone Loudspeaker with sounding board and easel back.

$15.00

(West of Rockies, $16)

(Pat. Applied For)

With Moulded Composition Horn Loudspeaker and 18-inch Cone Loudspeaker.

Above is shown a beautiful Windsor Loudspeaker Console, finished in either Walnut or Mahogany, which provides ample space on top for any radio set. The battery shelf beneath will accommodate all necessary equipment. Equipped with either Moulded Composition Horn or 16-inch Cone Loudspeaker.

Size: 38 in. x 18 in. and 29 in. high. Price...

(West of Rockies, $42.50)

To the right is shown the newest Windsor Loudspeaker Console. It is equipped with a 22-inch Cone Loudspeaker and cabinet suitable for 7-inch radio panels up to 26 inches in length. Battery shelf provides ample space for all equipment. Beautifully finished in either Walnut or Mahogany. Price (without receiving set) ...

$44.00

(Pat. Applied For)

Model 1000 with 22-inch Cone Loudspeaker

Note to Dealers: Write or wire today for details of the highly profitable Windsor line.
which gave prominence to the Victor records during the month in the store of J. Ralph Wilson. "Shut Your Eyes and Imagine the Artists Themselves Are Playing for You," says a banner strung across the window, while a huge face with prominent eyes made up the centerpiece on either side of which were the Orthophonic machines.

News Gleanings
Miss Freda Anker, head of the record department at the Gimbel Bros. department store, is being extended the sympathy of the trade upon the passing of her mother, whose death occurred November 3.

The store formerly occupied by Ertel's at 5017 North Fifth street now is owned by Harvey Horman, for many years associated with the sales staff of the Victor Co., Camden. Since taking over the Ertel's store the place has been remodelled and modernized.

When Santa Claus made his daily visit to the auditorium of the new branch addition of the Gimbel Bros. store, where the toys were on display, the children visitors were greeted by echoes from the Juvenile Song list of the Victor Co. The Victrola will be used for concerts in the auditorium from time to time by the Gimbel store and has been installed as a permanent feature in the hall for entertainments and special events.

Miss M. Lennon, who formerly was with Ertels, is now associated with the record department of the F. A. North Co., 1206 Chestnut street, having succeeded Miss Mary Malqueen, resigned.

F. J. Heppe Convalescent
Trade sympathy was extended to Florence J. Heppe, head of C. J. Heppe & Son, 1115 Chestnut street, who during the month was confined to the Jefferson Hospital suffering from an acute attack of indigestion. In the early days of December the hospital reported President Heppe as on the road to recovery, with prospects of removal to his home in mid-December, where he will remain until sufficiently recuperated to resume his duties at head of the firm.

Stages Formal Opening
Philadelphia friends and associates of the Spangle Music House, of Harrisburg, Pa., journeyed to the Capital City during the month to join in the opening ceremonies of the remodeled and modernized home at 2112 North Sixth street.

Victor Car Advertising to Reach 40,000,000 Riders

Considered One of Most Extensive Street Car Advertising Campaigns Sponsored by Any National Advertiser in Recent Years

It was announced recently in various advertising publications that the Victor Talking Machine Co. had completed arrangements for a one of the most important and extensive street car advertising campaigns that have been sponsored by any national advertiser in recent years. The Street Railway Advertising Co. carried double pages in various magazines advising the advertising fraternity that Victor car cards would reach 40,000,000 daily riders in the street cars of the United States with a card in every car on the company's entire list. This gives an idea of the magnitude of the campaign, which is merely a part of the Victor Co.'s consumer advertising.

The list of railways whose advertising is controlled by this campaign covers cities and towns in the United States from the Atlantic to the Pacific and from Canada to the Gulf. Several very attractive car cards featuring Victor Orthophonic products have already been prepared and one of these cards is shown in the accompanying illustration. The cards are designed in several colors and will form an important link in the 1927 Victor publicity campaign.

Sonora and Sparton Lines Shown in Fine Setting

Quality Furniture Co., Joliet, Ill., Drew Attention to the Products It Handles by an Attractive Display at Radio Show

A setting of refinements was the keynote in the display of the Quality Furniture Co., Joliet, Ill., at the Joliet Radio Show, held recently, where the phonograph and radio products of the Sonora Phonograph Co. were exhibited, together with radio receivers manufactured by the Sparks-Withington Co., of Joliet, Mich. Solid brass, lined lights, tapestry furniture, flowers and ferns served to lend an atmosphere which attracted the radio show visitor and displayed the merchandise to the best advantage. The Quality Furniture Co.

Fine Exhibit of Sonora and Spartron Lines added the Sonora line in August and has made an enviable record in radio merchandising in its city during the past few months.

Emphasizes Need of Right Batteries With Power Tubes

Pointing out that power tubes are power handlers, not power producers, the National Carbon Co., manufacturer of Eveready batteries, stresses the necessity for the use of the proper battery in connection with the new power tubes. It is stated that power tubes consume more B battery current and they require greater C battery voltage. Officials of the National Carbon Co. said that the Eveready Heavy Duty B battery is particularly well equipped to give the extra power handled by power tubes and should be used in preference to light duty batteries. It is said that dealers will insure better customer satisfaction in specifying the Heavy Duty battery wherever power tubes are used.

Fada Issues New Booklet

An attractive booklet on harmonized reception has been issued by F. A. D. Andrea, Inc., New York, to Fada dealers for distribution to the public. It is written in a non-technical manner and features the Fada line, with particular attention to the Fada eight-tube and six-tube models and the Fada cone speaker.
That's a Stevens!

Stevens quality is instantly recognized by eye and ear.

Stevens Speakers sell best in competition—they challenge comparison with all others—and they win!

Give your customers an opportunity to hear Stevens Speakers show them the decorative qualities of these wonderful musical instruments—and the sale is made.

Stevens Speakers cut your selling costs and increase your turnover profits. This is not mere theory—hundreds of enthusiastic dealers are doing it right now.

Are you sharing in this success?

The Famous Stevens "TT" Balanced Armature Unit

Another unique feature is the Stevens "TT" unit—the only unit built on the tensile tension principle developed by years of experiment and test. The armature is fastened at both ends and is perfectly balanced between the pole pieces. Being under tension, this absolutely eliminates "freezing" to the pole pieces—a common trouble with the ordinary unit. Furthermore, the coil winding is synchronized with the tension so that even excessive current will not disturb the quality of reproduction. Each unit is carefully adjusted at the factory and needs no further adjustment for any kind of a receiving set.

Great Combination Offer

When you handle Stevens Speakers you have the advantage of a great combination—superior product and real, honest-to-goodness dealer and jobber co-operation.

Stevens Speakers are made and sold right, and are backed by dealer helps, publicity, national advertising, and local advertising in conjunction with distributors.

Stevens dealers are enthusiastic. You, too, can share in the profits of this fast selling line. Write to-day for full details.

Stevens Speakers

STEVENS & CO., Inc. 46-48 E. Houston St., N Y.

Made by the Pioneers of Cone Speakers
Christmas profits for you—
sell TUNGARS

The increase in sales of Tungar Battery Chargers at Christmas time for the past few years proves conclusively that they are ideal gifts.

They are welcomed because they bring with them assurance of full power for radio sets—for years to come. And they also promise the motorist no run down starting battery. So Tungar is a two-fold gift—and therefore twice as easy to sell.

Tie-in with our Christmas national advertising. Dress your window and showcase by displaying Tungars and using the specially designed Christmas tag.

List Prices
(East of the Rockies)
2 ampere Tungar $18
5 ampere Tungar $28
Trickle Charger $12
(60 cycles—110 volts)

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.
Caswell

Sends a Christmas message of appreciation and good will to dealers, jobbers and associate manufacturers. The support and patronage of our dealers and jobbers has been the outstanding feature of the portable phonograph industry the past year, and in return we extend sincere wishes to all members of the trade for a year of prosperity.

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.

ST. PAUL AVE.
AT 10th STREET

Dealers View Grimes-Viking Radio at Dinner


David Grimes, Inc., 151 Bay street, Jersey City, N. J., manufacturer of the Grimes radio receivers, recently held a dinner for its metropolitan dealers at the Hotel Pennsylvania, New York City. Following the dinner a demonstration of the new Viking models was given. These new receivers are now being delivered to the trade in quantities and incorporate some of the very latest developments and performances of the David Grimes, Inc., engineering staff.

The dinner was given under the auspices of both David Grimes, Inc., and the Radio Circular Co., distributor in New York and surrounding territory, of which Mac Levy is the head. Mr. Levy, who is well known in retail trade circles, paid a warm tribute by those who attended the dinner.

Lee Brown, of Picard, Brudner & Brown, the advertising agency handling the David Grimes, Inc., account, acted as chairman for the dinner and introduced the various speakers. The talks were quite short and the evening was given over mostly to demonstrations of the Viking receivers.

The receivers shown were the Viking Imperial in both table and console and the Viking Standard in table model. The sets performed excellently and brought forth particular comment upon the quality of tone. Stress was laid by the speakers upon the durability of the workmanship and the elimination of service following sales.

Representatives of the Grimes organization present were R. Lowe, James F. Bell, Frank E. Burdette and A. E. Kizzi. The dealers who were present at the demonstration were unanimous in their conviction that the new Viking models will find a ready and hearty reception from the radio-buying public.

Silent Motor Corp. Makes 'New Double Spring Motor'

A new double spring motor, Model DS, which will play approximately five phonograph records, will shortly be announced to the trade by Herman Segal, president of the Silent Motor Corp. This new motor will incorporate all the features which have won recognition for the well-known Silent motor. Mr. Segal states that samples are ready, and that he is prepared to quote attractive prices on quantity orders to manufacturers. The Silent motor factory in Brooklyn, N. Y., has gone into production on the new motor, and preliminary, conferences with leading phonograph manufacturers lead Mr. Segal to believe that it will be necessary to increase the Silent motor manufacturing facilities at an early date.

The Silent motor line now comprises two models of double-spring motors and one single-spring model.

R. K. Kind Is Appointed

Thorens General Manager

New Executive Will Make Headquarters in New York—Was Formerly Connected With Thorens Plant at Ste. Croix, Switzerland

The formation of Thorens, Inc., a new corporation which will handle the well-known Thorens line of Swiss phonograph motors and musical goods in the United States, was announced by Frederic Hermann Thorens, prior to his sailing for Switzerland on December 15.

Mr. Thorens has been in the United States for several months reorganizing the firm's interests here, made necessary by the recent death of Louis Henry Junod, who represented the Thorens line of motors and other products in the United States for many years.

Simultaneously, Mr. Thorens announced the appointment of R. K. Kind as general manager of Thorens, Inc. Mr. Kind, who will make his headquarters at the company's offices in New York, was formerly connected with the Thorens works at Ste. Croix, Switzerland, where he gained a thorough knowledge of the line. Recently Mr. Kind was general manager of the Joseph Schlitz Beverage Co. Thorens, Inc., will handle in the United States all products manufactured by the Swiss firm, including cigar lighters and other novelties.

A repair parts department will be maintained by Thorens, Inc., at New York for the convenience of the trade.

The Euphonic

—an instrument of distinction

1927 will be a great year for Euphonic Dealers

Christmas Greetings

In extending Yuletide greetings to the phonograph industry, we must express our deep appreciation of the recognition afforded Euphonic products.

It will be our privilege to co-operate with representative music merchants in making 1927 a year of profit and satisfaction.

WASMUTH-GOODRICH CO.
Manufacturers of Phonographs and Radio Cabinets
Peru, Indiana
New Stores and Changes Among Talking Machine Dealers During the Past Month

New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors

Alabama

Emery—The Manning Music House has been established here at 241 Nineteenth street. M. D. Manning, formerly with Ladd & Bates, of Savannah, Ga., is proprietor.

Arkansas

Van Buren—A new music store has been opened here by El. Overby and Willard Mcmichael.

Beber Springs—P. Westerman has opened a music store in the Shelton building, carrying a complete line of musical instruments.

California

San Diego—The San Diego Music Co., was recently chartered by C. E. Butler, John Bockro and T. F. Silley.

San Francisco—Walter Wiggins, who operates the Sunset Music Store, has moved to a new location and has added to the lines carried.

San Francisco—H. W. Mitchell has purchased the stock and business of W. Statham, music dealer, at 24 Hill street.

Sacramento—The local branch of the Haunchfield Music House has been closed out and the company will concentrate on the Oakland store.

Hollywood—A branch music store will shortly be opened at 1756 Hollywood Boulevard by Barker & Los Angeles.

Colorado

Music Vista—The Charles B. Wells Music Co., Denver, has opened a branch store in the Cramer Building, with Andrew J. Speich as manager.

Connecticut

Meriden—The Gibbs Piano Co., has opened a branch store at 88 West Main street here under the management of J. C. Lavinirano. A full line of musical instruments is carried.

Thompsonville—Lovers' Lovers' Shop, which also conducts a branch at Windsor Locks, has filed a petition in bankruptcy with assets of $4,000 and liabilities of $14,663.

New Haven—The A. B. Clinton Co., which has been located for several years at 33 Church street, has moved to new quarters at 421 Chapel street, in the heart of the business district.

Wilmington—A charter has been granted to Charles A. Gruick, who will deal in musical instruments with a capital stock of $100,000.

Florida

Miami—The Calumet Music Co., has moved into new quarters at 62 West Flagler street.

Miami—The Johnson Music Co., has opened a "Serve-U-Self" music and radio store at 11 West Flagler street.

Gainesville—C. A. Powers has taken over the talking machine and music department of the Gainesville Furniture Co.

Orlando—George MacKay & Co., furniture dealers, recently added a talking machine section carrying a full line of Brunswick phonographs,ographs, and records.

Georgia

Atlanta—The Clarke-Atlanta Music Co., which for the past ten years was located at 58 Auburn avenue, has now moved to a new store at 45 Auburn avenue.

Savannah—The B. J. Shipward Co., music dealer, has moved to more handsome and considerably larger quarters at 220 Broughton street, West.

Georgia

Foer—The Lacey Music Co., has been incorporated with a capital stock of $72,000 by John M. Niemah and Martha Meyer.

Davidd—The Benjamin Temple of Music, 36-42 North Varnum street, has taken over the business of the Person Piano Co., of Indianapolis, and C. H. Morrison has been made manager.

Bloomington—A. C. Ensmen has opened a complete music store on West Locust street.

San Francisco—L. E. Ware has been appointed manager of the Haddock Music House, 220 Ninth Main street, succeeding D. Decker, who has resigned.

Chicago—A charter has been granted to Bohanak, Inc., 322 West Congress street, to deal in musical instru-

ments.

La Salle—The Groves Music Shop, which has been doing business in Beirut, Furniture Store, has taken new quarters two doors west of the present location.

Chicago—A charter has been granted to the Inter-

state Music Co., 253 Juden avenue, to conduct a general music business with a capital stock of $50,000.

Chicago—The Boswell Music Shop, 1104 South Halsted street, was recently incorporated with a capital stock of $30,000.

Rockford—A stock of photographs of the Williams Sport Shop has been acquired by Fred W. Ranser, 39195 Chestnut street.

Arlt—Everett Henrik has opened a new music store.

Indiana

Covington—Russell Davies is continuing the music business formerly conducted by J. R. Burke.

Marion—The Marion Piano Co., has been incor-

porated to deal in musical instruments with a capi-

tal stock of 1,000 shares of no par value.

Elegant—The Owsley Music Co., is completing removal of its stock from Spencer to attractive quar-

ters.

South Bend—T. H. Main is preparing to move his music store from 107 West Division street to new quarters at 206 West Jefferson Boulevard.

Kansas

Lawrence—S. W. Kirkley recently opened a new music store, carrying a complete line of instruments.

Kentucky

Ashland—Scott Bros., music dealers, plan moving to a new location in the near future.

Maine

Millinocket—Whalen's, Inc., has taken over a music store and will carry talking machines and other musical instruments.

Massachusetts

Springfield—The music store of Forbes & Wallace on Federal street, will soon move to a new location at the Lawler building.

Boston—The Perkins Piano Co., was recently in-

corporated with a capital stock of $100,000 to deal in musical instruments.

Michigan

Detroit—Grinnell Bros., have taken a lease on the property at 1534 Broadway and will open a branch store at that address as soon as necessary alterations are completed.

Alpena—Additional space on the second floor of its building has been obtained by the Howe Music Store, Second avenue and Water street.

Minnesota

Rochester—The Lindsey-Rich Piano Co., has pur-

chased the stock and fixtures of a store in the Lawler Theater building and will operate a general music store there.

Minnapolis—The Radio & Victrola Shop, formerly located at 338 West Broadway, has opened a new store at 211 West Broadway.

Minneapolis—The Boland Co., carrying a full line of musical instruments, has moved to new quarters at 19 South Eighth street.

Missouri

Centralia—M. L. Poind is suffering considerable dam-

age to his stock from a fire of unknown origin.

St. Louis—A talking machine department is being added by Country's Piano Co., 1106 Olive street.

New York

Albany—The Baker Music House has established a branch store at 97 North street.

Oswego—Stephen C. Hosly has purchased a con-

trolling interest in the Franklin Co., and will conduct the business under the name of the Stephen C. Hosly Music Co.

Newburgh—Harvey Morse has purchased his partner's interest in the music business of Birge & Moore.

Depew—The Depew Music Store has opened at 61 Main street with a complete line of musical instru-

ments.

New York—The Greek Music Co., 615 Eighth ave-

ue, has taken over and will carry the adjoining store to care for the growing business.


Saranac Lake—The music store of Henry P. Leit at 2-3 Bloomfield avenue, which was gutted by fire some months ago, has been renovated and en-
larged and has re-opened for business.

Cleveland—Charles R. Edel has changed the entire business of the firm of Edel & Thompson and is continuing the business under the name of the Edel

(Continued on page 98)
Making Radio History

The Slagle 2-dial control line of receivers is an outstanding success. All working units are completely protected from each other and the outside by cast-aluminum shielding.

The finest achievement of over 15 years of building high quality radio sets, you will find them a genuine pleasure to sell. The value is there—prices low for the quality. The performance is as nearly perfect as a set has given to date. The owner gets an ever increasing amount of pleasure and satisfaction from his purchase.

That’s a combination that builds profitable business for you and for us through you. Let us tell you more about it.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana

Slagle Radio
We Extend Our Sincerest Wishes to all our friends for
A Merry Christmas and
A Very Happy and Prosperous New Year

SUPERIOR PHONO-PARTS CO.
799 Broadway, New York City
Factory: NEWARK, N. J.

New Stores and Trade Changes of the Month

(Continued from page 96)

Cleveland—The Millburn Piano Co. has opened its remodeled warehouse at 5841 Broadway, featuring the Brunswick Panatropes, phonos, small goods and sheet music.

Cleveland—Jerry Freiberg has opened a music and jewelry store at Ever Fifty-fifth street and Broadway.

Creation—Fred C. Elsinger, music dealer of Bucyrus, is opening a branch store here.

Ohio

Cordell—A new music store has been opened by the J. E. Bennett Music Co., featuring the Zenith line of radios and Gutierrez pianos.

Arias—The Columbus Piano Co. has leased a building here for the purpose of installing a branch store, which will be under the management of Y. H. Nunn.

Oregon

Portland—Allen McGinnis, formerly manager of the talking machine department of the Hyatt Music Co., has assumed the management of the phonograph department of the Soehnling Lucas Music Co.

