

The **TALKING**
MACHINE
WORLD

*For the
 makers &
 sellers of
 talking
 machines*

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Ave., New York, August 15, 1925



"Radio is Profitable with Brunswick Radiolas"

BRUNSWICK PHONOGRAPHS
BRUNSWICK RADIOLAS
BRUNSWICK RECORDS



The Sign of Musical Prestige

Brunswick
 PHONOGRAPHS • RECORDS • RADIOLAS

U. S. PAT. 1925

SONORA HIGH BOY PHONOGRAPHS



The Hampden, \$225



The Hampden High Boy

The majestic dignity of the Renaissance period is reflected in the Hampden high boy for it is a "high" boy that attains full height, breadth, and has an air of authoritative solidness. The wood carver's skill gracefully tempers stateliness with delicacy—Knurls of seasoned wood set the crowning crests of sovereignty upon the beautifully grained doors.

When the portals are thrown open to the radio enthusiast the Sonora five-tube panel may be enclosed within an easy sliding drawer—a combination of radio and phonograph that excels in beauty of tone and beauty of design.

SONORA PRESENTS NEW HIGH BOY PERIOD DESIGN PHONOGRAPHS—so delightfully new in design and priced so thoroughly in accord with the new demand that Sonora dealers can look forward to the phonograph playing a leading part in profitable fall business.

These new high boy phonographs will appeal to the radio enthusiast as well as to the phonograph lover, for each Sonora high boy is radio-adapted. Just place the Sonora five-tube radio receiving panel within and you will have a marvelous combination set that will set a standard for tone quality in both radio and phonograph.

Yet the selection of the radio panel is optional with the purchaser, for the Sonora high boys are designed to accommodate most standard-sized panels. This feature enables the dealer to get a tremendous turnover on a limited investment, for these outstanding values in phonographs meet any number of combination radio demands.

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



The Plymouth High Boy

Another new Sonora high boy—somewhat different from the Hampden—but a true high boy in every sense of the word. Its classic lines proclaim its illustrious origin, which its name implies. Radio-adapted of course—to the Sonora five-tube panel or most any standard size panel.

\$175

The Talking Machine World

Vol. 21, No. 8

New York, August 15, 1925

Price Twenty-five Cents

H. R. Maxson Is Now Thermodyne Ad Manager

Brings to New Post Extensive Advertising Experience—Headquarters in Executive Offices of the Company in New York City

Leo Potter, president of the Thermodyne Radio Corp., has engaged H. R. Maxson, of Philadelphia, as advertising manager with headquarters in the executive office of the company at 1819 Broadway, New York. Mr. Maxson brings to his new position a knowledge of advertising that is backed by twenty years of practical experience with some of the best-known firms in New York and Philadelphia. He was formerly connected with the Review of Reviews and Harper's Magazine, of New York. Later, as manager of the American Book and Print-



H. R. Maxson

ing Co. in Mexico City, Mr. Maxson became identified with the affairs of the American Colony of the Mexican capital, translated the National land and mining laws into English, wrote a guide to Mexico, which is still used by English-speaking tourists who visit that country, and for a number of years was instrumental in keeping the late President Diaz and members of his cabinet in touch with the current publications of America and England. For the last five years Mr. Maxson has had charge of the direct advertising of Lit Bros., Philadelphia.

Included in the new literature for Fall distribution that Mr. Maxson has prepared for the Thermodyne Radio Corp. is an artistic folder illustrating the full line of Thermodyne radios, emphasizing especially the new TF5 model, the TF6 in its new cabinet, and a handsome console model that makes its first bow to the trade and public this month.

Buel Distributing Co. Is Organized in Cleveland

Tom R. Buel, President and Treasurer, and Edward B. Lyons, Vice-President and General Sales Manager, Are Widely Esteemed

CLEVELAND, O., August 5.—The Buel Distributing Co., with headquarters at 1965 East Sixty-sixth street, has been organized as successor to the Cheney Phonograph Sales Co. and the Record Sales Co. of this city. The purpose of the company will be to serve dealers in northern Ohio with a complete line of phonographs, records, juke, radio products and accessories. Tom R. Buel, formerly president of the Cheney Phonograph Sales Co. and the Record Sales Co., is president and treasurer of the new company and Edward B. Lyons, formerly general

sales manager of the Eclipse Musical Co., is vice-president and general sales manager.

The products to be distributed by the Buel Distributing Co. include lines which are well known throughout the phonograph and radio trades, among them being Okeh and Odeon records, Little Tots records, Adler-Royal phonographs and radio products, Carryola portable phonographs, Mastercraft phonographs, Honest Quaker phonograph repair parts, Thermodyne, Sleeper and A-C Dayton receiving sets, Ray-O-Vac batteries, Dictograph Corp. products, Balkite radio power units, Budisco storage batteries, Cleveland loud speakers and juke.

Both Mr. Buel and Mr. Lyons are well known throughout northern Ohio territory, for they have been identified with the phonograph industry for many years. Mr. Buel, in addition to his phonograph activities, has also been associated with many important Cleveland business enterprises and he numbers among his friends leaders in the city's commercial affairs. Mr. Lyons is generally considered one of the most popular wholesale executives in the country, for, in addition to his popularity throughout northern Ohio, his many years as an executive with the Eclipse Musical Co., Victor jobber, gives him a very wide acquaintance and friendship throughout the national trade. His personal friends comprise the majority of dealers throughout northern Ohio territory and his intimate familiarity with their sales problems will enable him to work in close co-operation with the retailers served by the Buel Distributing Co.

Stewart-Warner Franchise Awarded Brooklyn Dealers

Complete Ensemble Being Placed on Market by Stewart-Warner Speedometer Corp. Is Regarded With High Favor by Dealers

The Brooklyn, N. Y., branch of the Stewart-Warner Speedometer Corp., which distributes Stewart-Warner radio products to dealers in Kings, Queens, Nassau, Suffolk, Richmond, Rockland and Westchester counties, covering the entire metropolitan district of New York, with the exception of Manhattan and the Bronx, reports exceptional success in lining up dealers for the coming Fall season.

George Van Eynulhoven, manager of the radio division of this branch, states that dealers have almost invariably expressed themselves as delighted with the complete line which the Stewart-Warner Corp. is placing on the market. Among the representative dealers who were recently awarded the Stewart-Warner franchise are J. T. Owens, Brooklyn; Radio Products Co., Brooklyn; Jamaica Talking Machine Co., and Vorchach Bros., Jamaica, and the Lynbrook Music Co.

The extensive publicity which the New York newspapers have given the Stewart-Warner line has been a big factor in instructing dealers in the advantages and selling points of the line.

N. David Thompson to Represent Sleeper Line

N. David Thompson has been appointed sales representative of the Sleeper Radio Corp., in Missouri, Arkansas and southern Illinois.

Mr. Thompson was formerly a manufacturer of electrical devices and is well known to the electrical trade throughout his territory. He has established a sales office at 310 Central National Bank Building, St. Louis.

Albert Farrier Gets Important Edison Post

Made Vice-President, Thos. A. Edison, Inc., Manager of Musical Phono. Division, Vice-President of Edison Phono. Distributing Co.

Albert Farrier has been appointed vice-president of Thos. A. Edison, Inc., and manager of the Musical Phonograph Division, and vice-president of the Edison Phonograph Distributing Co., the holding company for the Edison Phonograph Distributing Co. of Orange, Edison Phonograph Distributing Co. of Chicago,



Albert Farrier

Edison Phonograph Distributing Co. of Denver, Edison Phonograph Distributing Co. of San Francisco and the Edison Phonograph Distributing Co. of Kansas City.

Mr. Farrier, who has been connected with Thos. A. Edison, Inc., since 1923, has had an extensive business training and he brings to his new post a wealth of experience. He is an alumnus of Dartmouth College, where he distinguished himself in athletics. His first business connection was with J. A. & W. Bird & Co., of Boston, manufacturers of roofing and paints, in the capacity of Middle West representative. In 1907 he returned to the East, where he associated himself with the M. H. Treadwell Co., widely known engineers, founders and machinists and builders of special machinery, as a sales engineer. Later Mr. Farrier engaged in the manufacture of industrial railway equipment. In 1921 he turned his attention to building construction, and in 1923 he became associated with Thos. A. Edison, Inc.

Two New Zenith Jobs Appointed in Philadelphia

Penn Phonograph Co. and Trilling & Montague Succeed Music Master Corp. as Distributors

The Eastern office of the Zenith Radio Corp., of Chicago, has announced the appointment of two new distributors to cover the territory formerly served by the Music Master Corp. from its Philadelphia and Pittsburgh offices. This corporation is no longer a distributor of Zenith products. The two new distributors appointed are the Penn Phonograph Co., of 913 Arch street, Philadelphia, and Trilling & Montague, of 49 North Seventh street, the same city.

This Fall Will Bring Big Business—BUT

The Dealer Will Have to Get Behind His Products With a Carefully Planned Campaign—Optimism Based on Many Sound Reasons

As this issue of The Talking Machine World reaches the trade the Summer is nearing its end and every branch of the industry—manufacturer, wholesaler and retailer—is looking toward the Fall for bigger, better and more stabilized business.

During the months past talking machine dealers have been in an uncertain frame of mind—many have been optimistic, others have been bewildered. The universal question in the trade, in view of the rapid changes which have taken place in the industry, is: "Where do we stand?"

The answer is, the dealer stands in a better position than ever before and this Fall should see satisfactory sales volumes in all talking machine establishments where intelligence is the keynote of the merchandising effort. There are reasons for this statement. It is not mere baloney, but it is based on what has taken place in both the talking machine and radio industries since January 1.