Portland—C. B. Heims has been appointed manager of the new branch of the Hyatt Music Co., which will open shortly in the Hollywood theater building.

Astoria—The Bee Hive department store has opened a music department carrying a full line of instruments. H. H. Princhoke is manager.

Pennsylvania

Huntington—W. A. Turner, former music dealer of this city, has purchased property in Mt. Union, Pa., with a view to building a music store on the site.

Somerset—The stock and interests of the Collins Music Store have been purchased by E. A. Ferguson.

Harrisburg—The new house of the Spangler Music House was opened last month with appropriate ceremonies.

Williamport—The Harrisville Furniture Co., 326 West Fourth Street, has taken over an adjoining store and has added a line of musical instruments and radio receivers.

Kutztown—Byron A. Stein, who carries a line of talking machines, will move to larger quarters at 225 Main Street in the near future.

Finleyville—The Finleyville Piano Co., has opened new warerooms in the Finleyville building with J. T. Smith as manager.

Tennessee

Nashville—Allan Wellborn, formerly with the O. K. Hoch Piano Co., has been appointed manager of the Hoch C. Street Piano Co.

Five Points—A new music store operated by the Price Music Co., has recently opened in the Handy Price building on Charlotte street. A complete line of instruments is carried.

Texas

Galveston—The Galveston Piano Co., carrying a full line of musical instruments, recently celebrated the opening of its new quarters at 2153 Market street.

San Antonio—J. L. Norris has been appointed manager of the new store of the A. F. Hoye Co.

Mission—G. H. Jackson and J. L. Miller are preparing to open a music store here.

Graveton—A large stock of merchandise, including talking machines, was destroyed by fire recently in the store of the Truettson & Kelly Co.,

Utah

Ogden—A branch of the Beezley Music Co. of Salt Lake City, has been opened in the department store of W. H. Wright & Sons Co., Washington avenue, with A. J. Crandall as manager.

Washington

Vancouver—Suitable quarters for a music store have been obtained by James Waggener, Jr., in the New Central building, 1206 Main street.

West Virginia

Charles-town—The Culver Music Co. recently held a formal opening of its new store at 35-37 Capital street.

Benevola—Mrs. A. P. Newberry is the proprietress of a music store which opened here recently.

Wisconsin

Cumberland—The Mandar Music House has moved to larger quarters in the Zimmerman building.

Baraboo—Willy's Music House was recently purchased by Ted J. Holstein, formerly district representative of the Gutierrez Co.

Sunside—The Talcott Music Store was recently opened here with fitting ceremonies.

Royalty of Roumania Use the Bell & Howell Camera

Camera Has Won World-wide Fame as Shown in Accompanying Photograph of Queen Marie Using the Bell & Howell on Palace Grounds

The world-wide fame of the Bell & Howell camera product, which now includes the popu-
Here's What Landay Bros. Say of

KELLOGG
Flawless Reproduction.
Radio

Inductive Tuning, a new and exclusive Kellogg development, has brought to Radio a greater simplicity of operation. Stations are spread out on the station selector seven times farther apart than heretofore. For the first time, also, equal efficiency is had at all wave lengths.

Sherman, Clay & Co.
on the Coast, Present
KELLOGG
Flawless Reproduction.
Radio

In the console model there is a built-in speaker made of a new material and so designed as to give a far more even amplification of all musical notes. Either the table or the console models can be fitted with A and B power units for operation from the electric light socket.

Grinnell Bros. Enthusiastically Endorse
KELLOGG
Flawless Reproduction.
Radio

Desirable territories are still open and dealers are cordially invited to write in for complete details on these advanced receivers and full information on the Kellogg franchise. Kellogg Radio is a line of fine musical instruments well suited to music dealers.

Kellogg Switchboard & Supply Co.
1066 West Adams St., CHICAGO
We bid you a Merrie Christmas

“To the Heavens above us
Oh, look and behold
The planets that love us
All harnessed in gold!
What chariots, what horses
Against us shall ride
While the Stars in their courses
Do fight on our side?”

Christmas 1926

Consolidated Talking Machine Co.
Distributors of Okeh-Odeon Records
227 W. Washington Street Chicago, Illinois
Middle Western Retailers Take Advantage of Tie-Up Opportunities and Sales Gain

Shortage of Certain New Models, Especially Talking Machines, Is Reported—Entire Trade Prepared for the Expected Holiday Rush—News and Trade Activities of the Month

Chicago, Ill., December 8.—Distributors of and dealers in phonograph and radio receiving apparatus, generally, throughout the city of Chicago, as a result of the changed conditions, have experienced a slight lull in business during the past three or four weeks, although the first of December was looked upon by many trade authorities as the turning-point and the beginning of the actual holiday buying season. The full in buying has, perhaps, been more noticeable in radio than in talking machines and records, since there is far more competition in the first named field, due to the fact that there are so many retail outlets for radio receiving apparatus of all kinds.

In the talking machine field a comparison with the corresponding period of last year shows that November, 1926, was ahead of the sales volume of the same month of 1925, for the new type phonographs and electrical reproducing instruments had barely been introduced at that time. However, the so-called pre-holiday slump is looked upon as only temporary, and is something which financial authorities and bankers agree occurs each year at this time in some degree.

In many cases, distributors and dealers have given an entirely different report, stating that they are experiencing trouble in obtaining a sufficient quantity of merchandise to meet the demand placed upon them. This is especially true in the talking machine field, where a number of manufacturers have only released a few machines and have not yet placed their plants on a full production basis. Many dealers are still receiving shipments placed on "back order," the machines being delivered to consumers who have been waiting for a certain model or cabinet design.

Dealers in this territory recently have had several exceptional opportunities for the exercise of sales promotional ability and those who have taken advantage of them through advertising and publicity have profited. The Army-Navy football game, from which thousands of disappointed fans were turned away because of the limited seating capacity, brought about the purchases of numerous receiving sets. Weeks in advance of the struggle dealers throughout the city had issued a note of warning through newspaper advertising and window displays, suggesting the delivery of a radio set to the home, where the family could listen to the game in comfort. Hundreds of installations were made both in the city and throughout the Middle West because of this one event and the fact that the dealers had grasped an unusual opportunity.

That interest in the talking machine and phonograph music is running high is shown by the steady increase in record sales. A gain over October sales is reported in the great majority of instances, with a greater increase expected during the next three weeks of holiday shopping. Local appearances in theatres by popular individual artists and recording orchestras have accomplished much in a promotional way, coupled with the advertising appearing in the daily newspapers, and the individual efforts of the retail merchants and their salespeople.

Auditorium Orthophonic Victrola Interests Chicago music lovers have been given an opportunity to hear the Auditorium Orthophonic Victrola, an instrument of large size and tremendous power, during the past few weeks, as it has been demonstrated for some time at the Lyon & Healy concert hall and also in the Walnut Grill of Marshall Field & Co. Both Auditorium Orthophonic Victrolas, now in Chicago for the holiday season, are identical in every way to the one demonstrated at Atlantic City, N. J.

Marshall Field & Co., in introducing the Orthophonic Victrola recitals, held from two until five o’clock each afternoon, issued the following announcement: "Each business day a recital of miscellaneous musical numbers will be played in the Walnut Grill from two until five. This program will be changed daily. This huge instrument produces a vast volume of sound, and whisper-like tones are reproduced with great clarity. People have stood a mile (Continued on page 102)
from it and heard distinctly its music and an audience of 200,000 recently listened to it without the means of amplification.

W. C. Fuji, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York City, passed through Chicago late in November on a trip for the Pacific Coast. He spent some time with A. J. Heath, manager of the Columbia Chicago office, and expressed great satisfaction as to the volume of Columbia business now being secured throughout the country. He is expected to visit Minneapols and Chicago on his return trip to the East.

The Chicago branch of the Columbia Phonograph Co., Inc., is now receiving more substantial shipments of the new Viva-tonal Columbia instruments than for some time past, according to A. J. Heath, manager. This is evidently pleasing to the management of the Columbia Chicago office, for it enables the local branch to fill many orders which have been on file for the past several weeks.

Otto Heineman Visits Chicago Trade

Otto Heineman, president and general manager of the Okeh Phonograph Corp., New York City, spent several days in Chicago determining the local trade during the latter part of November. While in the city he called at the local Columbia office for a visit with District Manager A. J. Heath, who was indirectly associated with Mr. Heineman several years ago. Mr. Heineman visited the trade in St. Louis before returning to New York.

Columbia Records Coming

Columbia dealers in Chicago and the Middle West territory may anticipate receiving, in the very near future, new Columbia records by their favorites, including Ted Lewis, Paul Ash, Ruth Etting, Ford and Gleau, Art Kahn, Al Handler and others, as a Columbia recording expedition spent several days in Chicago recently for the purpose of recording the many Columbia artists now in the city. J. S. MacDonald, assisted by Eddie King, gave his personal supervision to the recording of the new Columbia numbers.

Victor Dealers Tie Up With Whitman

With the appearance of Paul Whiteman and his orchestra, Victor artist, in Chicago for a period of three weeks, the Chicago Talking Machine Co., local Victor distributor, together with dealers throughout the city and surrounding territory, has brought about a very effective tie-up. Whitman appeared at the Chicago Theatre the week of November 25, spent the second and third week at the stage of the Tivoli Theatre, and the last week at the Uptown, the theatres being important houses in the Balaban & Katz circuit, located in the three most important trade centers in the city.

Because of Whiteman's popularity and the fact that he has made only three Chicago appearances the theatres have enjoyed capacity houses and interest in his recordings has greatly increased. Green and white window streamers together with cut-outs of Whiteman's face and lists of his records displayed in dealers' windows throughout the city have helped to draw attention to the Whiteman discs. In addition, the Chicago Talking Machine Co. and a number of dealers sponsored and signified this advertising in one of the local newspapers showing on a map of the city the names and locations of the music stores where his recordings might be secured. According to reports from dealers throughout Chicago, the results have been very gratifying, and with the thousands who will hear Whiteman's orchestra before it finishes this Chicago engagement it is expected that the sales volume will mount considerably higher.

Novelty of Making "Movies" Grows

The home motion picture camera has an appeal which carries it into the possession of people in all walks of life, for the novelty of making "movies" and projecting them at home seems to carry with it the same thrill as the owner of a new radio receiver feels when he first tunes in a distant station. The accompanying photographs show the widows and individuals who have been in the public eye for some time, Estelle Taylor, Jack Dempsey and William Beaudine, a prominent motion picture director. They were caught by the photographer at the M. G. M. Ball, at the Hotel Astor, New York City, with Mr. Beaudine in a typical directing pose and Mr. Dempsey acting as camera man with a film camera, made by the Bell & Howell Co., of Chicago.

Organize Phonograph Art Society of Chicago

At a meeting held on November 30, there was organized The Phonograph Art Society of Chicago by a group of men and women interested in collecting and bearing music recorded for and produced by the phonograph, for the purpose of promoting a better appreciation of music generally. Other aims of the association are encouragement and assistance in the art of recording and in the publication of records of the best of all music.

To promote the objects of the Society, recitals will be held regularly in order to keep the members acquainted with the latest recording developments. Men and women connected with the phonograph industry, as individuals, in either the wholesale or retail divisions, are eligible for membership.

The Society, in its initial meeting, paid tribute to the work done by the National Gramaphonic Society of Great Britain in organizing societies of similar character and signified its desire to

(Continued on page 104)
Jewel Brass Tone Arm and Concert Reproducer

Standard Length ten inches in stock. Made in nine or nine and one-half-inch lengths only on special quantity orders.

A HIGH-GRADE BRASS TONE ARM made with an instrument taper from the reproducer to the base. The patent floating felt lined soundproof collar insures a positive delivery of sound waves into the tone chamber, and carries a solid column of tone from the reproducer to the amplifier. The base flange is made of pressed steel four inches in diameter and is very strong and durable. The lower tubular part extends one inch through the motor board. Diameter of the tubular part 1 13/16 inches. Finished in beautiful ebony black, which harmonizes perfectly with either nickel or gold finish. List price Nickel $15.00; Gold or Oxidized finish $20.00.

JEWEL CONCERT REPRODUCER
VICTOR AND COLUMBIA DEALERS, increase your record sales. It is a well known fact that there are hundreds of thousands of phonographs, the owners of which have tired of them, consequently THEY BUY NO RECORDS. Revive these by selling them a JEWEL CONCERT REPRODUCER. IT IS especially adapted for the electrically recorded records, and a demonstration not only shows that it is much superior to the old style reproducer, but in almost every instance it means a sale. Attached in a minute. No tools required, no adjustment necessary. List price nickel plated $5.00; gold or oxidized finish $7.00.

JEWEL TYPE B Loud Speaker Unit
This compact little unit represents a truly remarkable development. The substantial soft rubber hub eliminates metallic vibration, forms an air tight connection and makes a real loud speaker out of the Victor, Edison or any other good talking machine that has a standard size hub like the Victor. Simply take off the regular reproducer and put on the Jewel Type "B" Unit and you will have a speaker of ample volume with a full, clear, natural tone that must be heard to be appreciated. Takes up no more room than the regular reproducer and is easy to take off and put on without tools. Complete with Cord list price $6.00.

Manufacturers and Dealers, write for discounts

154-160 Whiting Street
Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

affiliate with the British organization, and work in harmony with its aims. The following officers were elected at the November 30 meeting: William Braid White, president; A. G. Hambroek, vice-president; B. M. Mai, treasurer, and George W. Oman, secretary. Committees were appointed to work out the details of organization, programs and methods and will report at the next meeting, which will be held on December 14.

Electrical Research Lab’s Staff Changes
Two changes were recently made in the sales organization of the Electrical Research Laboratories, Chicago, makers of Erla receiving apparatus, according to an announcement received from the firm’s headquarters, V. W. Fitz was added to the staff as divisional sales manager of the Chicago territory, which includes the States of Illinois, Michigan, Iowa and Kentucky. Jack Mueller, formerly western Pennsylvania representative, has been transferred to the Boston district in the capacity of divisional sales manager. He has charge of Erla sales in Massachusetts, New Hampshire, Vermont, Maine and the western part of New York State.

Introduces New Type of Multi-Plug
A new type wall box Multi-Plug was recently announced by Howard B. Jones, of this city, manufacturer of the Jones Multi-Plug line for battery connections. The new product is a standard seven-contact socket mounted on a 12-inch board and equipped with a regular cable and plug. Batteries and unsightly wires may be removed from the room entirely by installing the new plug socket in the backboard of the room, and a connection from the telephone or power supply unit can be made in the same manner as a floor lamp. The dealer can demonstrate any number of sets for his prospects without changing battery locations by simply interchanging the plugs and cables connected to his several receivers. The new plug, complete with a four-foot cable, retails for $1.25.

Henry A. Otis to Represent Phonoparts Co.
A recent announcement of interest to the music trade contained news of the appointment of Henry A. Otis, Chicago, as Western representative of the Mutual Phonoparts Co., New York City, manufacturer of phonograph reproducers, tone arms and radio loud speaker units. Negotiations were completed in New York City between Mr. Otis, S. Garfinkle, president, and A. P. Francipane, secretary, of the Mutual organization, as a result of which Mr. Otis will serve the territory west of the eastern boundaries of Michigan and Indiana, selling Mutual products to manufacturers and distributors. His appointment becomes effective January 1, 1927, and he will continue to maintain his headquarters at the Brewster Hotel, 500 Diversey Parkway, Chicago.

Mr. Otis is a prominent and popular member of the talking machine trade, his association with the industry dating back to 1913. He served as factory superintendent of the Perkins Phonograph Co., Chicago, for a period of eight years and is recognized as an authority on production, materials and plant management. He resigned from that position early in 1925, to accept the office of secretary of the Phonograph Manufacturers’ National Association, a position which he now holds. His thorough knowledge of the phonograph manufacturers’ problems, obtained through years of experience and contact in the trade, makes him particularly well fitted for his new connection.

Visits New York Sonora Headquarters
C. S. Tay, president of the Tay Sales Co., local Sonora distributor, and Ray Rielly, district manager of the Sonora Phonograph Co., spent the third week of November in New York City, making their headquarters at the general offices of the Sonora Co. On the return trip they stopped at Detroit, and at the Sonora plant in Saginaw, Mich., where they were the guests of John Herzog, vice-president of the firm, in charge of cabinet production.

Delta Electric Co., New Battery Charger
A new popular-priced radio accessory, the No. 12 Hi-Lo “A” battery charger, was recently introduced by the Delta Electric Co., Marion, Ind. The manufacturer, in the initial announcement, states that the charger, which is very compact, charges at either a high or low rate. It is a low rate small output or trickle charger, which by a special winding of the transformer coils has the added feature of being capable of being completely converted to the full capacity of the tube by merely turning a toggle switch. The “Hi” charging rate is approximately 1½ amperes, and the “Lo” rate approximately one-half ampere. It is adapted to 110 to 115 volts A. C., sixty cycle, and the makers state that the cost of operating the Delta “Hi-Lo” is one-tenth cent per hour. The container is of pressed steel, finished in rich mahogany baked enamel, and the bulb and mechanism are completely enclosed. The Delta Electric Co. hold the prominent position in the automotive and hardware fields as a manufacturer of spotlights, bicycle lamps and electric lanterns.

Radio Furniture Market Opened
The Radio Furniture Market was opened in Madison street, Chicago, was opened a short time ago for the purpose of providing a center where in lines of radio furniture manufacturers might be displayed. About 20 manufacturers have already placed their radio cabinets, tables and consoles on display at the Radio Furniture Market, where they may be inspected by the trade. The officials of the Radio Furniture Market act as sales representatives, selling to radio manufacturers, distributors and dealers. In case a consumer visits the display and wishes to purchase a cabinet, his name and address are referred immediately to the exhibitor or his nearest representative. The convenience of the location of the new institution and the homelike attractiveness of the displays have already evoked widespread comment and interest in the trade.

Decision of Significance
A decision of significance in the radio broadcast interest in the radio broadcast situation was recently rendered by Judge Francis S. Wilson, of the Illinois Circuit Court, restraining station WGES from broadcasting on a wave length closer than 50 kilocycles to that of station WGN, operated by the Chicago Tribune. The decision is based on the principle that priority of time in the use of a wave length, and in the construction of equipment and expenditure of sums of money for broadcasting on this wave, creates a right to the unimpeded use of that wave channel which must not be violated by other stations.

H. G. Saal Co. Anticipated Henry Ford
That the H. G. Saal Co., manufacturer of Saal speakers and other radio equipment in this city, has been running a six days-working-day week for the past five years was learned through a recent interview with Leslie S. Gordon, president of the firm. Since the announcement of “Ford’s five day week” manufacturers generally have been forced to a consideration of this much-discussed plan, and it is interesting to note that the Saal Co., a pioneer in the field, anticipated the Ford plan by five years.

“Man for man,” Mr. Gordon said, "we have
It's Here
The Sensation of 1927

The Newest Addition to the
World's Most Complete
Line of Speakers

$10.00
$10.00

The New UTAH
Cone Speaker
14½" high

Also Utah Cone Speaker
Free Edge 17½ in. High

$16.00

Utah Standard
14" Bell
$22.50
The Speaker with
the Golden Throat

Utah Junior
11" Bell
$12.50

Utah Book
Speaker
Looks like an open
book
$19.00
17½"x13½"

Utah Superflex
Reg. U. S. Pat. Off
$10.00

Made in Salt Lake City
Trade Mark Registered

UTAH RADIO PRODUCTS CO., 1421 S. Michigan Ave., CHICAGO
noted greater efficiency. Increase has been more noticeable in the Summer, when the extra hours can be spent outdoors, than in the Winter, when the weather necessitates his being indoors. The change was instituted at the request of the workers themselves. When the question was put to a vote among the employes of the various departments the result was practically unanimous. At the time the change was instituted the H. G. Saul Co. organized a recreation club, purchasing twenty acres and a clubhouse at Pirstakey, Ill., where the employes could spend the week-end holidays and thus derive full benefit from the extra day of freedom.

The Simplex Antenna Is Introduced

The Simplex Antenna, a new radio product, was introduced by G. H. Schubert, Chicago, a short time ago, and the announcement of the device marks the return to the music-radio industry of an individual whose acquaintance with the trade dates back many years. Mr. Schubert was an Edison dealer in Reno, Nevada, in 1907 and 1908, later establishing himself in Chicago as a manufacturer of coil-capable record racks for Edison cylinder records from 1908 to 1910. The rise in popularity of the disc record at that time caused him to discontinue manufacture, and it was only recently that Mr. Schubert again entered the music trade ranks, this time with an antenna.

Constructed on a unique principle, the Simplex Antenna is said to be suitable for any make of set from the crystal to the multi-tube receiver. It consists of a wooden staff, upon which is wound a conductor of special magnetic wire, scientifically constructed. Between the wooden staff and the seventy-five feet of magnetic coil is an insulating material, and the antenna is installed by mounting on a pole or rod, of either wood or metal, erected on the roof or other elevated object. The antenna, which retails for three dollars, is now being handled by many dealers throughout the country and is said to be meeting with success wherever it is demonstrated. It is demonstrated at the request of the prominent dealers, the work has been undertaken, in collaboration with the D. J. Quinn Sales Manager Sonotron Tube Co. of D. J. Quinn has been appointed general sales manager of the Sonotron Tube Co., Chicago, according to an announcement made by Harry Chirelstein, president of the firm. Mr. Quinn is a veteran of the Sonotron sales staff, having been associated with the organization for the past three years, is well known throughout the trade, and his many friends will be glad to learn of his new appointment. He will spend much of his time in travel, visiting important centers and working in co-operation with Sonotron dealers.

**Product Is Known as Radi-A**

Through an error, the name of the "A" product was manufactured by the B 加on & Stratton Corp, Milwaukee, Wis., was misspelled in the November issue of this publication. The product is known as the Radi-A" and operates direct from the light socket, eliminating both the A battery and charger.

**Great Dealer Tie-Up With Sonora**

Within recent weeks the Chicago trade has witnessed a particularly fine example of cooperation advertising on the part of dealers scattered throughout the city. Twelve dealers have contracted for six full pages in the Chicago Herald & Examiner, to appear on successive Monday mornings, in a campaign which will run throughout the period of holiday buying. Six other dealers have banded together and are using an advertisement, half-page in size, in four successive Sunday editions of the same publication.

American Electric Co., Inc., Makes Debut

The music-radio trade was interested in the announcement recently made of the incorporation of the American Electric Co., Chicago, which for some time has been engaged extensively in the manufacture of forms radio apparatus, including speakers, units and battery eliminators. The extensive manufacturing facilities and engineering experiences of this company have been combined with the like resources of the Monarch Telephone & Manufacturing Co., also of Chicago, a firm equally as well known to the telephone and electrical appliance trade.

The organization is now known as the "American Electric Co., Inc.," and will continue to operate its large plant at Sixty-fourth and State streets, Chicago. An extensive manufacturing and advertising program has been planned, and with the added resources and increased engineering and sales forces the new organization announces that it will be in a position to give the trade whatever is required in service and the best possible in radio equipment.

**Excellent Reports Regarding Radio Reception**

The present radio season promises to be the best from a reception standpoint of any year since the development of radio, according to a prediction recently made by Leonard E. Parker, chief radio engineer of the Stewart-Warner Sperometer Corp., Chicago. His statement is based on information compiled by his assistants in the Stewart-Warner radio research laboratory, from reports received from over sixty-five points in the United States, and information collected through WBBM, the Stewart-Warner Air Theatre.

"Doubtless my prediction on the results that have been apparent already," said Mr. Parker, "in our own laboratory we have observed unusual clarity of reception and have been able to bring in the most distant stations without much trouble. I have been particularly surprised at the absence of static, except on occasional nights. Distant stations have been coming in through so well that we have had no trouble in tuning them in through the maze of Chicago stations, which number, I believe, more than forty.

We have also received reports that confirm our own information from our sixty-five Stew-

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**TUBES That Bring Old Sets Up-to-Date!**

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**THE LARGEST LINE OF TUBES IN THE WORLD**

**NATIONALLY ADVERTISED**

Nationally Advertised Standard Quality
A NEW Deal For Dealers!

There are certain factors which control the extent of every dealer's success. If every one of these factors are carried to the highest possible point your complete success is assured.

We are offering you A New Deal which does that very thing. It is of most importance to you—to every dealer of today.

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.

Then you are interested in this New Deal, which also eradicates service worries and excess handling.

Find out all about this wonderful proposition, "A New Deal For Dealers." Do not wait until someone else beats you to it. Fill in the coupon and mail in today—NOW.

**ELECTRICAL RESEARCH LABORATORIES**
2500 Cottage Grove Avenue, Dept. D52, Chicago, Illinois

Please send me complete data regarding your "New Deal For Radio Dealers." I understand that this inquiry opens up a new avenue of profits and does not obligate me in any way.

Name: ____________________________
Firm Name: ________________________
Address: __________________________

ELECTRICAL RESEARCH LABORATORIES
CHICAGO, ILLINOIS, U. S. A.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

Sell the "Molliformer"

THE "B" UNIT That Is Guaranteed Low in Cost, Unequaled Tone Quality, Ample, Uniform Power—In Use Two Years

Chassis of B-Unit

The "Molliformer" "B" Unit Ready for Use

The "Molliformer" is backed by two years of startling performance that has placed this unit far in advance of all other "B" Eliminators. The "Molliformer" assures years of service without attention. There are no acids to spill—no corrosive fumes—no expensive, critical rectifying tubes. Thousands of users endorse the "Molliformer" for the long-lived, dependable service it affords.

Two "Molliformer" Models—Completely Assembled—Ready for Use

Model FW4, 35 milliamperes at 90 volts .......................$22.00
Model D4, 40 milliamperes at 120 volts .......................$27.50

Units for 23 and 40 cycle current $2 additional

EXCLUSIVE TERRITORY

Write today for discounts. Exclusive territory still available. Circulars sent upon request.

C. E. JACOBS, Sole Manufacturer
2808 N. Kedzie Avenue, CHICAGO

Everyone wants to do it a little better than the others... Everyone wants to be ahead of the times—to excel... 

SO DO WE

—but in extending our season’s greetings to our friends, we want to do it in the good old fashioned way and say with the feelings and spirit our forefathers did

A Merry Christmas and
A Happy New Year

TARG & DINNER MUSIC CO.
"The Wholesale Music Center"
229 W. RANDOLPH ST.
CHICAGO, ILLINOIS

Mr. Kennedy has enlarged his headquarters until the organization practically uses one-quarter of the entire floor of the Republic Build-

The Hadley Co., Chicago, Ill., was recently incorporated, with a capital stock of $60,000, to deal in talking machines, radio apparatus and furniture. The incorporators are H. W. Barsell, J. Arroy, Moses Felder and M. B. Rosen-

THREE-WAY DEPENDABLE MUSIC CO.

M. J. Kennedy

ing. He is president of the National Piano Travelers Association, and is popularly known as the man who "put the Piano Club of Chicago on the map."

Here’s a Traveler

I. Hannan, of New York City, one of the Talking Machine World's old friends, claims the distinction of being the greatest traveled subscriber to this well-known magazine. He crosses the ocean to England or back again nearly every week—forty times a year for forty years—a total approximately of four million miles to his credit.

Hadley Co. Chartered
Grigsby-Grunow-Hinds Co.
Seeks Name for "B" Supply

Manufacturer of Majestic "B" Current Supply Invites Name and Slogan for Product—$1,000 to Be Awarded to Coiner of Winning Slogan

December 1 marked the opening date of a contest sponsored by the Grigsby-Grunow-Hinds Co., Chicago, through which the consumer public is invited to send in suggestions for a name and a slogan for the Majestic "B" Current Supply, manufactured by the firm. Believing that the words "B Current Supply" and slogans have already improved, the Grigsby-Grunow-Hinds Co. is offering a cash prize of $1,000 to the person sending the best suggestion, together with a short letter giving reasons for the proposed name and slogan. In the initial announcement it was stated that the name "Majestic" is to be retained, but the firm is seeking a new and better word or phrase for "B Current Supply."

An extensive advertising program is to be sponsored to announce the contest and urge newspaper readers throughout the country to visit the nearest Majestic dealer for a demonstration of the product. A series of advertisements will appear in over fifty metropolitan newspapers each week, the campaign being launched on January 2 and ending on January 20, when the contest will close at midnight. The prize contest will undoubtedly focus the attention of millions of radio fans on the popular Grigsby product.

Window displays, counter display cards and other sales promotion material for dealers' use have already been placed in the hands of distributors of the Majestic current supply and the contest will doubtless bring forth a tremendous public interest in the product itself and an increase in sales to those dealers who are handling it.

The final decision as to the winner of the contest will rest in the hands of a judge, or a committee of judges, in either case the decision being made by individuals not connected with the Grigsby-Grunow-Hinds organization in any way. The award of the judges will be published in the February issue of The World and all correspondence relating to the contest is to be addressed to Contest Manager, care of Grigsby-Grunow-Hinds Co., Chicago.

New Columbia Accounts
Opened in Buffalo Field

VerBeck Musical Sales Co. and S. J. Butler Among Dealers in Western New York District to Take on the Viva-tonal

BUFFALO, N. Y., December 8—Several new and important Columbia accounts have been opened in this territory during the past few weeks by E. L. Wallace, manager of the local distributing office. Among them are the VerBeck Musical Sales Co., on Main street, and S. J. Butler, on Jefferson avenue. Mr. Wallace is exceptionally well pleased with the manner in which the Viva-tonal and Columbia records are being accepted by the consuming public as well as the trade. Record sales are climbing to new heights, and the Viva-tonals are moving from dealers' floors almost as rapidly as they are received. The Columbia Music Shop, on Michigan avenue, has greatly stimulated business through its broadcasting station, which sends on the air each afternoon musical programs featuring Columbia artists. Exploitation of records made by "The Buffalonians," a local dance orchestra, has just begun, Mr. Wallace said. This organization is claimed by local dance enthusiasts to be one of the finest of its kind in this part of the country, and its popularity will undoubtedly boost Columbia records generally, in Mr. Wallace's opinion. Their programs are received by radio fans who tune in on WEBR, the Columbia Music Shop's broadcasting station. Mr. Blumenthal, representing the foreign department of the Columbia Co. in New York, visited the trade of this district recently, stimulating new interest in Columbia foreign records.

Birnbach Radio Products
Have Good Trade Reception

The Birnbach loud speaker extension cord unit, manufactured by the Birnbach Radio Co., New York, has met with a splendid reception among the trade and a healthy demand has been experienced for this radio accessory. It permits moving the loud speaker to any point of the room without disturbing the receiver, and allows the operation of several loud speakers in various rooms in the home. Other radio accessories manufactured by the Birnbach Radio Co. include battery cables, head set and loud-speaker cords and battery connectors.

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Opened in Buffalo Field

VerBeck Musical Sales Co. and S. J. Butler Among Dealers in Western New York District to Take on the Viva-tonal

BUFFALO, N. Y., December 8—Several new and important Columbia accounts have been opened in this territory during the past few weeks by E. L. Wallace, manager of the local distributing office. Among them are the VerBeck Musical Sales Co., on Main street, and S. J. Butler, on Jefferson avenue. Mr. Wallace is exceptionally well pleased with the manner in which the Viva-tonal and Columbia records are being accepted by the consuming public as well as the trade. Record sales are climbing to new heights, and the Viva-tonals are moving from dealers’ floors almost as rapidly as they are received. The Columbia Music Shop, on Michigan avenue, has greatly stimulated business through its broadcasting station, which sends on the air each afternoon musical programs featuring Columbia artists. Exploitation of records made by “The Buffalonians,” a local dance orchestra, has just begun, Mr. Wallace said. This organization is claimed by local dance enthusiasts to be one of the finest of its kind in this part of the country, and its popularity will undoubtedly boost Columbia records generally, in Mr. Wallace’s opinion. Their programs are received by radio fans who tune in on WEBR, the Columbia Music Shop’s broadcasting station. Mr. Blumenthal, representing the foreign department of the Columbia Co. in New York, visited the trade of this district recently, stimulating new interest in Columbia foreign records.

Birnbach Radio Products
Have Good Trade Reception

The Birnbach loud speaker extension cord unit, manufactured by the Birnbach Radio Co., New York, has met with a splendid reception among the trade and a healthy demand has been experienced for this radio accessory. It permits moving the loud speaker to any point of the room without disturbing the receiver, and allows the operation of several loud speakers in various rooms in the home. Other radio accessories manufactured by the Birnbach Radio Co. include battery cables, head set and loud-speaker cords and battery connectors.

Amesco Orthophone Introduced

Broadening its activities in the radio accessory field, Amesco Products, Inc., New York, has announced the production of the Amesco Orthophone. The Orthophone is a unit designed to be connected between any loud speaker and receiver. It is said that the use of the Orthophone protects the loud speaker in several ways and results in increased volume and improved quality without distortion. Officials of the Amesco organization state that the Orthophone will appeal particularly to the users of the new power tubes, and it is stated that the manufacturers of power tubes now recommend this output arrangement, advising against the inclusion of the speaker directly in the plate circuit of the tube.

Moore-Bird & Co., Denver, Colo., will distribute the Birkbke line of power units.

**Christmas Greetings to the Trade**

**The ORO-TONE COMPANY**

1010 George St.

Chicago, Ill.
Radio Co-ordinating Committee Urges Emergency Broadcasting Control Measure

Four-day Conference in Washington by Committee Representing All Branches of the Radio Industry Results in Report Asking Congress to Take Definite Action

WASHINGTON, D.C., December 6—The National Radio Co-ordinating Committee, representing all branches of the radio industry, organized transmitting amateurs and numerous listeners' leagues, met in conference at Washington for four days and on December 3 issued a report urging that Congress, which meets to-day, enact an emergency control measure to prevent the granting of licenses to any more broadcasting stations after to-day. The committee also urged that the control of radio be placed in the hands of a Federal Radio Commission and the Department of Commerce.

It is vitally necessary, the committee stated in its report, that legislation controlling radio be enacted during the present session of Congress and to this end it seemed that two steps appeared necessary:

"1. The enactment of an emergency control measure which will prevent the further complications of an already complicated situation by prohibiting the issuance of any more licenses for the operation of radio broadcasting stations after December 6, 1926.

"2. The bringing out of conference of a comprehensive and adequate general law governing the whole radio industry.

"The emergency control measure is necessary because broadcasting stations are now increasing at such a rate—to be specific, one a day—as to cause not only confusion on the air but the possibility of even greater confusion.

"Regarding the form of Federal control, the committee stated that it preferred not to make a statement in favor of either the White or the Dill bills, but felt obliged to express an opinion, "based solely on the idea of the good of the industry and the radio listener."

"Having made our position clear, the committee, eliminating all considerations except those for the good of the radio listener and the industry and the existing subject matter in the Senate and House bills, favors a control consisting of two bodies—a Federal Radio Commission and the Department of Commerce, whose functions shall be as determined in the House bill. These functions should be so adjusted in the administrative powers as to clearly demonstrate the standards used in cases for decision as hereinafter recommended and to define and clarify large discretionary powers and control in the commission.

"The committee understands that this proposed Federal Radio Commission has full appellate powers and can hear and decide cases arising both in and outside of the Department of Commerce, and that there is a final appeal to a Federal court from the decision of the commission."

With reference to the allocation and use of wave lengths the report suggested that they be determined on the basis of the following factors:

"1. The length of time during which stations, existing at the time this act becomes law, have operated.

"2. The character of service rendered by them.

"3. The requirements of their zones and communities for radio service.

"To state it briefly, the doctrine we have developed may be said to be as follows: A broadcaster has no vested rights as against the United States government, but he has certain clearly defined rights as against other broadcasters."

This term of radio licenses, the committee said, should not be for less than five years, providing that the licensee is operating his station "properly and regularly."

Walter A. Strong, of Chicago, was chairman of the committee which rendered the report. Other signers included Paul B. Kugh, executive chairman, National Association of Broadcasters; Arthur T. Hoag, president of the Radio Manufacturers' Association; R. W. Demott, president of the Radio Magazine Publishers' Association; Louis B. F. Raycroft, chairman, Radio Section, National Electrical Manufacturers' Association; Charles H. Steward, vice-president, American Radio Relay League; Harold J. Wrape, president, Federated Radio Transmitting Association, and Elisha Hanson, counsel, Newspaper Broadcasters Committee.

Imperial Phonograms are equipped with our NEW TRIPARTITE AMPLIFIERS.

Three scientifically proportioned and designed Tone Chambers combine in one Unit.

They will please the Dealer who is looking for volume Reproduction without sacrificing quality.

PHONGRANDOMAKE SELLING EASIER.

The Tone, the Quality and the Prices are right.

Send for Catalog and Prices

FOREIGN INQUIRIES SOLICITED

Imperial Phonograms

FUEHR & STEMMER PIANO CO.

1934 Wentworth Avenue

Chicago, III., U. S. A.


Plaza Music Co. Issues Xmas Portable Sales Aids

Each year at this season the Plaza Music Co. makes a special effort to encourage talking machine retailers to take advantage of the possibilities in portable talking machine sales. For the past several years the holiday period has been an unusually active one for portable talking machines. Bearing this in mind and based upon past sales experience the Plaza Music Co., manufacturer of the Pal portable, has issued a special Christmas and other holiday sales literature.

This material includes window strips, cut-outs, placards and circular matter. The text of this advertising matter is all in a holiday vein and carries persuasive arguments for the Pal portable as gifts.

Daweac, Inc., New York, has declared an extra dividend of 25 cents in addition to the regular dividend, payable February 1.
Would you like some of this $2000.00?

Do you own or operate a store selling radio supplies? Given all material, can you trim a window so that it will make folks stop, look and listen? If so, you are eligible to join this

$2,000.00 PRIZE CONTEST

for winning window displays of advertising material featuring the

McDonald Howl Arrester

"It Stops that Howl"

TRADE MARK

Patented Dec. 7, 1926. No. 1,610,208

Infringers will be vigorously proceeded against.

From now until February 15th, 1927 the contest is on. You don’t have to buy a thing. We furnish without charge complete advertising material for your windows and give you suggestions for displaying it to best advantage.

Fair Play for All

Each display will be judged as to its Originality, Effectiveness and Good Taste by the Committee of Five disinterested judges well known in the radio field. Your opportunity is as good as any.

Let your window bring you tangible profit!

All ABOARD! Cut me out and mail me Right NOW!

SPARTAN ELECTRIC CORP., 350 W. 34th St., N.Y. C.

Kindly send, without obligation to me, full particulars about your $2000.00 Prize Contest for Best Window Displays of Advertising Material featuring the McDonald Howl Arrester.

Name and Title

Name of Firm

Address
New York Bankers Secure Control of the Victor Co.  