First, there are the beneficial changes which have taken place in the radio field. Most dealers have now been handling radio long enough so that they have profited by their mistakes and are now in a position to put some real merchandising effort behind the lines they handle. The wholesalers and manufacturers also have profited by past experiences and as a consequence there are undeniable signs of stabilization in the radio field. Many manufacturers have so adjusted their merchandising plans and production schedules that the wholesaler and retailer have some measure of protection. Radio is better from the receiving standpoint than ever. Refinements during the year have added to the

desirability of sets. Improvements in cabinet design have brought radio to the point where most sets will grace the finest appointed room. Radio programs are constantly being improved. National advertising of manufacturers will prove a big factor this Fall in creating a demand. What has been written concerning improve-

ments in radio also applies to the talking machine. New models are handsomer than ever before and there are instruments to fit every taste and purse. The combination radio-phonographs—two instruments in one—give the dealer a sales unit which should go far toward bringing up the sales volume for the year during the Fall months.

The talking machine trade is in a better position than in years to make this Fall profitable. This is true of all lines, including talking machines, records, radio, etc., in which improvements have been made that add to salability.

ments in radio also applies to the talking machine. New models are handsomer than ever before and there are instruments to fit every taste and purse. The combination radio-phonographs—two instruments in one—give the dealer a sales unit which should go far toward bringing up the sales volume for the year during the Fall months.

Then, too, there are the records. It is safe to say that epoch-making strides have been made in the perfection of recording during the past year. There is a range of music extending from the classic to the popular airs of the day, in all languages, which gives the dealer wide scope in his sales promotion campaigns. Especially in the more enduring type of music

has the position of the retailer been improved. Selections which never before could be obtained in record form are now available for music lovers. Entire operas, vocal and instrumental numbers of the great masters in the domain of music are being produced by leading companies. With these progressive moves in evidence there is sound reason for optimism. The public will buy this Fall, but (there always is a but, you know) not unless the dealer himself gets in back of the merchandise he carries with the strongest and most consistent sales promotion effort of which he is capable. The rewards go to the strong. The dealer who is weak in his salesmanship, advertising, window displays, etc., is playing a losing game and his story this Fall will not differ materially from his tale of woe in dull seasons. Every season is dull for this type of merchandiser. The chair warmer will not be benefited to any great extent except where he gets the overflow resulting from the efforts of his live competitors. The records of employment, wages, savings banks and other barometers of prosperity indicate that this country, broadly speaking, is in as sound a position as it has ever been, the pessimists to the contrary notwithstanding. The public has money to spend, and it will spend its money for musical instruments—talking machines, records, radio and musical merchandise—if you, as a dealer, show the real need which exists in every home for these aids to culture and happiness.

So, get busy. Lay plans for your Fall campaign now and get ready to start from scratch. Put some thought back of a definite plan of operation—then watch the sales volume grow!

NYACCOFLEX R. P. 1.



Dealers, write your jobber for details, or address

There Is a Big Demand for This Portable Radio Phonograph Combination R. P. 1

WE
MAKE IT



YOU
PREPARE
FOR BIG
DEMAND

LESS USUAL DISCOUNTS

Radio Panels for Console Phonographs

R. P. 3

R. P. 5

3-tube reflex loudspeaker
volume, distance selectivity
panel: 10x14

List\$45.00

5-tube tuned radio frequency receiver. Two sizes: 14 1/2 x 17 3/16 or 15 3/16 x 16 1/4

List\$65.00

New York Album & Card Co., Inc.

23-25 Lispenard Street, New York



CHARLIE CHAPLIN NEW MUSIC FIND FOR BRUNSWICK

Famous Comedian a Composer
Of No Mean Note, Turns Im-
presario At Special Holly-
wood Recording Laboratory

Los Angeles, California, June 28 (special correspondence) — Charlie Chaplin, gifted screen comedian, has surprised his friends by his expertness in another art — music. Chaplin has just finished "recording" several of his own compositions at a special laboratory installed here for him by the Brunswick-Balke-

Collender Company. Chaplin not only wrote the new pieces, thus immortalized in wax, but he took the baton himself, directing Abe Lyman's California orchestra during the tests and the actual recording in the laboratory. The first record of Chaplin's, just announced to the public, has "Sing a Song" and "With You, Dear, in Bombay" as the selections.

Chaplin is gifted musically as well as histrionically. He plays several instruments remarkably well. The violin, upon which he has special-ized, has in him one of the world's few "south-paw" players. Have you ever seen a left-handed violinist? Well, Charles Spencer Chaplin is that one. They say in Hollywood that he even has a special left-handed violin that he handles most enter-

tainingly! Chaplin's new records have just been on sale at local Brunswick here in Los Angeles. The fact that Chaplin's music expresses itself.

Always something new on Brunswick Records

BRUNSWICK'S discovery of the musical ability of Charles Chaplin, world-famous movie star, is just another evidence of their vigorous policy of constantly placing at Dealers' disposal, *sales-making material*. For Chaplin's records we predict heavy sales, and for Chaplin himself an established place among the popular composers of the world.

The Brunswick Record

A product of outstanding musical perfection reproducing the supreme achievements of Artists of the New Hall of Fame, Popular Stars, and leading Orchestras and Ensemble Organizations. The superior recording of the Brunswick Record has gained for it and the Brunswick Dealer, a great host of enthusiastic friends who have been quick to recognize its superiority.

© B. B. C. Co. 1925



The Sign of Musical Prestige Brunswick

PHONOGRAPHS • RECORDS • RADIOLAS

THE BRUNSWICK-BALKE-COLLENDER CO., Manufacturers—Established 1845
GENERAL OFFICES: CHICAGO Branches in all Principal Cities New York Office: 799 Seventh Avenue
THE BRUNSWICK-BALKE-COLLENDER CO. OF CANADA, Ltd.
Main Office: 358 Bay Street, Toronto Branches at Montreal, Winnipeg, Calgary, Vancouver



Adapto
Radio Cabinets by Donehue

Retail Prices Maintained

HERE'S proven profit for you. The Adapto Radio Cabinet retail price has been maintained by our jobbers and dealers against today's price cutting! Standardized in price—not a "bar-bain sale" product—it assures a definite standardized profit.

Protected patented features, combined with the very finest workmanship, make the Adapto an easy seller. Adapto Cabinets accommodate any radio receiver having a dial panel not larger than 10 1/2 in. high and 21 3/4 in. wide. Equipped with compartment for enclosing batteries, battery charger, and especially designed horn. Made in mahogany and walnut. Price, \$110. West of Rocky Mountains, \$120.

DISTRIBUTED BY

- | | |
|--|---------------------|
| Capitol Distributing Company, Inc. | New York City |
| Shanley & Patterson, Inc. | Buffalo, N. Y. |
| Buffalo Radiophone Company | Buffalo, N. Y. |
| G. J. Sredman Automobile & Radio Co., Inc. | Brooklyn, N. Y. |
| M. Steiner & Son | Boston, Mass. |
| Colligan & Company | Newark, N. J. |
| E. McWilliam & Son | Newark, N. J. |
| Peen Phonograph Co., Inc. | Philadelphia, Pa. |
| Colvin & Hughes, Inc. | Philadelphia, Pa. |
| Colvin & Hughes, Inc. | Pittsburgh, Pa. |
| Colvin & Hughes, Inc. | Baltimore, Md. |
| Colvin & Hughes, Inc. | Washington, D. C. |
| C. B. Hayes Co., Inc. | Richmond, Va. |
| Earle Rogers Co. | Wheaton, Ill. |
| American Home & Equipment Co. | Charlotte, N. C. |
| Harrison & Galbraith | Wheaton, Ky. |
| Electric Power & Maintenance Co. | Columbus, Ohio |
| I. J. Connor Radio Co. | Cincinnati, Ohio |
| Julius J. Bentlin Co. | Detroit, Mich. |
| Eastern Auto Supply Co. | Kansas City, Mo. |
| The Schmetzer Company | Applonia, Wis. |
| Langford-Meyer Co. | Omaha, Neb. |
| Lee-Kearse Home Co. | Yonkers, N. Y. |
| W. & E. Radio Service Co. | Fort Worth, Tex. |
| J. H. Suggs Radio Co. | Utah |
| Wendell Electric Company | Tucson, Ariz. |
| The F. Rortzogl Company | San Francisco, Cal. |
| Coast Radio Supply Co. | Seattle, Wash. |
| Herbert C. Mass. | |

DEALERS

Write your nearest Distributor or us direct.

DISTRIBUTORS

Some profitable territory is still open.

L. R. DONEHUE CO., Inc.
306 State St., Perth Amboy, N. J.



THE AVON BIODEE ADAPTO—has with loud speaker built into cabinet horn and equipped to enclose every thing radio—its mahogany and walnut. Price, \$25. West of Rocky Mountains, \$30.

K. R. Moses Made Daven Radio Corp. Sales Manager

Other Appointments Include W. A. Balevre, Advertising and Sales Promotion Manager; C. K. L. Townley, Purchasing Agent—Other Important Positions Filled in Organization

Due to increased business and the necessity of giving the best service possible to manufacturers, Daven distributors and Daven dealers, the Daven Radio Corp., Newark, N. J., recently adjusted its organization and made many new and important changes.

W. H. Frasse, president, announces the appointment of K. R. Moses as sales manager. Mr. Moses was previously sales promotion manager of Crosley Radio Corp., and sales manager of the Amberola Division of Thomas A. Edison, Inc. Mr. Moses has had twelve years of phonograph and radio experience and consequently the problems of merchandising radio are nothing new to him. He has a host of friends in both industries and they all wish him success in his new venture.