(Continued from page 3)  
The banking interests in taking over control of the company stated that the continuity of the present management would be preserved after the change in ownership and that further announcements regarding the future plans for the company would be made at an early date. 


Make Sales Campaign on "Playtime" Recordings  

Plaza Music Co. Putting Special Impetus Behind Children's Records—Circular and Display Material Sent to Dealers  

Throughout the month of December the Plaza Music Co., 10 West Twentieth street, New York City, is making a special sales campaign on its "Playtime" records. These products are seven-inch double-faced records embodying songs, games and stories for children. The titles include practically all of the familiar songs of the nursery. Such records as "Jack and Jill" "Old King Cole," "Sing a Song of Sixpence," "Mother Goose" are all available in this catalog. 

In conjunction with its special sales drive the Plaza Music Co. has issued much more circular matter and display material for dealers' use. The sales department of the company states that these records have a ready sale wherever displayed and when placed in a prominent position in the store together with the sales literature substantially increased sales are made. 

Landay Bros. Hold Opening in New Haven  

New HAVEN, CONN., December 6.—Formal opening of the new Landay Hall, local headquarters for Landay Bros., Inc., at 790 Chapel street, was held here recently and several hundred patrons were shown through the establishment. The quarters have been lavishly decorated in a manner suitable to the extensive displays of all kinds of music goods. The piano department, under the management of John McAdams, includes Estey period model grands, Behr Bros., pianos and other makes. Brunswick and Victor talking machines and a full stock of both kinds of records are handled in the phonograph department. Sheet music, small goods and radio are also carried in separate departments. The new Landay store here is under the management of Michael M. Slone. 

J. A. Fischer Co. Features Val Phonic in Broadside  

Attractive Publicity on Reproducer Issued by Maker of Valley Forge Line  

PHILADELPHIA, PA., December 8—The J. A. Fischer Co., maker of Valley Forge main springs and talking machine repair broadside, of this city, has issued an attractive broadside on the Val Phonic reproducer. It features the reproducer itself and the Val Phonic outfit, including the Valley Forge tone arm and the Val Phonic attachment for the Edison. There is also shown the Bridgeport attachment for the Edison, the new Bridgeport reproducer and the Valley Forge tone arm. The first page of the broadside is devoted to an interesting analysis of the market for the new type of reproducer as experienced by the J. A. Fischer Co. 

In referring to this broadside, J. A. Fischer, president of the company, states: "From the latest broadside on the Val Phonic reproducer have been very gratifying. When the Val Phonic reproducer was first conceived no thought was given to production and after many months of experimentation along original lines the sale of the Val Phonic reached the point that we have twice had to double our production. This has encouraged us to build new tools that will make it possible for us to deliver in tremendous quantities. This is the third step in the history of the Val Phonic and from present indications it would seem that still further expansion would be necessary before long."

Royal Blue Model Cabinet Selected as 1927 Leader  

Rockford Sales Corp. Announces Model 540 as Leader of Complete Line of Radio Cabinets—Contains Loud Speaker and Battery Space  

The Royal Blue model No. 540 has been selected by the Rockford Sales Corp., Division of the Federal Furniture Factories, Inc., New York, as its leader for the 1927 season. This "Cabinet, by Irving," which includes a loud speaker and battery compartments, is an attractive piece of furniture and is built to accommodate the Atwater Kent compact and other standard models. 

The Federal Furniture Factories, Inc., operate a number of large furniture factories throughout the country and maintain extensive display headquarters at the Furniture Exchange, 206 Lexington avenue, New York City. The Rockford Sales Corp., Division of the Federal Furniture Factories, Inc. has entirely to do with radio cabinets. Practically every known style of radio cabinet is included in the line of which the Royal Blue model is the leader. In an announcement made by David E. Kahn, director of sales, he refers to the new price standard established by this leader and reports that the output for 1927 is already being rapidly absorbed.
The "Radiano" Makes Its Debut in the "Twin Cities"

Attached to Sounding Board of Piano, It Eliminates the Microphone in Transmission and Loud Speaker in Reception

Announcement was made recently of a new device called the "Radiano," which, attached to the sounding board of a piano, eliminates the microphone when used in broadcasting piano numbers. When used for reception purposes it "converts the piano into a loud speaker, from which all sounds, including speech, but particularly piano numbers, are reproduced with remarkable fidelity," state the inventors, Fred W. Roehm and Frank W. Adsit, of St. Paul, Minn. When used in receiving, the "Radiano" is connected with the receiving set and the sounding board reacts similarly to the diaphragm of a loud speaker. Demonstrations are said to have shown it capable of loud volume without distortion. Mr. Roehm states that arrangements are being made to have the device manufactured and assembled by one of the leading radio corporations of America.

On Monday evening, November 29, piano music was broadcast through station WCCO, St. Paul, without the use of a microphone, but with the "Radiano" attachment, and the program was received at a Minneapolis, Minn., music store without the conventional loud speaker, but with a "Radiano" attachment to a grand piano. One of the local newspapers reported that at the music store "the Radiano" used on the grand piano created the impression that the receiving piano was playing itself. The tones were such as seldom have been achieved through the familiar types of loud speaker."

Gibbs Co. Opens Branch

Manchester, Conn., December 6.—The Gibbs Piano Co., of Springfield, Mass., has opened a branch store here at 88 West Main street. J. C. Laviana is manager of the new store, which will handle a complete line of pianos and other musical instruments. The Gibbs Piano Co. maintains branches in Springfield, Pittsburgh, Holyoke, Hartford, New Britain and Torrington. This concern is one of the most successful in the New England section.
Columbia Sales Volume in the Baltimore Territory Reaches a New High Figure

W. H. Swartz, of Columbia Wholesalers, Inc., Declares November Business Smashed All Previous Records—200 Per Cent Gain in Foreign Record Sales—Demand Covers All Lines

BALTIMORE, Md., December 10.—Columbia business during the month of November was astonishingly good, being the largest Columbia month thus far recorded, according to W. H. Swartz, vice-president of Columbia Wholesalers, Inc.

"October had previously smashed all sales records, but November set a new mark," said Mr. Swartz.

Smashing full-page advertisements coming every month in the big newspapers with the smaller advertisements running two or three times a month, coupled with the wonderful double-page spots in such magazines as the Saturday Evening Post, and exciting dealers' enthusiasm have helped accomplish the big results noted above. Many dealers put in a Columbia advertisement every week featuring both machines and records, some agents advertising twice a week. This is being backed up by a lot of special circulars, window displays, etc., so that people in this section have seen the Columbia more frequently than ever before.

"Hecht Brothers had an unusually fine window display in both their big stores, at Howard and Franklin, and Baltimore and Pine streets. Isaac Benezeh, one of Baltimore's largest department stores, also devoted a whole window to Columbia exclusively, getting fine results through the use of special lighting effects on the Viva-tonsals.

"Columbia dealers in this section enjoyed increased sales through appearance at a local theatre by Al Lentz and His Orchestra.

Foreign Record Sales Increase

"Foreign record business in Baltimore and Washington is showing an increase of nearly 200 per cent ahead of last year. A local Bohemian paper carried three half-page advertisements by the Klecka Levy Co., the Baltimore German paper carried a full-page advertisement, inserted by five dealers grouping together. The Italian paper has carried a Columbia ad every week, whereas this time last year none of these papers had known of Columbia advertising.

"The Italian colony of Baltimore gave a large ball at the Knights of Columbus Hall to raise money for a Valentine memorial during the showing of the special Valentine film. The audience also was entertained by a big Viva-tonal Columbia placed on the stage. Kaufman Music Shop arranged this special display and got quite a few prospects.

Stages Successful Demonstration

"The Sheperd Music Co., of Cumberland, arranged a big Columbia demonstration in its local theatre, having a large display of all the new Viva-tonsals. Large crowds were attracted. Many other dealers were in dealing with Viva-tonal demonstrations before Rotary Clubs, Lion Clubs, Parent Teachers' Associations and other organizations.

"The G. Fred Krantz Music Co., one of Balti more's largest music stores, reports the sale of quite a few models No. 611 to Baltimore schools.

"R. J. Riley, popular Columbia representative for Washington and Virginia territory, an nounced the arrival of Raymond J. Riley, Jr. Mr. Riley's many friends in the dealer organization have joined in hearty congratulations."

Radio Sales, although still much retarded through lack of stock, are nevertheless ahead of November, 1925, the increase coming especially in the sale of the fine new sets now put out by F. A. D. Andrea, Inc., as well as by the Croxley and Mohawk Co.

Radio Holds Its Own

"The new Fada eight-tube sets have taken qualities. Dealers are so enthusiastic over this new product that the Baltimore agents grouped together last Sunday and put in a full-page ad vertisement in the Baltimore Sun on Fada ex clusively. Burgess batteries and Philco eliminators are selling heavily. Incoming carloads have not even been put in the warehouse, as these units were sold before machines arrived. W. F. Roberts, manager of E. F. Droop & Sons, Inc., Victor jobbers, said: "Business for the first few days of this month has been pheno menal, and we are oversold on practically all models of the Orthophone store, those selling around $300.00. Our business last month showed an increase of 100 per cent over No vember, 1925, and in October we did two and one half times as much business as the corresponding month last year. Our chief diffi culty to-day is not selling the goods but getting the goods after they are sold. We have been completely sold out for the past six weeks and the best we can do with the small ship ments received is to give a dealer about one or two machines of a model where he wants ten. The record business for the past few months, has shown large increases right along and dealers to-day are buying twenty-five and fifty sets of a single piece or song, where before they bought about five or ten."

Shortage of popular models of the Pan trope, especially the Cordova, still exists and lack of Seville, Madrid, Cortez and Valencia models is seriously handicapping the local agency of the Brunswick Co., according to Manager Charles F. Shaw. "We have been oversold on all these models for some time," he de clared, "and especially the electrically operated P-11 and P-R-148, as well as phonographs with radio combinations. This is especially true on the high-priced combination models which are made with good sales in this territory. The record business also con tinues to show large increases each month, and especially for Vocalion records." Mr. Shaw, who has just returned from a trip to Chicago and stopped off for a visit in St. Louis, where he represented the Brunswick before coming to Baltimore, has just been elected a member of the Kiwanis Club of Baltimore as representing the wholesale phonograph and radio industry.

Dealers Add New Lines

New dealers recently signed up as Brunswick dealers include Gilmor-Ham-Snyder, of Charlotte ville, Va.; J. N. O. W. Graves, of Danville, Va.; Hanson & Hodges, of Covington, Va., and Hanson & Thomas Furniture Co., of Southern Pines, N. C.

New Vocalion dealers signed up by the agency include L. H. DeWese, of Kent Lyn, Va.; A. F. Horning, Baltimore, Chas. M. Lee, Cumberland, Md.; Adams Music Co., Statesville, N. C.; Chus. Marino, Baltimore: John W. Graves, Danville, Va.; Hanson & Hodges, Covington, Va., Gilmor-Ham-Snyder, Charlotte ville, Va., and Atkinson & Thomas Furniture Co., Southern Pines, N. C.

Baltimore's newest music store, the Bruns wick Music Shoppe, was opened on November 26, at 424 South Third street by Charles Marino. This is an exclusive Brunswick store featuring the complete line.

Dealer Uses Clever Plan to Get Live Prospects

Distributes Pencils With Store Ad to School Children Within Wide Radius of Store

Rounding out the elusive prospect! The following method of securing a large list of likely prospects was used by J. E. Duer, proprietor of Duer's Electric Shops at Stoughton and Edgerton, Wis., and resulted in placing the machines for the sales force to follow up. A quantity of lead pencils were purchased with the store's name and the name "Atwater Kent Radio" printed thereon. Mr. Duer's high school within a ten-mile radius of the cities in which his stores were located and arranged to give one pencil to each pupil. This was accom panied by a simple questionnaire card upon which was requested "Parent's Name," "Ad dress," "Have You a Radio Set" and "Pupil's Name." The children readily filled out the cards and Mr. Duer stated that the teachers all gave splendid cooperation.
No dealer is interested in just another radio set—even a good one. The market is already crowded with "good" radios. "Good" is not good enough. A set to stand out in competition and attract customers to your store must not only be efficient in reception but also distinctive in appearance. The wrought-iron Spanish Chest cabinet of the New Thermiodyne, fashioned by expert craftsmen after a delightful XVI century original, is easily the most distinctive piece of radio furniture of the year. Its all-metal construction provides double shielding against internal and external inductance; and while it weighs less than a well-made wooden cabinet of the same size, it is practically indestructible.

EFFICIENT RECEIVER

The improved circuit using seven tubes employs three steps of tuned radio frequency, detector, and three audio stages consisting of one step of high quality transformer and two steps of resistance coupling—an arrangement which the leading radio engineers agree is ideal to get both volume and tone quality. It cannot radiate, and self-generated howls and squeals have been made impossible.

MASTER CONTROL

Of the many distinctive features of former Thermiodynes, ease of control has probably been mentioned most frequently. A pioneer in the field, Thermiodyne's Master Control has of course been imitated: but it is still far ahead in clinching point-of-sale demonstrations. Even the most blasé radio fan will gasp with astonishment when you show him this: Starting at the lowest graduation on the dial, turn the knob very slowly. Stations will rush in and out so close on each other's heels he can't help being amazed that they do not crowd or interfere. When you stop at any station that is the only station heard. Greater selectivity is impracticable and can be had only at the expense of the quality of reception.

Write NOW for details of our complete new line. Every day you wait you are losing money.

Manufactured exclusively by

ALGONQUIN ELECTRIC COMPANY, Inc.

LEO POTTER, President

Main Office: 120 Broadway, New York, N. Y.

Factories at Poughkeepsie, N. Y.
Columbia Graphophone Co., Ltd., Bids for Minority Stock of American Company

Move Is In Line With Progressive Policy of Columbia Graphophone Co., Ltd., of London, of Consolidation of International Interests—Expression of Confidence in the Industry

In line with its progressive policy of a consolidation of international interests, the Columbia Graphophone Co., Ltd., of London, has sent out a notice to stockholders of the Columbia Phonograph Co., Inc., offering to purchase the outstanding minority shares of the Columbia Phonograph Co., Inc., on the basis of either of the following options: (1) the issue by the Columbia Graphophone Co., Ltd., of four of its ordinary 10-shilling shares, valued at 50 shillings and credited as fully paid and non-assessable, for each share of minority stock; or, (2) the payment by the Columbia Graphophone Co., Ltd., of the sum of $45 for each share of minority stock. The Columbia Graphophone Co., Ltd., owns a controlling interest in Columbia (International) Ltd., a combine made up of the Columbia Phonograph Co., Inc., of New York, the Carl Lindstrom A. G. of Berlin and the Trans-Atlantic Trading Co. of Holland and their subsidiary companies.

Acceptance of the offer by holders of the minority stock is to be made by depositing such stock with Messrs. J. P. Morgan & Co., 23 Wall street, New York, as depository of the Columbia Graphophone Co., Ltd. The minority stock amounts to 31,524 shares; the balance, 31,000 shares, is owned by the Columbia (International) Ltd.

The directors of the Columbia Graphophone Co., Ltd., intend asking shareholders to authorize an increase of the capital of the company with a view to carrying out not only this offer but also to enable the company to negotiate for and acquire interests in other companies and thus further consolidate its position in the principal markets of the world.

The sales of the Columbia Graphophone Co., Ltd., in the six months ended September 30, 1926, despite the abnormal conditions existing in England due to the coal strike, were larger than in the corresponding period of 1925.

It is considered that the earnings of the various companies for the fiscal year ending March 31, 1927, based upon the present earning power of such companies, should be sufficient to enable the Columbia Graphophone Co., Ltd., to maintain its present dividend rate of 40 per cent for approximately the equivalent of 76 cents per share after deduction of the English 20 per cent Income Tax) on the increased number of its ordinary shares to be outstanding.

Annual dividends on such ordinary shares (which will be entitled to dividends thereon declared for the next fiscal year commencing April 1, 1927, and thereafter) at the current rate would amount to the equivalent of approximately $3.04 (free of English 20 per cent Income Tax) for each four shares. The present ordinary shares (entitled to dividends for the current fiscal year if and as paid in ordinary course in December, 1926, and June, 1927) have a market value at current London quotations equivalent to over $54 for each four shares.

Columbia (International) Ltd. has established recording laboratories, or factories, or both, in every important national market. The United States, England, Germany, France, Italy, Austria, Spain, Australia, Canada, Sweden, Holland, Switzerland, Brazil and the Argentine are so covered. A Pacific Coast factory for the United States has recently been purchased and is now in full production.

Helycon Motors

Helycon Motors are rugged and substantial in construction. They are designed to reduce the number of wearing parts to the minimum required for a smooth, silent drive, thus ensuring long, constant and consistent performance without periodical adjustments or replacement of parts.

POLLOCK-WELKER, LIMITED

KITCHENER, ONTARIO, CANADA

Cable Address: Polwel, Kitchener.

Code: A. B. C., 5th Edition, Bentley's
Holiday Greetings

During the past year we have expanded our business far beyond even our own expectations. We deeply appreciate the patronage that has made this remarkable growth possible and to our many friends in the trade we wish

A Merry Christmas and
A Prosperous New Year

Watch Our Ad in January Issue of New Mutual Line for 1927
Chosen as the Best—By Comparison

THE NEW

Pathephonic

WHY?

Because:

It gives volume and unexcelled music over the entire musical range.

It gives natural reproduction.

All models are equipped with matchless Pathephonic method of amplification.

It is entirely mechanical and easy to operate.

Workmanship and material are unconditionally guaranteed.

It makes even the old type of record sound like a modern recording.

FOUR MODELS

These features and others have created big sales for the Pathephonic. However, its biggest feature—fidelity of tone reproduction—cannot be described by words.

"Only your ear can tell you."

PHONO PARTS CO. INC.

614-16-18 Fifth Ave.
PITTSBURGH, PA.

FACTORY DISTRIBUTORS
Phonographs—Records—Parts—Accessories

1231 Superior Ave.
CLEVELAND, OHIO

Write at once for booklet and special discounts. Be first to sell these instruments to your trade who are ready to receive them.
The New Type of Phonograph
Has Created a Tremendous Demand

1926 was the introductory year—1927 will be the big year. How are you going to meet this demand?

THE NEW

Pathephonic

REG. U.S. PAT. OFF.

Answers the Question

Four models ranging in price from $125 to $275 give you a diversified line in both price and style and every model has genuine Pathephonic amplification.

Are You Cashing in on the Present Demand?

Write today for our catalog which completely illustrates the Pathephonic. Words cannot describe its wonderful tone, however. Send for any model on approval. Hear it in your own store and you be the judge of its merits.

PATHE PHONOGRAPH and RADIO CORP.
30 Grand Avenue

Brooklyn, N. Y.

Chicago Sales Office: 535 So. Wabash Ave., Chicago, Ill.
Formation of Radio and Music Trades Club

Officers Composed of Men All Well Known Throughout the Industry

The recent formation of the Radio and Music Trades Club has aroused considerable interest in the trade and at a recent meeting of the officers and membership committee nearly sixty applications for membership were approved. The next meeting of the club will be held on January 14, at which a very interesting program will be presented, with the idea in mind of providing an entertainment that will give the members an adequate idea of the aims of this new club.

The purpose of the club, as outlined in the by-laws, is "to bring together agreeable personalities and men of good standing in the trade for the purpose of fostering friendship and the interchange of thought," and at the first meeting, held at the Hotel Pennsylvania a few weeks ago, a representative gathering of radio and phonograph men endorsed enthusiastically the idea of forming an organization of this type. Commercial activities of any kind whatsoever will be banned at the club meetings and membership will be obtained principally by invitation.

The officers of the club are all well known in the industry and include the following: President, George C. Furness, National Carbon Co.; vice-president, Alexander Eisenmann, Freed-Eisemann Radio Corp.; vice-president, Max Landay, Landay Bros.; treasurer, Abram Davega, Davega, Inc.; chairman of the board of governors, Ben Gross, Gross-Brennan, Inc. Suitable accommodations for the club in one of the leading hotels are now being arranged and full details relative to the January meeting will be announced very shortly.

Nick Patti Appointed to Important Sales Post

Will Represent Grigsby-Grunow-Hinds Co. in the Middle West, Southeast and Southwest

CHICAGO, ILL., December 8—Fred D. Williams, general sales manager of the Grigsby-Grunow-Hinds Co., manufacturer of Majestic "B" eliminators, announced this week the appointment of Nick Patti as a member of the company's sales organization, covering the Middle West, Southeast and Southwest. Mr. Patti is well known in the radio industry, having been identified for some time past with the Freed-Eisemann Radio Corp. and numbering among his friends radio jobbers and dealers from coast to coast. His association with the radio trade dates back many years, and in joining the Grigsby-Grunow-Hinds organization he brings to his new activities a thorough knowledge of merchandising that should enable him to attain signal success with the popular Majestic line.

Big Coast Demand for Columbia McPherson Records

Recordings by World-Famous Evangelist, Aimee Semple McPherson, in Great Demand

SAN FRANCISCO, CAL., December 4—Talking machine dealers throughout this territory report phenomenal sales of the recent Columbia records

Oregon Radio Trades Ass'n Nominates 1927 Officers

PORTLAND, ORE., December 1—At the regular November meeting of the Oregon Radio Trades Association George L. Sammis, manager of the Sunset Electric Co., was nominated for president for the coming year. W. J. Condon, Jr., manager of the L. C. Warner Co., was nominated for vice-president and George J. Thompson, Jr., was renominated as secretary-treasurer for another year. The board of directors for the coming year has been increased from four to eight members, of which four will be strictly retail radio dealers. The following were nominated for directors: H. C. Neigus, H. Freeman, W. Morrison, L. C. Folkenshagen, H. C. Stevens, Vern L. Wenger, F. H. Barstow and Jack Walsh. The annual election and banquet will be held shortly.
Only last month the Eckharmonic was announced in a color page advertisement in The Talking Machine World. Today the radio public may see, hear and purchase the Eckharmonic in the leading cities of the country.

This enthusiastic reception accorded the Eckharmonic by some of the shrewdest and most far sighted radio buyers in America is sufficient indication of the merit of this instrument, which represents the high water mark in the faithful re-creation of voice or music by radio or any other means.

A demonstration of the Eckharmonic will be arranged upon request.

ECKHARDT CORPORATION, 213 South Broad St., Philadelphia
Let Us Help Your 1927 Banjo Sales

November showing of B & D Silver Bell Banjo sales was the largest of any single month in our history

B & D "Silver Bell" Banjos

The Fastest and Easiest Selling Banjo of Today

Also

B & D Specialties

B & D Super Banjo Strings
Felt Grip Picks
Webfoot Banjo Bridges
B & D SUPER NEVER-FALSE Gut Strings For Banjo (5 String) Ukulele and Guitar

Let us send you Trade Prices

JOSEPH PIZZITOLA

Holyoke, Mass.

Director of Pizzitola Strummers. Over WBZ they were the first American Broadcasting Orchestra heard in Germany. Besides his Club work and Teaching, Mr. Pizzitola also has a class of pupils in Northampton among the students of Smith College.

In the photograph above he is shown with his New Style No. 6 Ne Plus Ultra B & D Silver Bell Banjo.

New Revised Lists and Illustrated Half Tones of Leading Orchestra and Professional Players on Request.

THE BACON BANJO COMPANY, Inc., Groton, Conn., U.S.A.
National Musical Instrument Mfrs. Offer First of Series of Dealers' Sales Aids

National Association of Musical Instrument and Accessory Manufacturers prepares series of four dealers' use in stimulating sales through the use of a cartoon which shows crowds, patronizing a jeweler who advertises, while across the street stands an idle music store. The cartoon also brings out the point that the other music stores are not the dealer's only competitors, but five dealers in other competitive lines must be considered in seeking the public's favor for the product sold. The message with this cartoon reads:

"Newspaper advertising draws the crowds. Advertise in your local newspapers — feature good fretted instruments to attract the crowds. Get your share of the public's dollars that are now going across the street. Sell good music, and with it good fretted instruments."

"Wherever there are people there is a demand for music. In the home, in the school, in clubs, everywhere there is a market for music. Go after it."

"One of the advertisements features fretted instruments, two stress orchestra music and the fourth is aimed at parents. The mats can be obtained by dealers from the Association at 45 West Forty-fifth street, New York."

"Harmonica Playing among School Children" School Authority States That It Is Becoming Difficult to Select Winners in Contests as All Players Are so Proficient

Chicago, Ill., December 4—"Harmonica playing is becoming an art among school children," states C. H. English, director of the bureau of recreation of the board of education, commenting on the city-wide championship harmonica contest held some time ago at the Harmon's auditorium. "It is the third annual competition," he continued, "and wonderful progress has been made by the young musicians. It was a difficult task for the judges to select the winners, so closely were the leading quartets bunched."

The Mozart Play Ground took first honors in the competition open to boys' quartets as well as girls' quartets.
Hohner Harmony Hours broadcast from WEAF and eight allied stations are again creating a heavy demand for Hohner Harmonicas.

Write us for our “Big Business Builders.” They will help you.

M. Hohner, Inc. 114-116 East 16th Street New York City

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition San Francisco 1915

Buegeleisen & Jacobson
Issue Holiday Catalog

Supplementary Catalog No. 140 in Addition to Listing Holiday Big Sellers, Gives Diversified List of Year ’Round Items

Buegeleisen & Jacobson, wholesalers and importers of musical merchandise, New York City, have issued a supplementary catalog known as No. 140. This catalog has been compiled, giving special attention to items which have proven themselves best sellers, and in addition to listing items particularly suitable for holiday sale, carries a well-diversified listing of merchandise well calculated to sell the year round. It is believed that this careful compilation will be of much service to the dealer in selecting merchandise for the Winter season. The catalog includes the Durro line of violins, bows and strings, and Stewart banjo mandolins and ukuleles.

H. C. Grotheideick Promoted

Chicago, Ill., December 6—Henry C. Grotheideick, formerly assistant manager of the credit department of Ludwig & Ludwig, Inc., manufacturers of drums, banjos and accessories, has been appointed manager of the credit department, succeeding W. J. Harz, who resigned recently. Mr. Grotheideick has been associated with Ludwig & Ludwig for the past seven years.

King Display Holds Interest

New Philadelphia, O., December 7—The interest aroused in the display of King gold-plated band instruments which were sent to the Paul Winters Piano Co., on the occasion of the opening of its salon, was so great that the display was held over for a week longer than was intended. The display consists of saxophones, trumpets, trombones and cornets, finished in heavily plated gold with beautiful silver inlay effects and pearl trimmings.

T. W. Carey Uses Vega Banjo

Boston, Mass., December 6—The Vega banjo, made by the Vega Co., of this city, has been heard on the air quite a bit lately through the playing of Thomas W. Carey on radio station WGN and WLIB, of Chicago. Mr. Carey was recently associated with Gibson, Inc., and was formerly manufacturer of the Carey banjo.

Buescher Co. Issues the "Story of the Saxophone"

Band Instrument Manufacturer Tells in Interesting Fashion of the Origin and Development of Popular Instrument

Elkhart, Ind., December 6—The Buescher Band Instrument Co., manufacturer of Buescher True-Tone saxophones and band instruments, recently issued a booklet of special value interested to saxophone players and which should also prove useful to dealers in stimulating sales. The title of the work is the "Story of the Saxophone" and it tells the story of the origin and development of the instrument. Another valuable feature included is the beginner's first lesson, a great aid in helping dealers sell the instrument.

The advertising department of the company has also prepared a number of other interesting leaflets dealing with Buescher products, including descriptions of the new octave key for Buescher saxophones, the Snap-on pad, which allows the player of a Buescher saxophone to replace a worn-out pad on his instrument at a moment's notice, the Buescher True-Tone baritones, including five families of baritone horns, several models of basses and a complete list of Buescher accessories.
How Snyder Music Store Conducts Small Goods Department to Bring Big Profits

Wilkes-Barre, Pa., Music Dealer Finds Musical Profit-builder Through the Formation of a Community Musical Organizations

Slipshod methods in the operation of the musical merchandise department in many talking machine stores are responsible for lack of profits. Many dealers invest a few hundred dollars in small goods, shove the merchandise in a case and promptly forget about it. No attempt is made at selling beyond giving attention to customers who come into the store specifically to purchase a small instrument of some kind.

Where the Big Profits Are

Profits from the musical merchandise department in the talking machine store can be made substantial enough to claim the interest of even the most successful dealer. When sales that reach a total of $1,400 to one organization are reported the argument that there is no money in small goods is futile, and proves that the dealer who makes it does not know what he is talking about.

Take the Snyder Music Store, of Wilkes-Barre, Pa., for example. This concern handles talking machines, musical merchandise and pianos. Its small instrument department has been particularly profitable. Why? Because the executives of that organization realized several things; namely, that the successful operation of a musical merchandise department demands just as intensive and intelligent management as does any other department of the music business. Second, only a man who is familiar with the various instruments and who has the ability to actually demonstrate them can successfully sell them. Third, maximum sales volume requires intelligent sales promotion through education and the dealer must make it easy and interesting to buy and own a small musical instrument.

A Broad and Successful Policy

With these ideas in mind the Snyder Music Store has made its establishment the headquarters in its city for musical merchandise. It has been active in the formation of bands, and at the proper time two complete bands and one orchestra meet regularly in the concert hall of the store for lessons. Another band has been formed in Nanticoke and one in Wanamie, Pa. Thompson Haley, manager of the musical merchandise department, teaches the boys to play the instruments. The interesting and important fact is that every instrument in use by these bands and the orchestra has been purchased from the Snyder store. As has been mentioned, one sale totaled $1,400. There are about 125 boys in these musical organizations and that means that a similar number of instruments has been sold.

A Building-Up Process

Snyder's Music Store looks further than the mere formation of the bands and the first sales to the youthful musicians, however. The company realizes that as soon as the boys become proficient on the instruments they will be in the market for better ones. Thus the sales pile up. Then, too, the publicity incident to the formation and activities of the bands has been responsible for a considerable increase in sales.

Because the store is located in a mining section the firm realized that many of the boys who might be interested in ownership of a small musical instrument could not afford to pay a large sum for the instrument and then pay for lessons. Accordingly, a plan was worked out that makes it possible for a boy to secure a good, serviceable instrument of his choice and get thirty-six lessons, all for the sum of $46. In other words, the boy selects the type of instrument he desires to play, pays $10 down and $1 weekly for thirty-six weeks. During this period a lesson is given each week. Of course, some of the instruments are more expensive than others, but any inequality in this respect is made up by the lessons received, so that while some boys get more expensive instruments than others and pay the same price, they all are enabled to become a unit in a band or orchestra. If a boy expresses a desire to go on with his lessons after the period of thirty-six weeks a charge of 50 cents per lesson is made.

Real Sales Promotion

The plan in use at the Snyder Music Store can be adopted by any talking machine dealer who is farsighted enough to realize its value. It is merchandising in the larger sense, in that it intelligently copes with a situation that might retard the profits of the musical merchandise department—the inability of many youngsters to finance the purchase of a small instrument and then pay separately for lessons.

Another factor in the organization of bands and orchestras which might prove interesting to dealers is that in practically every community either individuals or organizations could easily be won over to give co-operation of a moral and financial nature to the formation of a musical organization as a matter of civic pride. It has been pointed out in previous issues of The World that town and community bands or orchestras become a factor of the community which leads to positive profits for the tradefolk of the town and the fact that chambers of commerce throughout the country are lending their support to forming bands is proof positive of the success of such a movement. Let the dealer who is hesitant about starting the movement confer with leading officials and seek their co-operation.
Sesqui Harmonica Band Helps Reading Dealers

Appearance of Famous Harmonica Organization Which Was a Feature of the Sesqui-Centennial Celebration a Big Success

READING, PA., December 6—Although the Sesqui-Centennial exhibition in Philadelphia is officially closed, the popularity of the Sesqui-Centennial Harmonica Band has in no way diminished. This exceptional organization of boy harmonica players appeared in this city at Kaufman’s, a big furniture store. The boys made the trip to this city by bus and, although a heavy rain was falling, they found the main streets of the business part of the town well filled with people, who gathered to see this organization which had recently entertained Queen Marie. The Reading papers carried considerable news regarding the band and the store itself had a full-page advertisement in two newspapers announcing its appearance. It was stated that interest in the harmonica has been greatly increased in Reading since the appearance of this band.

Additions to Vegaphone Banjo Line Announced

BOSTON, Mass., December 4—The Vega Co., of this city, maker of Vegaphone banjos, has announced several new and improved models in the Vegaphone line. It is stated while the Vegaphone retains its characteristic resonant and powerful tone, the new Vegaphone models embody improvements that give them a more flashy appearance, sturdier construction and simplified means of disassembling for rehandling.

In addition to the higher-priced “Professional,” “Soloist,” “Artist” and “De Luxe” Vegaphones, the Vega Co. is placing special emphasis behind two popular-priced models, the “Little Wood-z” at the special price of $75 and the “Whyte Laydie” at $100. Both these models are equipped with resonators similar to the higher-priced models.

Seiberling, Lucas Music Co. Enters Jobbing Field

Prominent Music Concern of Portland, Ore., Adds New Lines and Issues Comprehensive 190-Page Catalog for Northwest Trade

PORTLAND, Ore., December 4—The Seiberling, Lucas Music Co, has entered the band instrument and musical merchandise jobbing field and has issued an attractive 130-page catalog, which has been distributed to the music dealers of the Pacific Coast and tributary territory. The catalog is complete in every detail and covers all types of musical instruments.

One of the officials of the company states that the outstanding business in the sale of Hoeher harmonicas, due in large measure to the fact that harmonica bands are being organized all over the Pacific Northwest, nearly every school of any size having its harmonica band. Buescher band instruments are also going stronger than ever before, in fact, all of the small goods business is in a better condition than ever before in this territory.

“Harp Week” at Ditson Co.

BOSTON, Mass., December 4—For a week the latter part of last month “Harp Week” was held at the Oliver Ditson warerooms and there were daily demonstrations of the instrument on the fourth floor of the store where Bernard K. Mathew, the Lyon & Healy harp expert, was in charge, supervising the demonstrations and directing the display.

Montana, Cowboy Banjoist, Brings Bacon Publicity

Well-known Vaudeville Headliner, Who Uses and Endorses the Bacon Banjo, Co-operates With Boston Distributing Concern

BOSTON, Mass., December 6—The recent appearance in Montana, the cowboy banjoist, in this city created considerable publicity for the Bacon & D. Silver Bell banjo, which he uses and which was made by the Bacon Banjo Co., of Groton, Conn. Montana has been booked for several seasons on the Keith Albee circuit and his act consists entirely of banjo playing in a rich costume of pure white buckskin with silk and silver trimmings.

He appeared recently at the St. James Theatre, a Keith Albee house in this city, and attracted a large number of banjo enthusiasts to each performance. The St. James Theatre featured his act as a headliner and distributed an interesting circular showing him in cowboy costume.

The Musicians’ Supply Co., 83 Newbury street, local distributors of the Bacon banjo, tied up nicely with his appearance by inviting the public to its studios on November 19, where Montana gave a special demonstration and lecture.

American Band Instruments Sell in Irish Free State

United States Consul Hathaway Reports That Instruments of American Manufacture Are Preferred to Those of Other Makes

WASHINGTON, D. C., December 4—There is an increasing demand for American band instruments in the Irish Free State, according to a statement recently received from United States Consul Hathaway, stationed at Dublin, Ireland, who says in part: “The demand for musical instruments of all descriptions has increased noticeably during the past two or three years. ‘American band instruments are being sold in the Free State at the present time and, despite higher prices, they enjoy an enviable percentage of the total sales. American instruments are reputed to be of excellent quality and are invariably preferred to other makes when prices are competitive. English, French and German band instruments have also found a market in the Free State and compete actively with those of American manufacture because of the relatively low price at which they may be bought.”

Ninety-second Catalog Issued by Bruno & Son

Well-known Metropolitan Distributing Firm Issues for the Ninety-second Year a Complete Listing of Products It Sells

The annual catalog of C. Bruno & Son, Inc., wholesalers of musical merchandise, 353 Fourth avenue, New York, was recently distributed to the metropolitan trade. The new catalog is the ninety-second annual listing of the products distributed by the firm, and is a striking tribute to the growth and achievements of the company. It has been prepared under the personal direction of Charles Sonfeld, general sales manager of the firm, who spent several months in preparation and supervising the compilation of the data.

Included in the listing appears practically every known article of musical merchandise for the Bruno organization carries as complete a line as can be found. There are a number of special color pages that are extremely attractive and the entire book is worthy in content and appearance of representing the long-established house of Bruno.

A Holiday Catalogue

The New B & J Supplementary Holiday Catalogue

A new 60-page supplementary catalogue No. 140, brimming full of Holiday goods, and well-known, popular lines, is now being distributed to the trade.

It’s different. Because in it are listed:

1. Numbers in every branch of Musical Merchandise, which have proved themselves to be the “best sellers” throughout the country for the past year.
2. New items from both Europe and America, showing the latest changes, and listed at the latest prices.
3. Discontinued lines at a genuine saving of 15 to 25 per cent.

If you haven’t received a copy, send for it today.

BUEGELEISEN & JACOBSON

5 Union Square (Wholesale Only) New York, N. Y.
Award Harmonicas as Prizes

Fresno, Cal., December 3.—In a drive for subscriptions, one of the local newspapers, the Fresno Republican, offered harmonicas as awards in stimulating school boys and girls to solicit subscriptions for its publication. They reported success in the campaign, distributing upwards of 150 harmonicas in three weeks in lieu of cash commissions for subscriptions.

Interesting Leedy “Topics”

The November issue of Leedy Drum Topics, published by the Leedy Manufacturing Co., Indianapolis, Ind., maker of drums and drummers’ accessories, contains, as does every issue, a wealth of news about drummers from all over the world with attractive illustrations of leading Leedy exponents and commendations of Leedy products by famous musical authorities. This issue also contains several hints to drummers to aid them in producing new and better effects.

Contests at Convention

San Francisco, Calif., December 3.—A number of excellent band contests marked the Sciots convention at Santa Cruz, states E. J. Delano, manager of the retail small goods department of Sherman, Clay & Co., here. Mr. Delano conducted the Alameda Sciots’ band, which had a lady trombonist. The majority of instruments in this band, as in many of the others in the competitions, were King instruments, made by the H. N. White Co., of Cleveland, O., a strong tribute to the popularity of the line.