W. A. Balevre has been appointed advertising and sales promotion manager. Mr. Balevre has been connected with the Daven Radio Corp. for the past eighteen months and before that was with the Adams Morgan Co., manufacturer of the Paragon receivers. Mr. Balevre is thoroughly conversant with the needs of Daven distributors and dealers in the way of advertising and sales promotion. Many new plans are being inaugurated.

C. B. L. Townley, formerly of the International General Electric Co., has been appointed purchasing agent.

M. D. Rinyon, formerly prominently identified with the electrical appliance business, has been appointed special representative and will represent the Daven Radio Corp. among the manufacturers of complete sets. He will make his headquarters at the home office, 158 Summit street, Newark, N. J.

The sales department has established an office at 332 South Michigan avenue, Chicago, Ill., and G. D. Harris, of Chicago, has been placed in charge as Daven representative. Mr. Harris will cover the States of Illinois, Wisconsin and Indiana, and is well known in this territory, having formerly been special representative for various radio cabinet manufacturers.

A sales office has also been established at 209 Hallmore Building, Fourteenth and Walnut

streets, Kansas City, Mo. Fred Garner, A.M.I.R.E., will be in charge of this office as Daven factory representative, and his territory will cover the States of Iowa, Nebraska, Kansas and Missouri.

F. D. Rankins has been appointed New England sales representative with offices at 1018 New Chamber of Commerce Building, Boston, Mass.

R. A. Sayres has been appointed Daven sales representative to cover the Metropolitan district of New York City. Mr. Sayres was formerly connected with the A. H. Grebe Co., and has had experience with other radio organizations.



K. R. Moses

At the present time he will make his headquarters at the Daven factory, 158 Summit street, Newark, N. J.

W. H. Frasse, president of the Daven Radio Corp., at a recent sales meeting in Newark, made the following statement:

"We are on a firm foundation. We have progressed slowly, being extremely careful not to over-expand or over-manufacture and our position in the field is indisputable. We are particularly pleased with the progress made in the merchandising resistance coupled amplification. The new Daven High-Mu tube has met with instantaneous success. Its introduction assures me of the actual need for a tube of this type. In addition we are very pleased with the initial reception accorded the latest Daven product—the Lenkandenser, an attractive little device which incorporates in a novel manner a grid leak and fixed condenser all in one."

THE TUBE WITH A SENSIBLE GUARANTEE



Buy Safe

Superticon is the **FIRST** tube to sell at the public demand price of \$2.00 and it the **FIRST** to apply a sensible guarantee. Each **GENUINE** Superticon is serial numbered for your protection.—For everybody's satisfaction. Dealers who buy from the best jobbers sell Superticons.

All Types
\$5.00
Canada
\$5.75

Factory Branches throughout the United States

SUPERTRON MFG. CO.
222-228 Washington St., Hoboken, N. J.
Export Division, 220 E. 47th St., N. Y. City

SUPERTRON

A SERIAL NUMBER GUARANTEE



Now!
The Latest
Musical News
on
Vocalion Records
At a new popular price 50c
(55 cents west of the Rockies)

HERE is a new idea in records that is becoming increasingly popular with phonograph owners—the Vocalion 50c Record.

A popular-priced product of excellent quality, which gives to the public the latest “news” in music and musical novelties . . . quickly, regularly and attractively.

Distributed by all good record dealers, everywhere—write us for information.

The Vocalion 50-cent Record, through encouraging the use of phonographs to a greater extent than ever before, not only sells itself, but leads to the sale of higher priced Brunswick Records as well. A business-builder Brunswick Dealers have been quick to appreciate.



Vocalion



The Brunswick-Balke-Collender Co.
Manufacturers—Established 1845
GENERAL OFFICES: CHICAGO
Branches in all Principal Cities
New York Office: 799 Seventh Avenue
THE BRUNSWICK-BALKE-COLLENDER CO.
OF CANADA, Ltd.
Main Offices: 358 Bay Street, Toronto
Branches at Montreal, Winnipeg, Calgary, Vancouver

Service Turns Transients into Customers

A. J. Beers, Inc., Located Far From Retail Shopping Centers,
Holds Out-of-Town Patrons by Giving Unusual Type of Service

What makes a dealer succeed? Why is it that some retailers, who have the best possible locations, who are in a position to easily give the best kind of service and who are close enough to their potential customers to call them by their first names (personal contact is doubly important in the talking machine business), see sales slipping through their fingers and the profits being secured by dealers in some cases not even in the same town or city? What does the other fellow do which the local dealer fails to do that makes the people pass up the local store for the one far distant? Surely the out-of-town dealer is handicapped while the local dealer has the advantage.

In the Midst of Thousands

Let us take a concrete case of an out-of-town dealer, speaking from the viewpoint of the suburban small town merchant, who is succeeding in a big way. How this merchant has built up a tremendous sales volume provides answers to the above questions.

In the heart of one of the busiest sections of New York City is the firm of A. J. Beers, Inc., formerly Owens & Beers, which has achieved success in spite of the fact that it has the apparent disadvantage of being located in a business section of a large city. This concern is far from the ordinary route of the shopper. Each morning the subways belch forth the thousands of men and women who keep the wheels of commerce moving in New York. These people rush from the subways and surface cars and ferries and their main thought is to get to the office on time. In the evening there is a similar rush, this time with the object of getting out of the city and home again as quickly as possible. The majority of these workers live in the many cities and small towns surrounding New York, the remainder live far from the scene of their business activities, although in the city itself. Every commuter lives in a community where there is a talking machine store not very far distant and in spite of this A. J. Beers not only has built up a large, profitable business with the commuters but in addition he does business with customers in all parts of the country. How this firm accomplishes this is the point of chief interest.

Transient Trade

Of course A. J. Beers depends upon transient patronage to build sales volume. Now in order to interest these transients, whose chief interest seems to be to get from home to work and then back home again, is the problem which this aggressive retailer solved. Service is the

answer, not the perfunctory service which the average dealer is content to dole out to his customers, but service of an unusual and high type, service which not only pleases customers but which keeps the cash register merrily tinkling.

For example, a short time ago there was the instance of a selection sung over the radio by a famous artist, coupled with the announcement

The story of this enterprising New York dealer should be of interest to every merchant in a community adjacent to a large city because it makes clear why buyers often go far out of their way to do business at a certain store, although there may be a dealer handling a similar line more conveniently located and much easier to reach.

that a record of this number also sung by this artist, would soon be released. Immediately following the rendition over the radio and the announcement, people started to make inquiries of A. J. Beers regarding the record. It is safe to assume that these people also made inquiries of their local dealers. Nevertheless, A. J. Beers sold the inquirers the records when they finally were obtainable. How? Why, when a passer-by entered the store and asked about the record A. J. Beers did not say, "Sorry, but that record will not be released for another week or so." Instead in each case the name and address of the customer was entered in a book provided especially for this purpose, a small deposit was asked for and secured and the records were delivered as soon as they were received by this aggressive merchant. Hundreds of these records were sold.

Serving Patrons by Mail

This concern has hit upon another clever stunt which has been instrumental in adding considerably to sales volume. In the window, which, by the way, is always attractive enough in arrangement to draw the attention of passers-by, is a neatly lettered sign which announces that records will be sent by mail if so desired. The firm has a mailing list of 3,500 names,

many of them regular buyers by mail. There are customers in New Jersey, Staten Island, Long Island and some are located hundreds of miles from the store in all parts of the Eastern and Atlantic States and as far West as Chicago. All records sent by mail are insured against breakage, damage and loss so that under no circumstances will the customer suffer. A stock of records numbering many thousands, including classics, popular numbers and foreign records, is handled.

Talking Machines and Radio

The talking machine and radio business is carried on in the same aggressive manner that characterizes the operations of the record department. Many machines are sold yearly and they are delivered promptly to distant points. Portable instrument sales are surprisingly numerous and constitute an important source of revenue.

Boiled down to a few words the success of A. J. Beers, Inc., is due to service, which has created business friendships which are constantly proving of profit through sales.

Your Customers Are Capital

Customers are capital, points out Herbert N. Casson, who says: "A customer buys \$25 worth of goods from you every year. Your net profit on his \$25 is about \$2.50. This is the interest, at 5 per cent, on \$50. So, this customer is as good as \$50 of capital to you. A customer who spends \$250 a year is equal to \$500 capital. This being a fact, and not a theory, you should treat your customers as capital. When you think of Mrs. John Smith, you should think of her as \$500 of capital. If you had only 1,000 Mrs. John Smiths, you would have \$500,000 of capital, paying 5 per cent. Customers are not mere buyers. They are not outside people who come in to buy things. They are more important than the goods. They are more important than the system and routine of the shop. They are the very life of the business." These points are worth thinking over.

Incorporated

The Venus Radio Corp., New York, was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are S. and G. Angstreich and L. Lager.

Smiles create good will and good will is the life blood of business.

Times have changed in the Record Business

Old fashioned, profit-absorbing sales methods are going rapidly into discard

Wanamaker, Lyon & Healy, A. Hospe & Co., Grinnell Bros., Baldwin Piano Co. and a great many other prominent concerns have adjusted their sales methods to meet the changed conditions by adopting

The Audak System

The modern method of demonstrating and selling records
Without the Use of Booths

Dealers place as many as six Audak units in space formerly occupied by one booth. There are Audak models to suit each particular need. Write for full information.