Resume Broadcasting of Hohner Harmonica Concerts

Tremendous Success Which This Activity Experienced in Former Years Warrants the Resumption—Acclaimed by Daily Press

M. Hohner, Inc., New York City, maker of the Hohner harmonica, is again sponsoring harmonica programs over station WEAF and its allied stations. The tremendous success with which the broadcast hours have been received in past seasons well warrants its resumption this year. In addition to instruction upon the playing of the harmonica by William J. Haufler, vice-president and general manager of the company, a number of selections are rendered by boys proficient in the playing of this instrument. Advance notice of the various programs has been appearing through advertising space in the daily papers and following the program many favorable reviews of the hour have appeared in the press. The New York American interestingly described the real music that the harmonica offered and summed up a long article by saying “The diversion afforded one of the evening’s different niceties.”

Beginning with the initial program on November 19 the Hohner Harmony Hour will be broadcast every other week on Friday evenings at 8:30 until January 31.

The Hohner harmonica is also a featured number of a new vaudeville act known as “The Ingenues,” a clever act with nineteen girls, which opened in Chicago.

“HYGRADE”

Musical Instrument Cases

Made of Three-ply Veneer

We also manufacture All Types of Portable Phonograph and Radio Cases and Boxes

HYGRADE CASE CO., Inc.
Manufacturers of
“HYGRADE” Musical Instrument Cases
Sold by All Leading Jobbers

345-347 South 6th St. Newark, N. J.

And, over sixteen hundred other dealers are getting results with Leedy—Are you one of them? If not, get in touch with us—

Leedy Mfg. Co. Indianapolis, Indiana

“The Only Complete Drum Line—By One House”
Columbia Phonograph Staff
Holds Annual Luncheon

Personnel of Columbia Phonograph Co. Headquarters Gather at Hotel McAlpin for Annual Festivities—Record Stars Entertain

The annual luncheon and dance of the employees of the Columbia Phonograph Co., Inc., New York, was held the latter part of last month at the Hotel McAlpin and was voted one of the most successful of these yearly celebrations. During the luncheon many of the artists who make Columbia recordings entertained, with Irving Kaufman in the role of master of ceremonies. Among those who kept the party in gales of laughter were Billy Jones and Ernest Hare, the Happiness Boys; Jack Kaufman and Al Campbell, Jack Golgas, Frank Banta and Nathan Glantz and His Manhattan Merrymakers, who provided the dance music for the occasion. Johnny Marvin and His Uke made a special trip from the show, "Honeymoon Lane," in which he is starring.

Among the Columbia Phonograph Co. officials and department heads who attended were: Mr. and Mrs. Louis Sterling, Mr. and Mrs. H. C. Cox, Mr. and Mrs. Frank Dorian, Mr. and Mrs. T. Allan Laurie, Mr. and Mrs. J. S. Macdonald, Mr. and Mrs. Arthur Bergh and Geraldine Bergh, Mr. and Mrs. Frank E. Walker, Mr. and Mrs. Ed. King, Mr. and Mrs. W. A. Forbush, Mr. and Mrs. E. B. Shiddell, Mr. and Mrs. J. P. Bradt, Mr. and Mrs. George Drolett, Mr. and Mrs. H. C. Brown, A. W. Roos, Ed. F. Sause, A. Thallmayer, J. M. Lacalle, George C. Jell, R. T. Freibus, F. N. Sand, H. W. Clock. Other guests were Joe Davis, Ben Bornstein, Ed. Christie and Frank Capps.

Ray Barker, as chairman of the arrangements committee, received many congratulations upon the staging of the affair. Assisting Ray Barker on the committee were the Misses Margarette N. Fleming, Louise Obermeyer, Estelle Finnergan, Edna M. Sias, Lillian M. Morgan, Mildred Sabarrs and Jane Thompkins.

A music and radio store, the Aztec Music & Electrical Co., was opened recently at Aztec, N. M. The proprietors are Mrs. Gay Herbert and Mrs. Harold Herbert.

L. H. Mingens Elected
President of Garod Corp.

Leicester H. Mingens, of the Twentieth Century Radio Corp., recently was elected president of the Garod Corp., Main and Mill streets, Belleville, N. J., succeeding J. P. Rodman.

Mr. Mingens has been an active factor in the radio field for a number of years and has successfully operated for the past few seasons the Twentieth Century Radio Corp., a prominent New York wholesale distributing company. The Twentieth Century Radio Corp. is distributor of "Garod Electric Power" receivers and Mr. Mingens' interest in the possibilities of this product led him to accept a more prominent position in the affairs of the Garod Corp.

President Coolidge Urges
Speedy Radio Legislation

WASHINGTON, D. C., December 7—President Coolidge, in treating of the radio broadcasting situation, in his message to Congress, took a definite stand, declaring that "the authority of the Department of Commerce has broken down—and the whole service of this most important public function has drifted into such chaos as seems likely, if not remedied, to destroy its great value" and urged that radio legislation speedily be enacted.

Fada Sales Gain 15 Per Cent

November sales of Fada radio were 15 per cent higher than the October total, according to an announcement made by Frank A. D. Andrea, president. In October $2,500,000 in Fada sales were announced, thus bringing the November total not far from the $3,000,000 mark. Mr. Andrea stated that November sales were the largest in the history of the company and were twice the volume sold in November, 1925. December, with the Fada factory running at full capacity, is expected to be another record-breaking month, Mr. Andrea declared.

The Angelus Music Co., San Pedro, Cal., recently added a radio department carrying a full line of receivers and accessories.
Celebration Features Production of the Millionth Atwater Kent Receiving Set

Six-Tube, Single-Dial, Shielded Metal Cabinet Set Was Millionth Turned Out at Huge Atwater Kent Plant—Moving Pictures, Banquet and Entertainment Part of Festivities

Philadelphia, Pa., December 8.—The millionth Atwater Kent receiving set was turned out here at 4 o'clock this afternoon. It was a six-tube, single-dial set, in the latest shielded metal cabinet. Simultaneously, A. Atwater Kent made public his company's production figures for the past four years, showing that the current year (May 1-April 30, 1926-27) will record an output of more than 600,000 sets against 6,628 for 1922-23, the first year's record.

Mr. Kent himself gave the millionth set its final test upon its completion this afternoon in the presence of thousands of employees, friends and distinguished visitors to the Atwater Kent factories. Upon the completion of the inspection Mr. Kent was congratulated and in turn congratulated the various members of his staff. Addressing his officers, employees and friends, Mr. Kent said:

"It is difficult for me to find words with which to express my pride and gratification in this moment. I feel as if I wanted to hip-hurrah! I want to throw my hat up in the air. I am happy in the knowledge that you feel the same way about it and I am deeply grateful for your loyal, enthusiastic co-operation, which has made this achievement possible.

"The millionth set means not only that we have grown to manhood in our industrial and commercial life, but that we have built together, during the rapid activities of the last four years, a harmonious, self-respecting family of co-workers who are making the world a better place in which to live. Our material success has not taken toll of society, but, rather, has contributed to the happiness, comfort and benefit of society. An opportunity for service comes to us each day.

"With your splendid loyalty and co-operation...

A. Atwater Kent and the "Millionth Set"

There is also shown the first Atwater Kent radio part and the first complete set. In the background is a group of Atwater Kent executives.

I face it happily, confident that it will find us ready and able to meet the obligations which to-day's events have placed upon us."

In direct contrast with the latest set was shown the first Atwater Kent set and also the first radio part, the forerunner of the first set. An appropriate plate was placed upon the set and it will remain on exhibition at the factory.

Further work in the factory was abandoned for the day and the afternoon celebration included orchestral music and community singing. The entire proceedings of the afternoon were recorded not only by still pictures but by continuous motion picture photography as well. In the evening five hundred office and factory executives were the guests of Mr. Kent at a dinner tendered them at the Mercantile Club in this city. Sales Manager W. V. Collamore presided in referring to the accomplishment and the production of the millionth set compared it to the decade or more that big manufacturers in other lines had taken to turn out their millionth product. Mr. Kent again spoke to his co-workers, who had helped him accomplish this feat. Following Mr. Kent's speech Dr. E. J. Cattell, prominent after-dinner orator of Philadelphia, spoke on the altruistic side of the production of the radio set. Honor was paid to Mrs. A. Atwater Kent, who was with her husband at the speakers' table, by the presentation of a bouquet from the office and factory staff.

The day not only commemorated the production of the millionth set but was the birthday anniversary of Mr. Kent as well. This was remembered by his staff through expressions of congratulation and the presentation of a mammoth bouquet.

Following the dinner entertainment was provided by a number of vaudeville acts which were turned out to-day.

During the current year the Atwater Kent factory has had to expand rapidly to meet increasing demands, until a production of more than 5,300 receiving sets per day has been reached. It was announced this afternoon that, in addition to the millionth set, 5,317 other sets were turned out to-day.

The millionth set will be retained here for exhibition at the plant, but the first hundred sets of the second edition, completed immediately following the millionth set, are being shipped personally to distributors for their retention. They are exact duplicates of the millionth set and each is marked with a gold plate on which its number is certified over Mr. Kent's autograph.

Dealer tie-up with this auspicious event was provided by two window display cards which were furnished by the Atwater Kent Mfg. Co. The first one read as follows:

"The first receive- (Continued on page 130)
Atwater Kent Mfg. Co. Produces Millionth Set

(Continued from page 129) The millionth set sold by the Atwater Kent Mfg. Co. was shipped from the Scranton, Pa., factory in November 1922. Figures for the intervening years showing the increasing demand for Atwater Kent sets are: 1922-1923, 6,628; 1923-1924, 58,927; 1924-1925, 175,461; 1925-1926, 331,298. Production of sets for 1926-1927, 600,000.

The second one which was to be used in conjunction with the display of the Atwater Kent model in shielded metal case read: "This is a duplicate of the 1,000,000th radio receiving set made by the Atwater Kent Manufacturing Co. in its fifteen-acre factory at Philadelphia, Pa., in October, December 3, 1926. On the same day, 5,317 sets (eleven per minute) were completed."

Daven Radio Corp. Purchases the Port Mfg. Co.

Plans Production of New Six-tube Set Embodying the "Davin Bass Note Circuit"

The Daven Radio Corp., 158 Summit street, Newark, N. J., has purchased outright the Port Mfg. Co. This latter concern for over a year has been making what has been termed a "Bass Note" set under a license from the Daven Corp. W. H. Frasse, president of the Daven Radio Corp., in making the above announcement, stated that his company would enter into the production of a Daven six-tube set embodying the "Daven Bass Note Circuit." Over two thousand of the "Bass Note" sets have been in the hands of consumers for the past two months. It is the success attained by these sets that resulted in the decision of the Daven Corp. for the purchase of the Port Co. and the further expansion of the manufacture of this equipment. The Daven Radio Corp. are pioneers in the manufacture of radio apparatus, specialists in resistor products and are the developers of the "Daven Super Amplifier" and radio tubes.

Seeking New Legislation Covering Postal Activities

WASHINGTON, D. C., December 6—Restoration of the 1-cent rate of postage for private mailing cards, together with legislation under which the postage on private reply cards would be collected upon delivery, is recommended by the Postmaster General in his annual report, submitted this week to the President. Other recommendations call for legislation under which an additional charge of 1 cent per ounce would be assessed on first-class mail matter short-paid to the extent of more than two cents; graduated charges for the special handling of parcels, which would cut the fee to 15 cents on parcels not over two pounds in weight, and increase it to 35 cents for parcels weighing over ten pounds; the imposition of fees on inquiries concerning registered, insured and collect-on-delivery mail; the issuance of receipts for ordinary mail upon payment of a fee; the automatic return to the sender of C. O. D. parcels not accepted by the addressee within a specified period; the extension of C. O. D. service to first-class parcels, and extension of the registry service so as to provide indemnity for mail up to a value of $1,000.

Wold's Classified Advertising

Any member of the trade may forward to this office a "satisfaction" advertisement intended for this Department to occupy a space of four lines, eight measure, and it will be inserted free. Replies will be forwarded without cost. Additional space will be at the rate of 25¢ per line. Bold-faced type at the rate of $1.00 per line. Rates for all other classes of advertising on application.

SITUATION WANTED—By an ex-chief patent counsel and engineering consultant of large phonograph corporation; now in private practice to represent other phonograph or radio interests, in patent, trade-mark, or miscellaneous contract matters, or as an engineering expert in acoustics. Address "Box 1589," care of The Talking Machine World, 385 Madison Ave., New York City.

POSITION WANTED—Radio Sales Manager of nationally known radio manufacturing concern desires to represent some prominent concern requiring Pacific Coast manager. Applicant has splendid record in radio industry as sales executive. This is an opportunity for growing concern willing to pay a bonus for large sales that will lead to a slow but healthy national distribution. Address "Box 1587," care of The Talking Machine World, 385 Madison Ave., New York City.

FOR SALE

300-3000 Atwater Kent Model-20 Compact Cabinets. PORT MFG. CO., $50 net. Immediate Delivery.

WHAT AM I OFFERED?

FRED P. ALTSCHEL
6 East 14th St.,
New York City

Established Business for Sale


FOR SALE


SPRINGS

VICTOR

1%"x.022x17", bent each end. ..... No. 5643 .57
1%"x.023x17", bent each end. ..... No. 5643 .57
1%"x.025x17", bent each end. ..... No. 5643 .57
6%"x.025x18", marine end. ..... No. 3351 .35
6%"x.025x18", marine end. ..... No. 3351 .35
1%"x.025x19", bent each end. ..... No. 5643 .58
5%"x.026x19", marine end. ..... No. 3351 .35
5%"x.026x19", marine end. ..... No. 3351 .35
1%"x.026x19", bent each end. ..... No. 5643 .58
COLBIA

1%"x.026x19", marine end. ..... No. 3351 .35
1%"x.026x19", marine end. ..... No. 3351 .35
1%"x.026x19", bent each end. ..... No. 5643 .58
1%"x.026x19", bent each end. ..... No. 5643 .58
HEINEMAN

1%"x.026x15", motor end. ..... No. 5629 .21
1%"x.025x15", motor end. ..... No. 5629 .21
1%"x.026x16", marine end. ..... No. 3361 .25
1%"x.026x16", marine end. ..... No. 3361 .25
1%"x.026x16", marine end. ..... No. 3361 .25
1%"x.026x16", marine end. ..... No. 3361 .25
1%"x.026x16", marine end. ..... No. 3361 .25
1%"x.026x16", bent each end. ..... No. 5643 .58
1%"x.026x16", bent each end. ..... No. 5643 .58
SALL-SILVERSTONE

1%"x.027x15", rectangular hole. ..... No. 144 .25
1%"x.027x15", rectangular hole. ..... No. 144 .25
1%"x.027x15", rectangular hole. ..... No. 144 .25
1%"x.027x15", rectangular hole. ..... No. 144 .25
Torrina, 2 per cent round with 1 cent edge. ..... No. 144 .25

TALKING MACHINE SUPPLY CO., PARK RIDGE,N.J.

An entire eight-page section of a recent issue of the Rochester, N. Y., American, was devoted to a history of the growth of the Chapin-Owen Co., Crosley distributor.

THE DOLLAR TUBES

Guaranteed equal in every respect to the standard tubes selling for twice the price.

Mr. Jobber: put your dealer on a competitive basis with the Syndicate and chain stores who have reaped a huge harvest selling Dollar Tubes. Offer him a real leader, something that will bring the crowds to his store.

BLUE RIBBON TUBES sell quickly and stay sold. They are built by the pioneer manufacturers of independent tubes. The best engineering skill, experience and knowledge gained from years of specialization are incorporated in their manufacture.

Every BLUE RIBBON tube is absolutely guaranteed against all defects—no arguments—no reservations—Defective tubes are replaced without charge.

NOTE: Don't class the BLUE RIBBON TUBE with the ordinary dollar tube which is usually a factory second or reject. BLUE RIBBON TUBES are a distinctly quality proposition.

200A, Detectors, 112 and 171 Power Tubes at Greatly Reduced List.

Tectron Radio Corp.
1270 Broadway New York, N. Y.
San Francisco Mayor
Presented With A. K. Set

Mary Lewis, Star of Metropolitan Opera Company, Makes Presentation

SAN FRANCISCO, Cal., December 8.—Mayor Rolph, of this city, was recently presented with a duplicate of the millionth radio set produced in the factories of the Atwater Kent Mfg. Co., in Philadelphia. The set was presented by Mary Lewis, star of the Metropolitan Opera Company, in behalf of A. Atwater Kent and in the presence of Ernest Ingold, of Ernest Ingold, Inc., Atwater Kent distributor of this city.

Mayor Rolph expressed his appreciation in a letter addressed to Mr. Kent which he closes by stating: "Please accept my congratulations upon all you have achieved in the radio world, and every good wish for greater development in the years to come."

PIERCE
AIRO

Complete Assembly for a
6 Tube Resistance
Coupled Single
Dial Receiver

Approved
Everywhere!

Talking Machine and Music Dealers everywhere throughout the country have enthusiastically approved of Pierce-Airo because it is a proven good seller and is making money for them.

Pierce-Airo is a mechanically and electrically perfect product. It fits all standard cabinets and consoles now on the market. Pierce-Airo meets the season's demand for simplicity of operation and purity of tone by scientifically combining single-dial control and resistance-coupled amplification. No live dealer can afford to overlook this unusual opportunity. Let us quote on your requirements TO-DAY.

Pierce-Airo Complete Assembly with a
71/8 Processed Bakelite Panel. Ready for Wiring.

Pierce-Airo Chassis Wired, $45.00
UNITED SCIENTIFIC LABS.
80 Fourth Avenue, New York City

LIST PRICE
$42.50

NEW!

Announcing the Newest Member
of the
SILENT MOTOR
FAMILY

Model DS plays five ten-inch records with one winding. Incorporates all the famous features that have distinguished the Silent Motor—the best built motor on the market.

Costs no more than the ordinary three record motor. Furnished with twelve-inch turn table and large winding crank.

FULLY GUARANTEED

Orders are coming in fast. Let us know your requirements before our production reaches full capacity.

Silent Motor Corporation
HERMAN SEGAL, President
321-323-325 Dean Street
Brooklyn, N. Y.

Pathé Co. Busy

All departments of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., are reported active this Fall season. The volume of record business has been exceptional. Although the new Pathéphonic reproducing instrument has only been on the market a little over four months its sales total has reached a large figure. The demand is well distributed throughout the entire four models of the line. The reception accorded this new instrument the early part of the year has well warranted intensive efforts being placed behind it for 1927. Indications point to a year of prosperity for the Pathé Phonograph & Radio Corp.

David Sarnoff Delivers Talk

David Sarnoff, vice-president and general manager of the Radio Corp. of America, in an address on "Uncharted Roads of Radio Development," delivered before the St. Lawrence University, Canton, N. Y., December 10, declared that the air will be the future laboratory of radio development and that the greater service which radio envisages is in the hands of the electrical scientists now being trained in American universities. Mr. Sarnoff also discussed in considerable detail some of the technical problems of radio, and talked at some length on the need of adequate regulatory radio broadcasting legislation.
Radio Dealers Within the Wholesale Range of Baltimore

When in doubt or trouble about problems of the radio business, generally consult—

COLUMBIA WHOLESALERS, Inc.

because of their fine technical staff and efficient service. We not only sell the best in receivers and accessories, but exert every effort to help move merchandise for the retailer. Our name to most dealers means dependability and the closest co-operation—ONLY THE BEST—REGARDLESS OF COST IS OUR SLOGAN.

FADA  PHILCO  BALKITE  TOWER
CROSLEY  MAJESTIC  BRACH  BRANDES
MOHAWK  TIMMONS  BURGESS  DEFOREST
PATHEX

COLUMBIA WHOLESALERS, Inc.
205 W. Camden Street
Baltimore, Md.

New Broadcasting Firm Buys the Grebe Stations

A new broadcasting company has been formed which has purchased the Grebe group of broadcasting stations, including the 5,000-watt transmitting equipment of station WAHG and the 500-watt set of WBQQ. The new company, will be known as the Atlantic Broadcasting Corp. and will use the call letters WAIE. The offices are at 113 West Fifty-seventh street. The studios and reception room will occupy the entire seventeenth floor of Stideway Hall. The aerial and transmitting equipment is located at Richmond Hill. It is stated that the officers of the Atlantic Broadcasting Corp. are Alfred H. Grebe, president; Douglas Rigney, treasurer, and Fay Leone Faurote, vice-president and general manager.

In an announcement issued by the Atlantic Broadcasting Corp, an ambitious plan of quality broadcasting is being put into effect and the opening program on December 17 will include such well-known artists as Paul Althouse, tenor, and Arthur Middleton, baritone.

The Brillantone Steel Needle Co., New York City, has issued an attractive record display easel featuring the Gift Edge needle. The former display case advertising the Brillantone needle was a distinct success.

Sam Fingrutd Returns

From a Trip to Cuba

PHILADELPHIA, PA., December 8—Sam Fingrutd, treasurer of Everybody’s Talking Machine Co., of this city, returned recently from a pleasure trip to Cuba. Mr. Fingrutd is an indefatigable worker and vacations are an exception rather than the rule with him. As Everybody’s Talking Machine Co. is completing an exceptionally good year not only in the sales of Honest Quaker main springs and talking machine repair materials, but in the Okeh distributing department as well, this vacation near its close was well earned. Mr. Fingrutd reports that he enjoyed every minute of his stay on the Island and was well pleased with conditions at headquarters when he returned.

Plans New 1927 Line

The Mutual Phonos Parts Mfg. Corp., New York City, will present to the trade a new line for 1927. It is expected that the new line will be ready by the first of the year and will include a further improved model of the new type of Saxophone reproducer and tone arm as well. A. Frangipane, secretary of the company, recently returned from a trip through the Middle West where he showed samples of the new Mutual Phonos Parts line.

DEMAND TELLS THE WHOLE STORY!

We have recently been forced to practically double our manufacturing facilities in order to take care of the increased demand for Minerva receivers. This is not said boastfully, but is a simple statement of fact to prove that dealers do appreciate

MAXIMUM VALUE

MINIMUM SERVICE WORRIES

This is what the Minerva receiver offers. Minerva is up-to-date. Beautiful cabinets, beautiful tone, 6 tubes, plenty of volume, and one-dial convenience, which offers real selectivity. We are open for distributors in a few localities and we invite dealers everywhere, who are interested in larger profits and less work servicing sets, to write us at once.

MINERVA RADIO CO.
154 East Erie St., at Michigan Blvd.
CHICAGO, ILL.
Attained this position thru sheer merit. For an electric receiver to be as good as the Argus must possess these outstanding features:

- No Batteries
- No Trickle Chargers
- No Attachment of Any Kind
- Operates on A.C. from 95 volts up
- Operating cost only 1/10 of a cent per hour
- Unexcelled Sensitivity
- Local Stations without Aerial
- Distant Stations with Loop or Indoor Aerial
- Instant Approval of the Artistic Eye
- Chromatic Tone Perfection—Perfect, it is Acclaimed by the Twisted Musical Ear

**ARGUS ELECTRIC RADIO**

$375.

ARGUS RADIO CORP.
257 West 17th St., New York

This invention relates particularly to that type of talking machine which can be partly collapsed to a smaller bulk in order to render the same easily portable or to adapt it to form part of shallow furniture or for like purposes.

In connection with such talking machines as hitherto constructed, it has been proposed to mount a horn or sound reflector with the sound outlet on or above the level of the board which carries the motor, the whole being adapted to go into a relatively small compass when the lid is closed; and it has further been proposed to lower the motor board completely with the motor arm and horn into the main casing when not in use, or the tone arm has been constructed so as to be removable or to fall down into the main case of the instrument.

In these latter arrangements, also, it has been the practice to construct the amplifying horn so that it forms part of the lid or the main case, or the horn is fixed to a board which carries the motor, such dispositions of horn greatly detracting from the full efficiency thereof, owing to the motor being in direct connection therewith.

The object of the present invention is to provide an improved construction of talking machine or the like having all the advantages of existing types without their attendant disadvantages, and the invention consists in a talking machine of the type referred to having a horn forming in itself a complete unit free from the motor board and which is mounted beneath the motor board, the horn being conveniently pivoted or hinged to the case of the instrument so that the horn and tone arm can be lowered out of the way relative to the said board when not in use without changing the shape of the horn.

The invention also consists in a talking machine of the above character in which the lowering and raising of the horn is carried out automatically by the lowering or raising of the lid or cover of the talking machine.

The invention also consists in a talking machine of the above character in which the horn is curved to pass around the outside of the motor.

Figure 1 is a part sectional side elevation with the parts in playing position. Fig. 2 is a similar with the parts collapsed. Fig. 3 is a plan of Fig. 1, with the lid removed.

Starting Attachment for Edison Phonographs.

This invention relates to a new and useful device for properly positioning the stylus or diamond point of an Edison phonograph, over the outer end of the sound groove, so that lowering of the tone-arm-and-horn-unit will properly engage the stylus with the beginning of the record.

It is one object of the invention to provide for obtaining the desired result in an exceptionally simple and inexpensive manner, and another aim is to provide an attachment for an ordinary Edison phonograph, which may be easily applied and adjusted to limit the swinging of the above-named tone-arm-and-horn-unit, toward the center of the record table, to a position in which the stylus is directly over the outer end of the sound groove, whereby lowering of said unit will position the stylus in the groove in such a manner as to produce a clear and distinct reproduction of the sound of the record.

United States Patents 1,184,333 of May 23, 1916, and 1,211,523 of January 9, 1917, show the general type of Edison phonograph with which this invention is usable.

Figure 1 is a perspective view of an Edison phonograph equipped with the invention, the cover being swung upward and the front panel being removed. Fig. 2 is a detail horizontal section view showing the invention in top plan. Fig. 3 is an enlarged vertical sectional view on line 3—3 of Fig. 2. Fig. 4 is an enlarged detail horizontal section on line 4—4 of Fig. 3.


This invention relates to improvements in devices for amplifying sound waves. It is here applied to the phonograph, in which adaptation it has special advantages, but it is the desire of the patentee to protect the broad features of the invention whether used in a phonograph or any other device in which it is desired to amplify sound waves, or when used as a simple megaphone.

The ideal amplifier is one into which sound waves may be introduced and wherein they will be amplified to the highest degree and be propagated as sound waves of the exact character as those which are introduced therein. Megaphones, as hitherto made, have had the effect of not only amplifying sound waves but of modifying them, so that the sounds propagated from the amplifier have been different in character from the sounds introduced therein. Such amplifiers seem to change the pitch of the tones and they seem to affect different tones differently, so that some tones seem to be made more hollow or "tubby" than others. It has been said that every megaphone has an inherent tone of its own and that this must be true of every megaphone. The object of the invention is to overcome each and every defect of the amplifier.

Figure 1 is a sectional view through a cabinet phonograph embodying the invention, in which view, the cabinet cover and various parts are omitted. Fig. 2 is a longitudinal sectional view of the tone arm, showing the same full size. Fig. 3 is a sectional view taken on the line 3—3 of Fig. 2. Fig. 4, is a sectional view taken on the line 4—4 of Fig. 2. Fig. 5 is a longitudinal sectional view of the throat, showing the same approximately two thirds actual size. Fig. 6, 7 and 8 are sectional views, taken, respectively, on the lines 6—6, 7—7 and 8—8 of Fig. 5. Fig. 9 is a sectional view of the horn showing the same about two thirds actual size. Fig. 10 is an end view showing the smaller end of the horn, and Fig. 11 is a similar view of a horn of tubo-conical shape instead of frusto-pyramidal shape.

**TELETONE**

Radio Speaker

Built like a violin—the world's finest musical instrument

**Teletone**

Radiospeaker 60
An exquisite talking speaker, in American walnut or African mahogany $125.00

**Teletone**

Radiospeaker 62
Precisely like radiospeaker 60 . . . but slightly smaller $125.00

Teletone Corporation of America

449-453 West 42nd Street

New York City
Music Publishing Firms Report Output
That Is Valued at $15,089,636 in 1925

WASHINGTON, D. C., December 6.—The Department of Commerce announces that, according to data collected at the biennial census of manufacturers, in 1925, the establishments engaged primarily in the printing and publishing, or publishing only, of music in the United States reported a total output valued at $15,089,636, of which amount $13,835,375 was contributed by sheet music and books of music and $1,254,261 by receipts from miscellaneous sources, such as book and job printing, litho- graphing, printing of periodicals, etc. Of the total, $4,781,395 was reported by music publishers who did their own printing and $10,368,241 by publishers whose printing was done by others. The value of sheet music and books of music shows an increase of 2.5 per cent as compared with $13,894,406 for 1923, the last preceding census year.

In addition, music is printed and published to some extent by establishments engaged primarily in other branches of the printing and publishing industry, but the output of music by such establishments is relatively small.

Of the 109 establishments reporting for 1925, forty-six were located in New York, fifteen in Illinois, nine in Massachusetts, eight in Ohio, seven each in Missouri and Pennsylvania, and the remaining seventeen in eleven other states. In 1923 the industry was represented by 110 establishments, the decrease to 109 in 1925 being the net result of a loss of thirteen and a gain of twelve. Of the thirteen establishments lost to the industry, six had gone out of business prior to the beginning of 1925, two were engaged primarily in lines of industrial activity other than music printing and publishing and were therefore transferred to the appropriate industries, and five reported products valued at less than $5,000. (No data are tabulated at the biennial censuses for establishments with products under $5,000 in value.)

The statistics for 1925 and 1923 are summarized in the table below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Wages</th>
<th>Paid (for contract work)</th>
<th>Cost of materials</th>
<th>Products, total value</th>
<th>Sheet music and books of music</th>
<th>Other products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1925</td>
<td>$14,626,810</td>
<td>$1,828,230</td>
<td>$1,461,661</td>
<td>$15,089,636</td>
<td>$1,254,261</td>
<td>$1,383,375</td>
</tr>
<tr>
<td>1923</td>
<td>$15,089,636</td>
<td>$2,050,499</td>
<td>$1,132,404</td>
<td>$15,895,436</td>
<td>$1,254,261</td>
<td>$1,383,375</td>
</tr>
</tbody>
</table>

The figures for 1925 are preliminary and subject to such correction as may be found necessary upon further examination of the returns by the Federal Census Bureau.

New Goodman Number
Chappell-Harms, Inc., 185 Madison avenue, New York City, recently accepted for publication a new song called "I Found You," the words and music of which are by Lillian Rosedale Goodman, the composer of "Cherie, I Love You." The number is quite popular in style and wherever introduced, has been exceptionally well received, so the publishers look forward to this number duplicating the success throughout the country of the earlier contributions.

Brea With B. B. & L.
Louis Brea, the well-known song writer, has joined the popular publishing firm of Elbo, Bloedon & Lang, 1597 Broadway, New York City, as professional manager. Mr. Brea is one of the most popular writers along Broadway and has a host of friends in every channel of music activity, all of whom wish him success in his new connection.

"Mary Lou" Proving One of Season's Popular Hits

"Mary Lou," published by Waterson, Berlin & Snyder, is one of the most popular numbers of the season. The song got much of its publicity through the aid of singing orchestras as the chorus lends itself readily to gang effects. Aside from the novel style of lyric, the melody is one that has wide appeal. Thus "Mary Lou" has the combination of words and melody that brings purchase to music counters.

The trade has been quick to realize the possibilities of this song, with the result that it is often demonstrated, giving a conspicuous place on the counter and has been favored with a large number of special window displays.

Herewith is shown a fall window display of "Mary Lou" which recently appeared for one week in the J. G. McCrorey store, 1209 Market street, Philadelphia. During the week's showing of the sales of "Mary Lou" increased considerably, proving again that window displays are valuable as sales creators.

Chicago Firm Chartered

A charter has been granted to the Interstate Music Co., 525 Judson avenue, Chicago, with a capital stock of $20,000. The company will deal in pianos and other musical instruments and is sponsored by the following: P. H. Smythe, Paul P. Smythe, Jr., and Olive Smythe.
Walter Donaldson, a Song Writer Who Writes Successes Season After Season

The Record of One of the Most Prominent of Those Who Supply the American Public With Its Popular Music—One That Would Be Hard to Excel

It's quite possible and has been done—that is for a song writer to write a lot of numbers each season. To write a lot of successes, however, is an entirely different matter. And to write many successes after season is still another subject. It has, of course, been done but we know of no one who has performed better in this phase of music writing than Walter Donaldson. Donaldson, by the way, off and on, spends some time in Chicago and in recent years the Windy City has tried to claim him for its own, but in looking up the records it is found that he was "born and bred in Brooklyn" and still makes his home there. His first business activity was as a board clerk in a Wall Street office of Henry B. Clews & Co. and his first song was "A Jubilee in My Old Kentucky Home." Oddly, one of the greatest of his present-day successes is "Just A Bird's-Eye View" (Of My Old Kentucky Home). It is particularly appropriate to review Walter Donaldson's activities as a writer and composer because his song "It Made You Happy When You Made Me Cry" was used by Jesse Crawford, the nationally known organist and record artist, during the week of the grand opening of the new Paramount Theatre, New York, an opening, by the way, which was reported in practically every center in the United States as creating a new type of photoplay house. Naturally a song selected as a feature for such a gala event was chosen on its merit alone. It was necessary that it be a part of a program that would establish new standards for photoplay music and in an atmosphere that would meet the critical taste and ears of the general public, the photoplay industry, the music trade and the sharp-toned newspaper critics. It seems to have done all this because in many of the reports of the opening of the Paramount Theatre both Jesse Crawford's work and the title of the song were often mentioned.

Going back to Walter Donaldson one need not delve too far in popular music history in order to prove the contention that he has established a new record for successful songs. We will pick a few out of late seasons, songs that are still familiar, some of them still being whistled. Among these are "Yes Sir, She's My Baby," "After I Say I'm Sorry," "That's Why I Love You," "Where'd You Get Those Eyes," "That Certain Party," "I Wonder Where My Baby Is Tonight," "Midnight Waltz," "Let's Talk About My Sweetie," "Let It Rain, Let It Pour," "My Best Girl," "Beside a Babbling Brook," "My Buddy," "Carolina In The Morning," "Mammy," "Back Home In Tennessee," "She's A Daughter of Rosie O'Grady," "You're a Million Miles From Nowhere," "How You Gonna Keep 'Em Down on the Farm," and a title that equally applies to Walter himself, "What a Man," the name of one of his songs. Among his latest offerings, now being currently exploited, are "Kiss Your Little Baby Goodnight," "I've Got the Girl," "It Made You Happy When You Made Me Cry," "Just A Bird's-Eye View of My Old Kentucky Home" and "Thinking of You." A lot more could be said, but when you can refer to such records as the above they really speak for themselves. "No kiddin'!"

Walter Goodwin, composer of popular songs, has organized a music-publishing corporation, chartered in New York State. The new organization will be known as Walter Goodwin, Inc., and plans to establish retail stores.
British Sam Fox Co., Ltd., Granted Charter

New Company Incorporated Under Keith Prowse Auspices—London Firm Controls Fox Catalog in Great Britain and Colonies Exclusive of Canada and Australia

Sam Fox, head of the Sam Fox Publishing Co., Cleveland, O., and New York, who has spent the past several months in European capitals, has done some unusual business for his company over there. The most important arrangement, according to reports from London, is not only the renewal of this firm’s close association with Keith Prowse & Co., Ltd., for the British Isles, but includes an elaboration of past activities whereby a new company has been incorporated under the title of the Sam Fox Publishing Co. (London), Ltd.

In an interview with the London correspondent of The Talking Machine World, Mr. Fox stated that he was very much gratified and indeed happy over the new connections with such a long-established and important distribution and dealer outlet as that of the house of Keith Prowse.

He was not only pleased with his arrangement but he was agreeably surprised with the healthy conditions existing at present in the English music trade. The outlook for future business along present lines, he said, was most promising and he looked forward to a wider expansion of Fox interests under the new connections and the auspices which have already found such favor in Great Britain and the other territory included in the arrangement.

It might be mentioned here that the Fox organization is to-day an international one. There are already branches or agencies in Australia, New Zealand, Japan, France, Belgium, Holland, Germany, Austria, Spain, South America and other countries.

Keith Prowse & Co., Ltd., has been established in London for nearly a century and a half. It is one of the leaders in all phases of musical activities covering both wholesale and retail distribution. It operates a publishing firm, a jobbing business throughout Great Britain, a theatre ticket agency and an entertainment booking department as well as operating retail piano and gramophone salons.

Irving Berlin Is Bringing Out Two New Numbers

“Just a Little Longer” and “That’s a Good Girl” Make Five Written This Season

Among the new songs that have been added to the catalog of Irving Berlin, Inc., are two by Irving Berlin, called “Just a Little Longer” and “That’s a Good Girl.” This release closely follows three other Berlin successes this season, namely, “Because I Love You,” “How Many Times?” and “I’m On My Way Home.”

Aside from the show material Irving Berlin has written and in addition to his popular selections, the release of all of these successful songs in the same season establishes a new record for this writer.

A., Y. & B. Planning Big National Campaign

New York Publishers’ Drive to Cover the Entire Country From Coast to Coast

Jack Yellen and Billy Chandler, of the firm of Ager, Yellen & Bernstein, who recently returned from Chicago and other Middle West centers, arranged a Fall campaign on the A., Y. & B. catalog that will reach the felt in mid-West territory but through the plans inaugurated will cover the Pacific Coast.

These activities together with the intensive exploitation campaign arranged by the home office in the East, give this firm a prominent position in the popular music field.
Production Music and the Way in Which It Increases Sales for the Merchants

According to word from a mid-West dealer, there are values in production music in addition to the profits from immediate sales. This enterprising merchant takes the attitude that people who are brought into the store for songs from musical melodists inadversely are those who would not otherwise visit the establishment except at very long periods.

Production music, therefore, lures people to the music establishment, and as such music it must be valued accordingly. After all, it is getting people into retail stores that makes for large sales totals, and any method that will produce such effects among buyers should be looked upon by the merchant as more than worth while.

Now it is true that only the outstanding numbers from musical shows have large sales, so no one would suggest that the dealer carry heavy stocks of the songs of lesser importance in productions. However, a good method is to carry a fair supply of the most successful numbers and during the shows run in any particular city to have a few each of the second-best songs, as well.

The firm of Leo Feist, Inc., has, in a measure, offered the necessity for carrying any quantity of second-best sellers by issuing for its late productions folios carrying seven songs in one cover. They are entitled "Vocal Gems," each with the name of the particular show. They retail at a very popular price and include not only the hit songs but all the first seven numbers of the production.

Getting that production music is an attraction which does somewhat more than bring profit from musical shows to the store, the next question is how best to get the most out of the visit of productions to the dealer's locality. One of the simplest forms is to display the music of the current production in the window, reminding those who have attended the show that the song gems can be had inside. It may not be generally known, but all theatres are glad to loan, to any dealer, photographs of the prominent players before and during the visit of a musical comedy. Where the names of the artists are known locally, the inclusion of a photograph or photographs will not only add value to the display but will give an intimate touch to the setting.