The Audak unit illustrated supplied complete, ready for use upon removal from crate

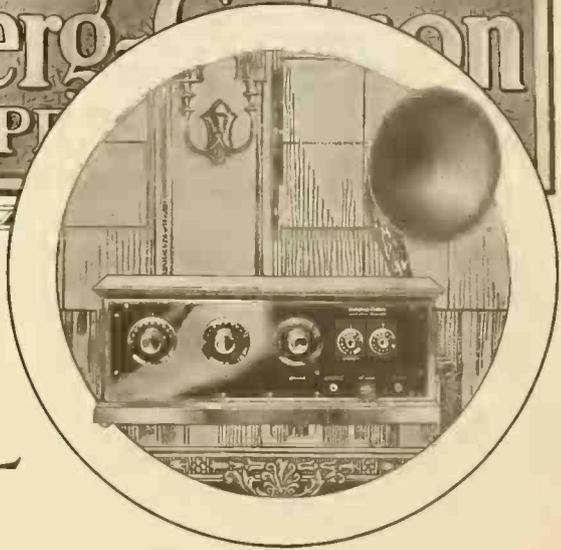
AUDAK CO. - 565 Fifth Avenue - NEW YORK, N. Y.



Authorized Dealer

Stromberg-Carlson

RADIO APPARATUS



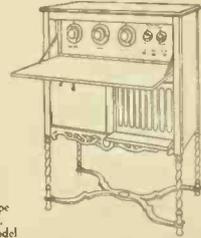
The

SYMBOL of INTEGRITY

Integrity of product has for over thirty years been the basis of Stromberg-Carlson success and growth in the production of sound transmitting and reproducing apparatus for great telephone public utilities.

Integrity of policy toward the general public has distinguished Stromberg-Carlson, ever since wireless telephony has been called, "Radio." So much so, that Stromberg-Carlson methods of protecting users and retailers of radio products have established present day merchandising standards.

Dealers displaying the Stromberg-Carlson authorized dealer plaque, extend the responsibility of the Stromberg-Carlson Plant.



No. 2 Type
Receiver,
Console model
—5 tubes.

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NEW YORK, AUGUST 15, 1925

Ready for What Future Promises

THE talking machine field, and particularly the radio field, reflect a tenousness these days that would provide an excellent groundwork for a mystery play. Since the early Spring there have been rumors and more or less authenticated reports regarding what this company or that was going to offer to the public in the Fall, and many were the promises of products of distinctly revolutionary character.

Gradually the facts regarding these rumored new products are beginning to take form, and within another month or so full announcements will be made to dealers direct, and through regular advertising channels, of the details of the new machines, new circuits and new power mediums designed to revive any lagging public interest and to create fresh interest.

To make room for these new products the trade has been undergoing a period of housecleaning, a process that even under the best conditions is at the moment expensive, but in the end offers as a reward clear business decks for handling such business as may be expected to develop in the future. Prices have been reduced to move stocks of instruments of various types that, although salable at the moment, will prove antiquated in comparison with the new products that simply reflect the natural progress of the industry.

It is believed that the period through which the trade has been passing during the past year or so will finally result in a definitely settled policy that will insure the stability of the industry for a considerable period at least and enable the retailers to go ahead with full confidence in what the future holds forth both in the matter of products and in the demand for them. The new products that are to be offered to the trade and the public this Fall in the talking machine and radio fields may be said to represent the last word so far as at present it is within the power of manufacturers and trade experts to conceive. It may be taken to mean that the era of radical changes has come to a close.

Conditions have been such that even the best qualified prophet of industry has been unable to forecast accurately just what might be expected to develop in either the manufacturing or marketing

field. There are those who have pretended to have such vision, but in an impressive number of cases their pretenses have been exposed through the medium of over-production and the scrapping of products that have been quickly superseded by those of more modern character.

Perhaps the words of the prophet, particularly in matters of radio, may bear little weight even at present, but of this much the trade can be sure, that progress has been made that when brought to public attention will cause genuine surprise. It is to be hoped that these developments will arouse enough direct interest to bring into the coffers of the manufacturers, the distributors and their dealers a full share of the public's funds.

One thing is certain, that as a result of this housecleaning process the principles of sound merchandising as they apply to the retail talking machine business will be given full consideration in the future. Talking machine men in all lines have come to realize that the trade is not a part in itself and under the protection of some mysterious power, but is a regular business subject to the usual run of favorable and unfavorable business conditions.

The trade has learned, and is learning, that good merchandising is not simply building up sales volume but has many ramifications, among which intelligent and competent buying and stock-checking hold prominent places, and as a result the future of the business holds much promise.

Making the Portable a Business Asset

WITHOUT question this has been one of the most active seasons for the sale of portable phonographs that the trade has seen. Dealers everywhere seem to have concentrated on these smaller machines which appeal so strongly to the public, both from the standpoint of portability and price, with the result that many thousands have been sold.

The next question is that having sold these portables, what are the dealers going to do? They should follow up those customers along two lines, first to keep alive the interest in records, with a consequent stimulating of record sales and, secondly, interest the portable owner in a larger cabinet machine for a permanent place in the home, whether it be a talking machine alone, or one equipped for radio reception.

There are, of course, many of those who bought portables who already own larger machines and bought the small models as a matter of convenience, but there are also thousands who got their first real introduction to the possibilities of talking machine music this Summer through the medium of the portable and who should be most promising prospects for the sale of a larger machine this Fall or Winter.

The Instalment Plan of Selling on Trial

IT IS announced by the Department of Commerce that the question of instalment selling will be scheduled for discussion at the Distribution Conference to be held in Washington this Fall, when matters of general business interest will come up for attention. The announcement is important in that it reflects the results of the campaigns that have been carried on by bankers and various business interests to discourage buying and selling on instalments and to have the Government take some sort of action to control or check the practice in some degree.

It is known that strong pressure has been brought upon department heads in Washington, and in fact upon certain Congressmen, to have the Federal authorities take drastic action in the matter, it being charged that unlimited instalment selling was calculated to threaten the credit stability of the nation. Likewise, it was declared in certain quarters, that the average working man was actually pawning his future earnings for the purpose of buying on instalments those things for which he had no immediate need.

It would be well for the members of the talking machine trade to keep close watch upon the developments in Washington and upon the anti-instalment campaign as a whole, with a view to protecting their interests should such protection become necessary. There are those who remark complacently that only infrequently during the course of the campaign has mention been made of talking machines or musical instruments of any type, but at the same

time it must be remembered that as the campaign progresses it is bound to develop its attack to include all lines of goods that are sold on the time basis.

The talking machine and radio dealer should naturally seek to conduct his business as much as possible on a cash basis, particularly when the accounts average up less than \$100; but the fact of competition and the necessity of building up sales volume make this course a difficult one, with the result that the instalment method is an absolute necessity.

Banking interests declare that at the present time they are studying the situation to differentiate between articles of permanent utility value and of large unit value which are regarded favorably, versus goods destined for relatively early consumption and of very small unit value, which it is claimed should not be sold on instalments. The trade should see to it that musical instruments are included in the first group, in any definite schedule that may be adopted.

The Service Problem Must Be Met—Not Dodged

“SERVICE in radio retailing, like the poor, will always be with us,” declares H. N. McMenimen of the Music Master Corp., in an interview in *The World* this month, and in enlarging upon that thought he draws upon an experience of thirty years or more in various branches of the music industry to prove that service is an integral part of every music merchant's business, whether he happens to sell player-pianos, talking machines or radio.

The question is not that of eliminating the service problem, for it is an essential feature of the business if radio is to be sold and kept sold. The problem is rather that of drawing a line of demarcation between the service that must be given to the customer without charge and that which should be paid for, and also the proper estimating of service costs as a fixed and regular part of the overhead expense.

Fortunately, as radio receivers are improved and simplified and the buying public becomes gradually educated to the fact that the dealer is not responsible for the wearing out of tubes or the running down of batteries, the burden of service is being reduced. As in other divisions of the music industry, it will pass out of the initial and burdensome stage to a point where it can be handled as a fixed business charge and provided for accordingly.

The Significance of Improved Record Demand

ACCORDING to reports of manufacturers and wholesalers, there was a distinct improvement in the demand for records during the past month, which presages considerable activity in the Fall, particularly in view of the new improved types of records that are promised in the near future. Any number of wholesalers report an increase in the volume of orders amounting to as much as 25 per cent over the preceding month, while some few report an increase of nearly 50 per cent. This may be taken to indicate that records are moving with increasing rapidity from the dealer's shelves, for the retailer these days is prone to sell what he has before he orders any considerable quantity of new stock.

There is no question but that various revisions of record

prices downward have served to reawaken public interest, not only in the records that have been reduced, but in other makes of records, where the selections are of the sort that have an appeal. Special effort on the part of certain dealers has had the effect of capitalizing this appeal into real sales, with the result that some interesting totals have been realized.

It is interesting to note that those dealers who have been shrewd enough to make their record departments stand on their own feet, with their profits or losses clearly marked and not confused with the results from other departments, have had the least complaint to make regarding record sales or in fact the talking machine business generally. It is the man who strives to operate several departments as a unit, with one staff and under one management, who has experienced the greatest difficulty. The adage that a man cannot serve two masters still holds good.

There are an increasing number of dealers who have come to an understanding of the fact that the great bulk of the public has not yet learned to buy its records as it does its daily papers, its cigarettes and its candies, but that in addition to presenting the new record lists each month, or more frequently, it is necessary for the dealer to do a little selling. It means that timeliness must be emphasized and that tie-ups must be made with the recording artists who appear on the stage, broadcast over the radio or are otherwise presented to the buying public. It means, too, that the printed word cannot be depended on wholly for record selling, but intelligent effort must be used. The days of the seller's market are past.