In addition to the above, publishers and jobbers often have special display material related to particular productions. This is generally of such a nature that it lends itself very readily to window display and, more often than not, will add importance to the window and attract customers who might not be lured to the window or to the establishment otherwise.

There is not as much gamble in production music for the dealer as some would have us think. Of course, if nothing is done to encourage interest in the songs or instrumental selections from a show, there are likely to be few attracted to the establishment. The main thing in all sales of production music, on the part of the dealer, is to remind the prospective customers of particular numbers that they have heard in one or more places elsewhere. The number one show that takes to the road does so because the producer is assured of filling theatres during the tour. This is generally after the production has had months of success in New York or Chicago. As far as the typical road shows are concerned, there is very little gamble in displaying the songs from these offerings, for no producer puts out second, third and fourth shows unless he has absolute assurance that they are money makers. If either type of show has attained sufficient success to justify a tour of the country, the trade can rest assured that it has several song attractions which have aided considerably in making it an artistic and financial success, just being the case, songs that have made possible four and five-dollar prices for seats in New York and two and a half and three-dollar seats on the road must be carried at the standard of success, for themselves. It can be taken for granted that people who pay such prices for seats for a musical show are in a position to produce the necessary funds to buy the particular songs from such productions that they like. And, what is more, they are able to purchase other goods in the establishment if their interest is aroused.

Taking these things into consideration it might be worth while for sheet music dealers to give more attention to show music. An example has been set in this direction by many talking machine dealers throughout the country who take advantage of every appearance of a musical show to display the records of the song numbers. They have found this profitable and a very big attraction in their interests. There is no reason in the world why the sheet music dealer should not be able to attain the same end by following out similar activities.

Piantadosi Re-enters Field

Al Piantadosi, who has been writing songs for over a decade, recently re-entered the publishing business, forming the firm of Al Piantadosi with offices at 1576 Broadway, New York City. The first numbers of the new firm are entitled "Tired Hands" and "I May Learn to Forget Some Day" (And You May Learn to Care). Both numbers in early tryouts have shown up to good advantage.

Victor Co. Makes Special Release of Adeste Fideles

A special release of "Adeste Fideles" made by the Associated Glee Clubs with 2,500 voices recorded at their concert at the Sesqui-Centennial in Philadelphia is being released by the Victor Talking Machine Co.

Buys Out W. J. Thompson

Charles E. Edel has purchased control of the music firm of Edel & Thompson, Olean, N. Y., and W. J. Thompson will continue as an executive of the business to be known as the Edel Musical Co., located at 1206 Irving street.

Clarence Williams Music Publishing Co. will feature "Candy Lips" and "Nobody but My Baby."

Four Aces of Songland

MEXICALI DOSE
BY H. STONE AND ABRETTENY

LULLABY MOON
BY W. HAMER AND H. J. TANDLER

BLUEBIRD AND
ITS LONEROME
BY GEO. NORTON AND H. B. MILLER

OPEN THE GATES OF DAWN
BY W. H. HAMER AND T. A. ANTON

WA.QUINCKE & CO...480 S' BROADWAY...LOS ANGELES...CAL.
British Trade Enthusiastic as Demand for Improved Instruments Strengthens

New Talking Machines, Electrical Method of Recording, Etc., Are of Outstanding Importance in Developing Business and Live Merchants Are Taking Advantage of Opportunity

LONDON, Eng., December 4—Despite the severe industrial troubles in which the country has been plunged during the last few months, there is everywhere enthusiasm in talking machine circles, and it would be difficult to discover the slightest slackening in the phenomenal demand for gramophones and records. Everywhere I go I hear of nothing but the latest big developments: the new Viva-tonal Columbia instrument, the regular improvement month by month of the new process of electrical recording, now adopted by all the leading companies. The proportion of record issues devoted to music appealing to music lovers, too, everywhere receives comment and the amount of editorial space devoted to the latest doings in the gramophone world and given in the public press of the country increases every month. Every day, in almost every daily paper, one reads of music in connection with recording. Editors have perforce—particularly since the advent of the broadcasting program—had to cater for a public inspired with the desire to become as acquainted with music as with literature.

The position of the gramophone companies' shares on the market; the wonderful activity of production in the factories; the tremendous national advertising campaigns of the leading companies coupled with the special window displays by practically every music and gramophone dealer; the record sales figures alluded to in another part of this report, all confirm my anticipations of some months ago that this season would eclipse the figures of all previous seasons.

The New Duophone Records

The Duophone & Unbreakable Record Co. is, I hear, doing exceptionally good business with its new, unbreakable records. The first issues were released a week or two ago, and the whole output of the company for some considerable time ahead is booked right up.

1927 British Industries Fair


His Master's Voice Annual Report

In presenting the annual report of the meeting of the Gramophone Co., the chairman made some interesting statements. In regard to figures he said: "The report is for the year ended June 30 last and the trading profit amounts to £338,007, being £43,714 more than the previous year's figure of £294,293, which at the time was the highest in the company's history. The amount brought forward is £413,961, and after making the usual deduction for debenture service, directors' fees and dividends declared at the last meeting, leaves a balance of unappropriated profits of £500,611."

Out of this amount the directors recommended that there be paid, less a tax, a dividend of 20 per cent on the 750,000 fully paid ordinary shares, and on £380,000, the amount paid up on the remaining 810,000 shares. This dividend, with this year's appropriations, absorbs £231,358, leaving a net figure to be carried forward of £249,000, which compares with £162,661 and £115,668 of the two previous years. The net assets of the company for the first time are valued at over £2,000,000 this year. The total assets, irrespective of patents, trademarks and goodwill, amount to £2,663,373, and the liabilities, including debenture indebtedness, to £569,110, giving a balance of net tangible assets of £2,034,262, which is nearly double the par value of the issued ordinary shares.

The large increase in trade investments is accounted for by the fact that the agencies in

(Continued on page 145)

The MICRO PERPHONE

(British and Foreign Patents Applied for)

The new Cabinet Gramophone with many distinctive features

Besides the fullest compass possible from extreme Bass to Treble and the recognized increase in tone volume, the Micro Perophone possesses a solidity of tone equally distributed throughout its compass and a wonderful stereoscopic effect in all concerted records with a tonal analysis as clearly cut as a cameo.

The Micro Perophone is for the discriminating Dealer who requires a moderate price Gramophone for a new and valuable Clientele who desires the new Electrical records musically accurate and perfectly reproduced.

First issue, 2 Models only

| Style M.P. | 1 in Satin finish figured Mahogany | £9.0.0. |
| 2 Oak | £9.0.0. |
| 3 Mahogany | £11.11.0. |
| 4 Oak | £11.0.0. |


Catalogues now ready. Deliveries have commenced. Large orders already placed.

Can we have your enquiries for early business?

PEROPHONE, LTD.

Sole Patentees and Manufacturers

76 & 78 City Road London, E. C.
Montreal Dealers Advertising Radio Sets as Suitable Gifts for Christmas

Interest in Radio Grows With Closing of Motor Season—Many Christmas Phonograph Clubs in Operation—C. W. Lindsay, Ltd., Reports 200 Per Cent Increase—Other News

Montreal, Can., December 7.—Radio supplies will constitute an important item in many retail schemes from now on. With the motoring season over, radio claims an increased interest, and as reception has been fairly good of late the fans are taking quite an interest. There are, no doubt, very good possibilities in radio as a line for Christmas trade. While the spending spirit is upon the people is a good time to interest men in radio as a Christmas gift for the family where there is no radio set in the home; or in getting something better where there may happen to be a set already in use by a family that feels interested. Quite a number of local music houses have already started to advertise radio receiving sets as suitable Christmas gifts for the whole family.

With the large number of Christmas Phonograph Clubs now being conducted by local dealers there is no excuse for any one being without a phonograph, as every inducement is given the public to buy.

Capt. Euclide Gregoire, head of the Montreal Police Department’s Morality Squad, was recently presented with an Orthophonic Victrola by members of his squad and his friends, on the occasion of the completion of twenty years of service on the force.

The Compo Co., Ltd., Lachine, Que., are advertising quite freely in various dailies, weeklies, etc., throughout Canada, introducing the Apex Electrophonic, which it advertises as a phonograph which interprets “the very soul of music.”

Walter J. Scott, of Scott Sales Co., this city, will attend to the sales of Gruene radio receivers in the Province of Quebec. These sets are distributed by the Phonola Co. of Canada, Ltd., Etobicoke, Ont.

The Victor Talking Machine Co. of Canada, Ltd., is using Printers’ Ink in the interest of portable Victrolas, drawing attention to their suitability as splendid and useful Christmas gifts.

J. W. Shaw & Co., on a recent Saturday night, on a “Seville” model Brunswick phonograph demonstrated a couple of Brunswick popular record hits and inside of an hour sold fifty Brunswick records. The machine was placed just inside the door leading to the street. Edgar Day, Longueil, Que., recently sold a Credenza Orthophonic Victrola to the moving picture theatre in that town, and as the instrument furnishes music for the audiences it also does good advertising for Mr. Day. He not only has special advertising slides thrown on the screen, but has an attractive “now playing” card at one side of the stage upon which it is possible to place smaller cards, giving titles of records played and informing the readers that any record can be obtained from Mr. Day.

During the recent appearance in local musical circles of the Boston Symphony Orchestra, Layton Bros., Ltd., ran newspaper copycaptioned: “Great symphony orchestra will play for you! The world’s forward step in music—the new Orthophonic Victrola, The Boston Symphony, New York Symphony, Philadelphia Orchestra, Philharmonic, Creator of the Sound, comes to you with instrumentation complete, the music sounding just as admired!”

Then followed a description of the various models of Orthophonic Victrolas and the prices. Good-sized newspaper copy is now appearing under this firm’s name advocating the purchase of another member of the Orthophonic Victrola family. This concern is a consistent user of large advertising space.

C. W. Lindsay, Ltd., report a 200 per cent increase in radio sales last against the corresponding month of last year. December sales of 1925 established a record, but November of this year is the biggest in the firm’s history. They feature a Hot-Warner radio receiving sets. J. B. O’Brien, manager of the phonograph and radio departments of this firm, recently demonstrated before the members of the Y. W. C. A. the Brunswick Panatope, which aroused considerable interest.

Annual Radio Exposition Feature of the Month in Toronto Territory

Annual Radio Show Is Great Success—Canadian Phonograph Manufacturers Assn. Discuss Plans for National Exposition of 1927—Fans’ Service Station Opened

TORONTO, Ont., December 7.—With the largest crowd that ever assembled in one place in the city to hear radio demonstrations and have models of radio receivers explained, the recent Toronto Radio Show is regarded by all the directors as having been an outstanding success from every angle. The night preceding the close of the show a banquet was held, which was attended by exhibitors and their friends, with R. O. Bull, president, Canadian Radio Trades Association, presiding.

A Fans’ service station for Balkite units is being operated at 132 Richmond street, West, by E. L. Mendoza, under the direction of Burn dept., of Canada.

A meeting was held recently of the Canadian Phonograph Manufacturers’ Association to discuss plans and consider recommendations in connection with the Canadian National Exhibition of 1927.

Pollock-Weller, Ltd., Kitchener, Ont., have secured an order for 1,000 Helcom Motors with which to equip 1,000 phonographs that had been ordered for educational purposes by the Victorian State Educational Department, of Melbourne, Australia. This order was won in open competition against makers of English, German and Swiss products. One hundred and eighty-four cases of phonograph motors and parts were recently shipped for export in one day. Business is particularly good in shipments to Australia and New Zealand.

A movement for the suppression of evils in the radio trade was started at Ottawa, when local music, radio and other dealers interested in the sale and distribution of radio equipment held a general meeting, at which the Ottawa Radio Trades Association was formally organized. It was announced that a series of lectures would be held, at which questions regarding the limit of service on sets, the limitation in the sale of cheap sets, and general advice regarding conditions, would be held under the auspices of the new association.

Judgment has been given in favor of the Canadian General Electric Co., Ltd., Toronto, in its suit against J. E. Yeung and Bruce L. Robinson, distributors, Ltd., of Calgary, Alta., for infringement of radio patents.

F. Lawrence, Winnipeg, Adds Kellogg Radio Line

Dealers in Winnipeg Territory Report Increased Interest in Radio Apparatus — Brunswick Dealer Adds to Selling Force

WINNIPEG, Man., December 6.—Kellogg radio receivers will be sold by F. Lawrence, of this city, who is acting as traveling representative.

With the arrival of the longer evenings greater interest is again being given to radio and radio equipment. While the height of the craze has passed to some extent there is still a large crop of young enthusiasts that represent very heavy potential spending for radio supplies. The tendency to experiment with radio is universal and to the youth with initiative there is no end of effort being made to get something new. Dealers are reported to be stocking radio supplies in a large way in anticipation of a heavy Winter demand, and sales of batteries are brisk.

A Winnipeg store, which has made a pronounced success of its boys’ department, loses no opportunity to cultivate the good will of boys, whether they are actually buying or not. With every purchase of smaller sizes some little gift is included, which in itself means little but carries influence as a remembrance in the boy’s mind. The same store has a radio man who allows a little window to exhibit his sets, and there is a standing offer that any boy who is interested in radio can bring his hook-up or any other problems to this man and get the best of advice without being under any obligation.

Farquhar & Shaw, Brunswick specialists, Winnipeg, report excellent business this fall, so much so that they have had to add to their selling force.

Volkwcin Bros., Pittsburgh, Pa., have added the Bosch line of radio receivers.
I've Grown So Lonesome

Thinking of You

The New Hit by Walter Donaldson and Paul Ash
Writers of That's Why I Love You

That Crisp and Cracking Fox Trot HITS

by Egan, Pasterнакi and Whiting

TAKE IN THE SUN, HANG OUT THE MOON

(ROCK ME IN A CRADLE OF DREAMS)

A Sure-Fire Fox Trot Ballad With A Unique and Extraordinary Pattern

by Lewis and Young and Harry Woods

© 1926 Leo Feist Inc

December 15, 1925

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Writers of That's Why I Love You

That Crisp and Cracking Fox Trot HITS

by Egan, Pasterнаки и Whiting
Harmony Records

DANCE SELECTIONS
30-H I'm in a Blue Mood—Waltz, with Vocal Chorus by Joe Swanagan.
30-I I'm Just a Simple Tomboy—Waltz, with Vocal Chorus by Paul Hagens.
30-M I Made You Happy When You Made Me—Waltz, with Vocal Chorus by Paul Hagens.
30-M I Still Believe in You—Waltz, with Vocal Chorus by Paul Hagens.
30-H I've Seen the World—Waltz, with Vocal Chorus by Paul Hagens.
30-H I've Told the Birds—The Blues—Waltz, with Vocal Chorus by Frank Slivka.
30-H I've Turned the Page—Fox-Trot, with Vocal Chorus by Frank Slivka.
30-H I'd Only Believe in You—Waltz, with Vocal Chorus by Paul Hagens.
30-H I'm Telling the Birds—The Blues—Waltz, with Vocal Chorus by Paul Hagens.
30-H I'm Waiting Out Here—Fox-Trot, with Vocal Chorus by Frank Slivka.
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From European Headquarters
(Continued from page 139)

Holland and New Zealand have been converted into limited liability companies, and that a new company has been formed in Germany. The company holds shares to the value of £21,000 odd in these new companies. Referring to general conditions, the chairman said that the sales of the first four months of the new financial year were far in excess of those for the corresponding months of the previous year, and all indications tended to show that the comparative sales are likely to continue upward.

The Pearsolophone Daphnogram

L. E. Jaccard, of Clerkenwell road, this city, has recently introduced to the trade a new novelty in the shape of a delicately and artistically designed daphnogram, which, used with just a motor and turntable, attached to any box or cabinet, precludes the use of the ordinary sound box, tone arm and amplifying chamber.

Brief Paragraphs of Interest

The Eighth Belgian Official Commercial and International Fair is announced to be held April 7 to 21, inclusive, in the Gardens and Halls of the Cinquantenaire, Brussels. Talking machine firms that have already booked space include Compagnie Francaise du Gramophone, Compagnie du Phono-Colibri, of Belgium (pocket portables), C. De Saur, of Brussels, Pathé Belgie, G. Reney, of Brussels, and Hermann Thorens, of Switzerland (motors).

The annual dinner of the Federation of British Music Industries is announced to be held on January 26, 1927, at the Savoy Hotel. The 1927 convention, I understand, is to be held toward the end of May in Ramsgate.

Louis Sterling is daily expected (as I write) back from New York. Anticipations are always rife upon Mr. Sterling's appearances and disappearances, and the trade would not be at all surprised if Columbia announced some new and big Columbia effort upon his return.

Evidence of the increasing activity of the trade here is afforded by the fact that both Collaro, Ltd., and the Garrard Engineering Co. have had to secure additional premises. Messrs. Collaro have secured a new and larger factory at Culmore Works, Culmore road, Peckham, London, and the Garrard Co.'s works at Swindon have been further extended recently.

Edison Concert Given

Peekskill, N. Y., December 9—A comparison concert featuring the New Edison phonograph and entitled "The Romance of Music" with Helen Davis, soprano and Victor Young, pianist, both Edison artists, appearing in costume, was given at Drum Hill auditorium, under the auspices of Petrocine's Music Store, on December 6. The event was well attended.

The Pacific Motor Supply Co., of San Francisco and Los Angeles, Cal., recently was appointed distributor for California for Erla receivers by the Electrical Research Laboratories, of Chicago, Ill.

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Important European-American Deals Have Been Consummated by the Brunswick Co.


Greater Profits by Exploiting New Records

W. H. Lysaght Makes Interesting Analysis of Status of Radio Industry in Europe

Interesting Facts Concerning Radio's Missing Notes

Straightening Out the Air Tangles—It's Effort, Not the Market That Fails

Authoritative Information Is Important

Closing the Books for Ninety Hundred and Twenty-six

Keeping the Mailing List Alive

One Outstanding Business Transaction "Cheap Credit" Causes Collection Troubles

Co-operative Ads Score Over Sales Resistance

Gorson's Idea Plan Exposes Selling

Consolidated Co., Baltimore, Utilizing Big Business Methods to Sell the Brunswick Line

Money-Making Suggestions for Ambitious Merchants

Stress Radio Service. Not Price, Says Lyon & Healy

A Budget of Profit Winning Sales Wrinkles

Let the Post Office Check Your Mailing Lists

Long-Term Installment Selling Is Bad Practice

An Intelligently Selected Sideline Eliminates Periods of Trade Depression

Matthews Outside Selling Brought Results

Salesmanship in the Recording Department Is Essential to Its Profitable Operation

Opportunity for Trade to Tie Up with Nation's Largest Talking Machine Factories

Featuring the Musical Possibilities of the Talking Machine

Radio Tie-ups With Important Events

Build Sales

Broadcasting Situation Receives the Attention of Metropolitan Retailers

Roy E. Forbes Tells How the Victor Co. Introduced Orthophonic Line to the Trade

Metro-plitan Victor Dealers Plan Publicity Drive in Behalf of Orthophonic

J. G. Harboard Discusses Radio Broadcasting

New Stores and Changes Among Talking Machine Dealers During the Past Month

Radio Co-ordinating Committee Urges Emergency Control Measure

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Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

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