Plans for Getting Close to Buying Public

THE talking machine dealer in New York, where a State census has just been completed, who took advantage of the public interest in the census to operate a local canvass of his own with a view to getting information of direct value to his prospect list, is certainly to be commended for his enterprise. The taking of a musical census is not by any means a new idea, but, as a rule it is handled on the spur of the moment and canvassers have to meet with a certain amount of opposition from those who are suspicious of the purpose in view. With the State census in mind, the dealer referred to above found that practically everyone visited had no hesitancy in filling out the specially prepared card that had every aspect of being efficient. The result was the gathering of a considerable mass of valuable information regarding the family and the instruments in the home at a minimum of expense and trouble.

The work of this particular dealer is worthy of mention for the reason that it points to the manner in which retailers can take advantage of local happenings and events to the end of helping their respective businesses. It is not always possible for a dealer to follow up a State census, but he can at least tie up his canvassing with some local event of general interest, such as a music week celebration, or something of like nature. It is in getting off the beaten path and finding new channels of appeal which have not bored the public that the retailer in any line is most likely to win a proper measure of success.

RADIO

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PHONOGRAPH

Quality Cabinets on a Quantity Basis

Your inquiries will receive prompt attention.

QUALITY—SERVICE—PRICE

JORDAN CABINET CORPORATION

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First Avenue and 56th Street
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For thirty years the name Jordan has stood for quality in cabinet work

Northwest Radio Trade Association Sponsors Educational Tour for Dealers

Experts in Various Phases of Radio Address Large Gatherings of Dealers—Exhibits of Latest Radio Products Feature Tour—Most Constructive Move of Its Kind Undertaken in Trade

One of the most forward steps ever sponsored by a trade organization was the tour of fifty members of the Northwest Radio Trade Association, representing various manufacturers and jobbers, covering the Northwestern States with the purpose of carrying direct to radio dealers information and assistance designed to aid in selling. The trade body left the City of Minneapolis on Sunday night, August 2, in chartered cars, spending one day each in Duluth, Minn.; Grand Forks, N. D.; Fargo, N. D.; Aberdeen, S. D.; Sioux Falls, S. D., and ending in Minneapolis, Minn., August 8.

At noon of each day a meeting was held in a local hotel of the cities visited, and radio dealers from the city and from communities miles distant attended to view the exhibits of radio products which were brought along, and to hear talks on various phases of merchandising radio by experts. The exhibits included new sets, tubes and the latest equipment of all kinds, the coming season's window displays, advertising helps and schedules.

A partial list of the subjects covered showing the comprehensiveness of the program follows: "How to Advertise Your Radio to Get Best Results," I. J. Gallery, Minneapolis Journal; "Selling Radio Equipment," John M. Redell, manager the Hartzell Sales Co., New York; "The Radio Market," J. O. Maland, advertising manager The Northwest Farmstead, Minneapolis; "Radio Interference," Prof. C. M. Jansky, Jr., radio department, University of Minnesota; "How Good Broadcasting Sells More Radio," H. H. Bellows, director Gold Medal Station WCCO; "Radio in Use on the Farm," Harry P. Smith, Minneapolis, Minn.; "The Trend of the Radio

Business," George H. Ribeth, French Battery & Carbon Co. Don C. Wallace, president of the Northwest Radio Trade Association, was in charge of all the meetings and all officers of the Association made the trip.

A total of over \$10,000 was spent to stage this trip. The expense of the project was borne equally by the members.

The value of this latest constructive work of the Northwest Radio Trade Association cannot be overestimated. Through it hundreds of dealers have been enabled to get some slants on radio merchandising which should do much to eliminate haphazard methods, the result of inexperience in handling a comparatively new product. This is the first attempt by any association to make a direct effort to aid dealers in the more efficient and profitable handling of their products and that the effects of the "tour" will be far reaching on the industry in the territory covered seems certain.

Educating the Public by Co-operative Effort

Co-operation Between Dealers and Co-ordinated Advertising Will Boost Business

Not so very many years ago the competitor was looked upon as a bitter enemy by other proprietors of similar business enterprises and there was no such thing as co-ordinated advertising and co-operation between dealers. In some sections of the country this thing is happily a memory of the past, and a feeling of fellowship and a spirit of co-operation exist be-

tween dealers. In many places, however, music merchants not realizing the tremendous advantages to be gained by concerted action, are still far from friendly. This is a sad condition because team work makes for the general education of the public towards the purchase of talking machines or radio. Even where there are organizations there is a noticeable lack of this educational work, which if properly carried on would result in an increase of profits to all.

Some of the largest business enterprises in the country such as the banking interests, traction interests, and coal operators have combined forces and are not only instituting local educational campaigns but drives of national scope. The money for this class of advertising has been well spent and the invariable result has been an improvement in that business or industry.

Talking machine dealers by co-operating and concentrating advertising in their local papers the coming Fall will produce a much greater impression than if their advertisements were scattered throughout the publication. Advertising of an educational and constructive nature can be tied in with the regular copy. The expense will perhaps be greater but in view of the fact that it will be more widely read, the money spent should be looked upon as an investment.

Earl Gresh and Orchestra Now Columbia Artists

Announcement was recently made that Earl Gresh and His Gangplank Orchestra from St. Petersburg, Fla., has contracted to record exclusively for the Columbia Phonograph Co., New York. The first recording of this aggregation, "Row, Row, Rosie," will be released in the near future.

The Haynes-Griffin Radio Service, Manhattan, has increased its capital stock from \$100,000 to \$150,000.

PEERLESS ART MISSION ALBUMS



The new Peerless 10 and 12-inch Art Mission Album has won recognition, overnight, as being the finest product of the album maker's art. There is good profit in it, too.

Peerless Art Mission combines an Album of great attractiveness, of exceptional durability—and at an extremely low price. Beautifully embossed and gold stamped cover.

* * *

PEERLESS RECORD CARRYING CASE IS THE PORTABLE'S COMPANION

Every portable sale should include a Peerless Record Carrying Case. Each carrying case also induces the sale of more records. Encourage record sales with Peerless Record Carrying Cases.

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.



Honest Quaker



A miniature reproduction of the new Everybody's India stock catalog, the greatest of its kind ever issued in the talking machine industry. It is printed throughout in sepia ink, and illustrates and describes all the many talking machine parts and accessories that we sell.

Should one need a "dictionary" of parts and accessories, he need go no further than this new catalog, for everything in a phonograph is described in detail.

Handsomely bound and equipped with hanger strap. Sent in special cardboard mailing carton, postage prepaid. Mail in your business card now for a copy.

Trade Mark Registered United States Patent Office and Canada.



ORGANIZATION

TO ship a \$100 order composed of repair parts and accessories, in itself is not a great feat. To ship thousands of these orders promptly and completely is mute testimony to a smooth, efficient operating organization. This is Everybody's Service, and it has taken years to develop it into today's great example of co-ordination of "mind and matter."

Like all successful business institutions, our inventory must be maintained with a reasonable investment, while at all times there must be sufficient merchandise for filling of orders instantly.

Each department of Everybody's Service is operated by an experienced manager, the entire group of which is supervised by the officers of this company. Our many departments co-operate with each other and function as any well-schooled and disciplined body of men and women would after years of training.

Genius finds its expression in doing one thing well, and the prestige of Everybody's Service in the phonograph field is the result of combining, as it does, merchandise of superior quality, delivered completely and promptly—truly a dual service of great value to the members of the talking machine industry.

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

Makers of Honest Quaker Main Springs
A Complete Line of Talking Machine Repair Materials

County Fairs Pay Dividends to F. L. Patty

Austin, Tex., Dealer Devised System of Securing Prospects and Follow-up Which Resulted in Substantial Sales of Phonographs

By B. C. Reber

It has often been proved that the merchant who is always alert to the opportunities that come up during the business year is the one who is generally out in front with the winners. Each year different events come up offering themselves as opportunities for increasing sales at low cost to those who grasp them.

Last year, F. L. Patty, of Austin, Tex., who handles the Edison line for that territory, took advantage of the county fair held in his district at that time and cashed in on it in a manner that was surprising. The story is best told by C. L. Price, manager of the phonograph department of this firm, who had charge of the booth at the fair as well as the follow-up campaign which was used later.

How Prospects Were Secured

"When the fair opened," Mr. Price stated, "we had a booth together with the other merchants of this and other cities. As is usually the custom, nearly everyone was giving a prize in order to draw trade. There was hardly a booth but what had some such offer and, of course, those who did not offer something of this sort were quickly passed up.

"We did not feel like giving away a phonograph in order to get a list of prospects, for it was very probable that the cost per name would be excessive even though we gave the lowest-priced model that we had.

"After pondering over the problem for a while, we decided to offer a payment of \$5.00 on a phonograph. In order to put this over in good shape, we had coupons printed much the same as were being used by the other booths. As the people came along, we gave them all one of these cards to be filled out, which they did.

"In the hustle and bustle, they all thought that they were getting a chance on a phonograph, but when they asked about it we were careful to explain that we were merely giving demonstrations and getting names of those whom we thought might be interested. In the end we got quite a large list of names.

Names Carefully Checked

"When the fair was over and we had an opportunity to breathe again, we began to check those names which had been turned in. We took each name and checked it against our credit records to determine if they were responsible parties and also endeavored to learn if they were in a position to buy a phonograph and keep up the payments.

"When we had completed this task, we took the list of those names which we considered as 'select' and sent them a letter enclosing a printed coupon which was made up to look like a check. This form stated that it was good for a \$5.00 payment on any phonograph that we had in stock if used within a period of one year from the date issued. Our reason for carrying the plan for a year was to enable us to take the

same advantage of the fair every year and to have these coupons working between periods.

Direct Mail Follow-Up Successful

"We got very good results from the letters we sent out. We asked the prospect to come in and let us demonstrate an Edison and agreed to take the coupon we had sent as a first payment. By doing this we were able to get the

with our sales. For this reason when the sale of a machine is made, we generally sell a dozen or more records which not only helps us make up for the \$5.00 we allowed on the first payment, but also helps to keep the machine sold. I believe that if you can sell your customer enough records with enough variety to make the machine really prove its worth, you will not have so many take-backs and your record sales will be larger.

"In our record department we try to encourage this as much as possible. We believe that the girl behind the counter has a great deal to do in making the record department a success. For this reason we use care in selecting a girl of this type and then we take further pains in instructing her in the upkeep of her stock, the memorizing of the records and the ability to sell.

"In our booths we always keep a dozen or so of the latest records on one of the tables

ready for playing. We do this to introduce them while we are seeking another record that a customer has requested. Whenever a customer comes in and asks for some particular record, we invite him or her into a booth to hear one or two selections while we are finding the record requested. In this way customers feel that we are showing them a courtesy, which we are; but it also leads to many additional sales which would not have resulted had we found the record wanted too soon.

Featuring the Latest Recordings

"We always try to feature the new records as they come in as much as possible. The girl in charge calls up our different customers, first making up a list of the records which she feels they will enjoy. Then, as she calls each one on the 'phone, she states that we have received our shipments of new records for the month and since there were two or three which were particularly pleasing and that she knew they would enjoy, she is taking the liberty of sending them out.

"We do this rather than ask their permission for we have found that it is too easy for them to refuse. However, if you tell them that you are sending them out, they wait out of curiosity to learn for themselves just what they are. By following out this practice we increase sales."



F. L. Patty's Booth at County Fair

people who were good prospects to come into the store where they were sold by a salesman on the floor. In this way, we did not have to pay the salesman's commission and our selling cost was only a little over \$5.00 per machine.

"After the first few months had passed and our sales had died down a little from these coupons, we gave the other names to our salesmen and let them go after the sales. This, then, brought in another run of sales which added to the total number of machines which we knew had been sold through our having the booth.

"But what was surprising as well as gratifying was the manner in which the people kept coming in long after the fair had been forgotten. Only the other day we received a letter from a lady who stated that she had been sick and unable to come to our store and was her coupon still good. We delivered the machine a few days later.

"Also, since much of our trade is rural trade, there are only certain times during the year when the farmer has money to buy a machine. For this reason, we must wait until they are in a position to buy, but we have some satisfaction in the fact that many of these are cash sales.

"We never make a practice of giving records

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



KENNEDY
ROYAL SIXTEEN

Exquisite furniture plus Kennedy Royal Reception. A completely self-contained set, including superb reproducer with full-throated tone chamber, all built-in. Uses same radio unit as Model Fifteen. Walnut. Space for batteries and accessories. Lists at \$239.00 (without accessories). Slightly higher west of the Rockies.

A Big Year For All Kennedy Dealers

Kennedy 1926 models are ready—find out about them, right now! The line is complete—offered in a price range that meets every pocket-book requirement of the radio buyer who this year, more than ever, appreciates Kennedy Royal quality.

Backed by a Tremendous Advertising Campaign

This season the Kennedy story will be "put over" with a real smash. Newspapers and farm journals will place Kennedy advertising before millions of radio prospects—in metropolitan centers, rural communities and small towns. These advertising messages are backed by real dealer helps—elaborate window displays, counter cards, signs, folders, decalcomanias—all helping you to cash in to the limit on Kennedy advertising and Kennedy Royal quality.

The Kennedy Dealer Protective Franchise Spells Success

Following the policy established by Kennedy three years ago, all Kennedy dealers work under a protective franchise that actually means something. This franchise gives each Kennedy dealer exclusive sales rights in his community, protects him against unfair competition, dumping, "gyp" practices and other evils that have generally menaced the radio dealer in the past.

Right Now—Investigate the Kennedy Plan

There's a big year ahead for all Kennedy dealers. A distinctive line of radio sets and speakers—built to a quality that is the standard of comparison—backed by tremendous advertising and the protective franchise that assures every Kennedy dealer full results of his work for years to come. Write for full information on the complete Kennedy plan.

The Royalty  of Radio

KENNEDY

Colin B. Kennedy Corporation • 2017 Locust St. • St. Louis, Mo. • You may send particulars of the Kennedy Protective Dealer Franchise and full information on the complete Kennedy line.

NAME ADDRESS CITY STATE



Model Fifteen

The outstanding performer in the radio field. Only two dials for tuning. Highly selective, with tone so pure, natural and life like that musical critics prefer it. Price \$120.00 (without accessories). Slightly higher west of the Rockies.



Model Twenty

A medial, 5-tube tuned radio frequency set that combines extreme operating simplicity with Kennedy Royal Standards. Price \$90.00 (without accessories). Slightly higher west of the Rockies.



Royal Speaker MODEL 630

A console speaker de luxe enclosed in mahogany cabinet with beautifully grilled front. Lists at \$35.00. Slightly higher west of the Rockies.



KENNEDY Speakers

Embodies the same reproducing unit used in the Kennedy Royal Speaker. Two sizes: Model 610, 12 in. bell, \$20.00. Model 620, 18 in. bell, \$25.00. Slightly higher west of the Rockies.

Hitting the High Spots in Radio Selling

"Extra" Sales Secured by Working Practically Untouched Fields for Radio Business Are Adding to the Profits of Live Dealers

By Arthur W. Johnson

During the last twelve months a great change has taken place in radio merchandising. The time when the dealer merely need stock several lines of radio, place a few in the window and advertise them to get business is gone. The public is no longer rushing to the stores eager to buy any old thing in the radio line. This condition has been brought about through several outstanding reasons. First, the national advertising of the leading manufacturers of radio sets and accessories which has made these particular outfits well known to the public. Second, the first wild rush of the public is over and to-day, partly because of this reason and also because of keen competition, the dealer finds himself in a position where he must do his utmost to sell.

What the Public Wants

The public has become radio wise and for the most part people who visit a talking machine store for radio have some idea at least of what they want. If the dealer does not handle the line which a prospective customer happens to know about and in which he or she is interested he must get busy with the best salesmanship of which he is capable or he can chalk down another lost sale. Most far-sighted dealers have learned by experience that it is not good merchandising to try to keep in stock several of every make of radio. In the first place, the investment is too great. In the second place, the dealer is in a position where he must scatter his sales effort too much for efficient promotion. The leading dealers now handle between three and six of the foremost lines and try to keep in stock models which will meet every taste and pocketbook.

Getting the Extra Sales

In view of the fact, which every dealer will admit, that radio must now be sold and also because of the number of dealers in most communities who are competing for business the extra sales which can be secured through intelligent sales promotion assume a growing importance. The efforts of most dealers are cen-

tered in reaching the householder. As yet very little attention has been paid to that other great field which is awaiting development, namely, business houses, such as restaurants, moving picture houses, pool rooms, etc.; hospitals, asylums, community auditoriums, public halls, hotels, churches, schools, local clubs and the various other social and religious organizations.

Because of competition and other factors bearing on radio sales the dealer who expects to get the utmost in profits from his radio department must seek new sales opportunities. The accompanying article outlines a new field for sales which a live dealer has found most profitable. Commission - paid salesmen brought home the bacon for this retailer.

Here, indeed, is a chance for the promotion of radio sales which will net the dealer a handsome profit. Of course, it is easier to sell a radio for use in a home than it is to sell, say, for example, a moving picture house proprietor and yet that these people are in the market and will appreciate the benefits of having radio in their places of business is proved by the fact that dealers who have recognized the opportunity and who have taken energetic action are making sales with comparative ease. Only a short time ago in *The Talking Machine World* appeared an account of how one dealer has two men working on the outside. These men devote their time exclusively to prospects of the type suggested above and they are making sales. In one week two expensive radio sets were sold to theatres and the men had secured several other red hot prospects in other lines of busi-

ness who were on the verge of closing. These men are paid a commission on sales and they not only are earning a fair income for themselves but they are doing great work in adding materially to the dealer's sales volume. If the men do not make sales they receive no money and it costs the dealer nothing.

Real Salesmen Necessary

Practically the only way in which a dealer can corner these extra sales is by utilizing the services of outside men. Mediocre men will be unable to cope with the situation. The men who are fitted for this kind of sales promotion are salesmen in every sense of the word. They must be thoroughly conversant with the lines they are handling. They must study their prospects and they must be capable of making the business-man prospect see the advantages of having a radio in his place of business. This also applies where the men go after radio sales in the hospitals, churches, etc. The sales approach and talk which wins sales in this field are radically different from that which secures the name of the householder to the contract. In the latter case the entertainment and cultural advantages of radio are emphasized. In the former instance the prospect must be shown how radio will aid him in his business. The business man does not want to spend money for entertainment or culture, that is not in his establishment, unless he believes the people who patronize his business like it and will tell their friends, thus making radio a medium of advertising.

The whole matter simmers down to the need for dealers really covering all the field for sales in their communities. It means that the high spots in the sales field are worth exploiting. It is the extra sales which in the long run determine the profits. After all, whether a dealer adds twenty or thirty sales a year to his normal volume is important enough to warrant the deepest consideration.

Stewart-Warner Makes Report for Half of 1925

Shows Net Profit Equal to \$5.77 a Share for Period of Six Months

The Stewart-Warner Speedometer Corp. reports net profit of \$3,446,972, equal to \$5.77 a share for the six months ended June 30, compared with \$2,009,555 or \$4.23 a share in the first six months of 1924.

The report for the second quarter shows net profit of \$2,163,000, equivalent to \$3.60 a share. This compares with \$1,303,972 or \$2.17 a share in the preceding quarter, and \$512,850 or \$1.08 a share in the second quarter of 1924. The company declared the regular quarterly dividend of \$1.25, payable August 15 to stock of record July 31.

New Columbia Releases

The outstanding vocal selection on the September listing of Columbia record releases is an excellent coupling of two popular comic songs, "The Farmer Took Another Load Away," sung by the Happiness Boys, Jones and Hare, and "Row, Row, Rosie," sung by Eddie Cantor. The dance releases include "Say, Arabella," coupled with "Angry," both played by Ted Lewis and His Jazz Band, and "On a Night Like This," played by Harry Reser's Syncopators. A heavy demand for these numbers is anticipated.



Have You A Genola in Your Toy Shop?

It's a great little money maker—a child's phonograph retailing at \$5.00—that plays all flat records up to 10 inch size with the clear reproduction of a large machine. It is bright and appealing in appearance and makes a hit with both parents and children.

The Genola stands but 7½ inches high. Then to retail at \$10.00, there is The Baby Cabinet, standing 17 inches high and which is a delightful piece of nursery furniture as well as a splendid little talking machine.

Order Samples Today

THE GENERAL PHONOGRAPH MANUFACTURING CO.
Elyria, Ohio.

The new Brandes line

THE speakers they want! The prices they want! And *quality* of tone such as has not yet been equalled.

All we ask you to do, is to hear the new speakers. All you'll need to do is to let your customers hear them.

The Brandes laboratories, expert in meeting the problems of radio acoustics for sixteen years, have now developed these really remarkable speakers. They are *worth hearing*.



"Type II" with an antique finish, skillful in design, simple of line. Its large diaphragm means large tone. Adjustable by a turn of a thumb-screw. List \$16.



The improved adjustable Table Talker. The best buy at its price. List \$10.



The new Audio Transformer simplifies at a ratio of 1 to 5. Two steps of amplification may be used without distortion. List \$4.



The New Brandes phonograph attachment has the same unit as the big speaker. Easy to attach. Adjustable. List \$10.

And that old standby—the Superior Matched Tone Header. Sell one with every radio set. You can—at this new low price. List \$4.50



A smart mahogany cabinet finished in brown. A well proportioned, well made speaker. Same unit as Type II Speaker. Adjustable for maximum volume. List \$30.



Brandes

Experts in radio acoustics since 1908

All prices slightly more west of the Rockies and in Canada. All Brandes Products distributed in Canada by Canadian Westinghouse.

Noteworthy Conference of Victor Co. Wholesalers Held at Camden Factory

Merchandising of Talking Machines and Records on a Sound Basis Discussed at Length and With Frankness—Wholesalers Much Enthusiased Over Private Showing of New Line

If optimism, and, in fact, enthusiasm, on the part of those Victor wholesalers who attended the two-day conference at the Victor factory in Camden on August 3 and 4 is to be accepted as a criterion, then the sessions may be described as being most successful from every angle, with a promise of having a distinct influence upon the activities in the Victor trade in the near future.

It was the first general meeting of Victor wholesalers held since 1922, the call for the conference having been sent out by factory officials some time ago with a view to providing an opportunity for open and frank discussion of the problems and possibilities of the business by both wholesalers and factory officials. That the conference was to be confined strictly to business was frankly stated with the result that business it was for two full days.

Walter J. Staats, treasurer of the Victor Co., presided as chairman, and among those who addressed the wholesalers at various times during the meetings were included: E. R. F. Johnson, vice-president of the company and son of the president; E. E. Shumaker, W. W. Clark, Roy A. Forbes, and E. T. Kieffer.

From every angle it was unquestionably the most resultful meeting ever held by the Victor wholesalers in conjunction with the factory officials, and the first call by the factory to discuss business matters directly, it being felt that the various questions could be threshed out much more satisfactorily when all jobbers were gathered together than when individuals or small groups visited Camden.

The discussions were frank, the wholesalers being encouraged to express their views on all matters regarding the marketing of Victor products. It was emphasized very strongly that particular attention should be given to sound merchandising principles in connection with the distribution of talking machines and records, and it was likewise emphasized that the term "merchandising" does not apply alone to building up sales volume but also has much to do with proper buying and proper checking and control of stocks.

It was agreed that although the talking machine business has some problems peculiar to itself it is in the main controlled by the situations and the rules that should govern all lines of trade, and wholesalers, and particularly retailers, must so arrange their affairs as to be prepared to meet varying business conditions in a safe and sane manner with their businesses in such shape that they are not endangered by any sudden fluctuation.

It was reported, for instance, that the ec-

cent campaign to clean up stocks of machines and in some cases records in the hands of dealers and wholesalers was meeting with a full measure of success, which means that the decks would be clear for the marketing on a sound and proper basis of the products that are soon to be offered to the public by the Victor Co.

Among those who took a prominent part in the discussions was Roy A. Forbes, who recently joined the Victor Co. in the capacity of sales and merchandising manager, who placed before the wholesalers, to be conveyed by them to the dealers, the results of his many years of successful experience in the retail field.

It was with great enthusiasm that the visiting wholesalers viewed the new products that the Victor Co. is preparing for the market this Fall, details of which will be announced in the course, and they went away from Camden with the feeling that with new lines of Victor products to offer under a sound merchandising policy developed from the experiences of those in other lines of business, as well as in the talking machine trade itself, the future held a full measure of promise.

The interest of the wholesalers in the meeting was evidenced by the fact that the attendance of the jobbers and their representatives from all sections of the United States was practically 100 per cent, only one concern not being represented through circumstances beyond its control. The wholesalers and factory personnel who attended the sessions and the dinner on Monday evening included: F. R. Sherman, F. K. Dolbeer, W. G. Walz, W. F. Fredericks, Robert Steiner, Howard Wurlitzer, E. R. F. Johnson, J. N. Blackman, L. Buchu, W. T. Sutherland, E. L. Grattigny, J. W. Collins, P. Whitsit, W. J. Staats, H. A. Wuikelman, W. C. Roberts, H. Koerber, J. C. Koush, H. W. Weymann, C. H. Grinnell, G. F. Knez, C. L. Elyca, F. Nestor, F. Sanger, T. E. Swann, C. K. Bennett, W. W. Clark, W. J. Haussler, H. J. Shurtle, F. B. Jenkins, Jr., P. Felner, W. D. Andrews, W. Biel, R. A. Forbes, J. A. Hotheinz, C. L. Johnson, O. L. Neal, A. R. Boone, Donald Allen, Roy S. Scroston, C. L. Egner, R. H. Morris, W. F. Corley, George Cressey, C. L. Sanger, E. C. Gallo, R. C. Rogers, A. W. Atkinson, Jerome Harris, C. H. North, H. A. Lamoore, C. W. Greener, P. Carlson, F. McCalliard, B. L. Aldridge, G. T. Williams, J. E. Clark, H. Ellis, H. C. Lukhard, C. W. Bahls, W. F. Davison, D. P. Mitchell, L. A. Burehfield, H. A. Goldsmith, W. Russell, A. H. Bates, Geo. Rewbridge, E. C. Rauth, J. S. Macdonald, George Elyca, W. A. Eisenbrandt, C. N. Andrews, F. R. Kessnick, W. Doerr, W. A. Montton, R. S. Cron, C. S. Wickes, E. T. Kieffer.

H. H. Murray, S. T. Williams, G. R. Schenck, Fred Jones, Harry Sooy, H. C. Ide, Alexander Eisenbrandt, J. F. Williams, C. H. Mason, N. Shikret, J. W. Hitts, Mr. Murphy, G. T. Wielage, G. F. Williams, W. B. Calloway, Mr. Conway, H. E. Clark, J. S. Gordy, J. L. Ryan, C. A. Droop, C. W. Hyde, Hon. Hauser, W. O. Crew, G. C. Hamburger, R. F. Sturtevant, A. D. Geissler, Ernest Jolin, W. L. Marshall, E. E. Shumaker.

Brightson Labs. Announce New Trade Representatives

Plans for Increased Production to Meet the Demand Are Under Way

Brightson Laboratories, Inc., manufacturer of True Blue tubes, from its executive offices, Thirty-fourth street, corner Astor Court (Waldorf-Astoria Hotel), announces a number of additional trade representatives. They include Young, Lorish & Randall, Chicago, Ill.; Williams Hardware Co., Minneapolis, Minn.; Reynolds Radio, Denver, Colo.; Brown & Hall Supply Co., St. Louis, Mo.; and Parsons & White-timore, Ltd., Australia and New Zealand. These, together with the former representatives of the Brightson organization, make possible the distribution of True Blue tubes from many centrally located points throughout the country.

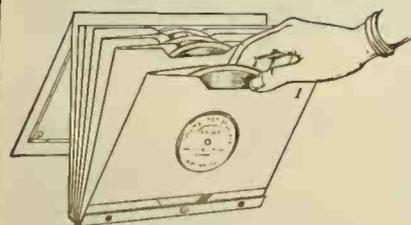
Plans for greatly increased production on Brighton True Blue tubes are also well under way. According to the officers of the company the demand for True Blue tubes throughout Summer months has so far exceeded expectations that it may be necessary to make arrangements for increased production to care for Fall orders.

In a recent chat with a representative of The World, George E. Brightson, head of the Brighton Co., stated that orders have been increasing in recent weeks at a very substantial rate. He said he was particularly well pleased with the situation in the metropolitan area which has shown a healthy improvement in sales. This he said was not so remarkable as the fact that in a territory that is highly competitive the retail price of Brighton True Blue tubes had remained at the figure set by the manufacturer. Mr. Brightson considered this a tribute to the product and the sales policy under which True Blue tubes were sold.

J. C. Neville With Stewart-Warner Cleveland Branch

CLEVELAND, O., August 7.—J. C. Neville, formerly district manager of the Federal Telephone and Telegraph Co., was recently appointed manager of the radio sales division of the local Stewart-Warner Products Service Station. Arthur Dickens, formerly connected with the Warwick Manufacturing Co., is now acting as radio engineer of the Stewart-Warner Corp.

National Record Albums



NEW PORTABLE ALBUM

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 1925 styles and prices



THE PERFECT PLAN

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.



They tell me you should have a message from the Factory Manager, also.

But what have I to do with selling?

Well, as I see it, a poorly made record may be hard for anybody to sell. And a well-made record is at least easier for everybody to sell.

Anyway, those of the trade who have known me during my 30 years in this business know that I recognize it as an art as well as a business, and that no record with a shade of doubt in its quality will ever get by me.

R. A. Gloetzner
Factory Manager

COLUMBIA PHONOGRAPH COMPANY
BRIDGEPORT, CONN.

"I MISS MY SWISS"

Ted Lewis and His Band

Columbia Record No. 406-D. 10 in. 75c.

"I Miss My Swiss"
"Marguerite"

*A delightful fox-trot by the
High Hatted Tragedian
of Jazz*

COLUMBIA

"I Miss My Swiss," as recorded by Columbia, offers entirely new possibilities for record sales.

The hit itself promises to be a sensation, and the Columbia recordings are truly wonderful.



"I MISS MY SWISS"

Billy Jones and Ernest Hare

Columbia Record No. 410-D. 10 in. 75c.

"I Miss My Swiss" *An enjoyable vocal comedy record by the popular Happiness Boys*
"Collegiate"

COLUMBIA

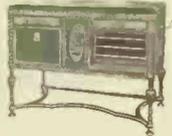
A real opportunity to reach out for record business among customers who have never realized the full possibilities of the phonograph record.



COLUMBIA



MODEL 580
\$350



MODEL 570
\$300



MODEL 560
\$250



MODEL 550
\$200



MODEL 240
\$75



MODEL 540
\$175



MODEL 530
\$150



MODEL 520
\$125



MODEL 140
\$50



MODEL 460
\$200



MODEL 450
\$175



MODEL 440
\$150



MODEL 420
\$100



MODEL 340
\$120



MODEL 430
\$125



Write the Columbia branch or distributor in your territory for full information on the new Columbia line

ATLANTA, GA., 561 WHITEHALL STREET
 NEW ORLEANS, LA., 519 CANAL STREET
 BOSTON, MASS., 1000 WASHINGTON STREET
 CHICAGO, ILL., 430-440 S. WABASH AVENUE
 CLEVELAND, OHIO, 185 E. EIGHTEENTH STREET
 CINCINNATI, OHIO, ROOM 42, 222 W. FOURTH STREET
 DALLAS, TEXAS, 2000 NORTH LAMAR STREET
 KANSAS CITY, MO., 206 WYANDOTTE STREET
 ST. LOUIS, MO., 1213 PINE STREET
 LOS ANGELES, CAL., 69 S. LOS ANGELES STREET
 NEW YORK CITY, 13 W. TWENTIETH STREET
 PHILADELPHIA, PA., 40 N. SIXTH STREET
 PITTSBURGH, PA., 632 DUQUESNE WAY
 SAN FRANCISCO, CAL., 345 BRYANT STREET
 BUFFALO, N. Y., 740 MAIN STREET
 DETROIT, MICH., 439 E. FORT STREET
 MINNEAPOLIS, MINN., 14 N. THIRD STREET
 SEATTLE, WASH., 911 WESTERN AVENUE
 COLUMBIA WHOLESALERS, Inc.,
 265 W. CAMDEN STREET, BALTIMORE, MD.
 TAMPA HARDWARE CO., TAMPA, FLA.
 COLUMBIA STORES CO.,
 1808 GLENARY AVENUE, DENVER, COLO.
 221 S. W. TEMPLE, SALT LAKE CITY, UTAH
 W. W. KIMBALL CO.,
 WABASH AVENUE AND EAST JACKSON BLVD.,
 CHICAGO, ILL.

COLUMBIA PHONOGRAPH CO., Ltd., Toronto
 22 West Front Street
 COLUMBIA PHONOGRAPH COMPANY, New York
 1812 Broadway



Donen Profits by Ability to Make Friends

Has Built \$20,000 Annual Business and Overcome Obstacles in a Small Town by Being on Friendly Terms With His Neighbors

What chance has the small town talking machine dealer to do a profitable business, when the tendency of the buyers of his community is to visit a conveniently located large city to make their purchases. This is exactly the situation with which Donen's Music Shop, of Rye, New York, is faced. Yet, in spite of the fact that Rye is a very small town and a large part of the population is made up of Summer residents, and the proximity of New York City with its fine, large establishments, Donen's has built up a business in its small shop which reaches a yearly total of \$20,000.

Working on Low Overhead

Now, this is not a very large business, figured from the standpoint of the city dealer, with his large establishment, his half dozen salesmen and clerks, his bookkeepers, deliverymen, etc. But it is only because the city dealer who operates on a large scale needs all of these things that he regards \$20,000 as a small gross business. In Rye this is an excellent sales volume for the reason that Donen's operates on an overhead which is ridiculously small, compared to that of his city competitor. Mr. Donen himself attends to the selling of talking machines, pianos, radio, records, musical merchandise, etc. He also follows up delinquents to get the money due on instalment sales. He keeps his own books and his only delivery expense is when he makes a sale. It does not take any efficiency in mathematics to understand how this \$20,000, with the low overhead, represents a very nice business indeed.

Friendship Basis of Business

"We are doing a fair business, considering everything," points out Mr. Donen. "Our situation is peculiar in that most of the people here find New York so conveniently located that they do a large part of their shopping in the department stores and specialty shops. Many of our customers and prospects are the owners of automobiles and they go to New York via their own machine and in addition to a pleasant auto ride they have the opportunity of doing their shopping in the large New York stores. Of course, they pass many music stores and the music sections of the department stores

attract them, with the result that they often order records sent to their homes from these out-of-town shops. Every time this happens it means that I have lost some business. Of course, not all the people do their shopping in the city. As in every town, we have a fair share of middle-class and the poorer people who do most of their buying right here.

"In a small town like this friendship is the

While friendliness is of great importance in promoting sales, particularly in the small town, according to Mr. Donen there are also dangers in being too friendly. What these are and how this aggressive dealer overcomes these obstacles, as well as how he solves other problems which are peculiar to small town business, are told in the accompanying article.

basis of business success, especially with the wage earners. This does not work out so well with the middle classes, as I have learned, to my sorrow. Many times I have lost sales of machines, pianos, etc., because I happened to be well acquainted with a prospect of the semi-successful type. Only a few weeks ago the wife of a physician whom I knew very well, purchased an instrument in New York, which she could have obtained in my store. The real reason in back of the purchase was that these people could not afford to pay cash for the instrument and they were just a little bit ashamed to come to me to buy on a time basis because they happened to know me. On the other hand, I get a large part of my business from the wage earners because they are friendly with me.

Regarding Collections

"One of the chief problems of the small town dealer is in collections, I have found. When

one knows one's customers so well the natural tendency is to be too lenient. For example, we have two types of customers, as I mentioned. The fairly well-to-do people and the wage earners. The former are in the habit of having charge accounts and the latter pay on instalments. In the former instance many times the people are annoyed if they receive bills. However, they are good as far as paying is concerned, but the dealer must be very diplomatic in his efforts to get the money when due. Among the wage earners the problem is radically different. Here dunning can be resorted to, but the dealer very often must take into consideration family circumstances and he must be lenient. The majority of these people have no reserve funds and when the head of the house becomes ill or he is temporarily out of work, as very often happens, what little money has been saved is used to purchase the necessities. I never press matters in cases of this character for two reasons, first, because I have everything to lose by antagonizing a customer, and, second, because I know these people will pay as soon as they are able. Of course, there are some deadbeats and here the only safe plan is to take vigorous action immediately. In a small town store such as this, where the proprietor does everything, from selling to collecting, the best plan is to set aside one day each week to follow up delinquents. I also find the telephone very useful in getting in touch with customers regarding money due. With foreigners there is little use in sending out statements of money due. The only way is to see them personally."

Tacoma Dealers Meet to Form Trade Association

New Organization Will Probably Become Branch of Western Music Trades Association

TACOMA, WASH., August 3.—The first step in the formation of a local music trades association was taken here recently at a dinner meeting held in the new Winthrop Hotel. The dealers, including the leading talking machine merchants of the city, are strong for an association and the result of the meeting was the election of M. Silvers, a local dealer, as president. A delegation of music dealers from Seattle was present to give the local retailers all the help possible in organizing. It is expected that the association will become part of the Western Music Trades Association, which has been so active in improving trade conditions and practices.

At future meetings the organization will be perfected and from the interest demonstrated by trade members it is believed that a representative membership will be enrolled at the start.

Nathan Hast in New Position

The appointment of Nathan Hast as general sales manager of the Radio Tel. & Tel. Corp., New York, was recently announced by officials of the company. Mr. Hast is well known throughout the radio industry through his former connections with the Pearl Co., Work-Rite Manufacturing Co., Music Master Corp., and the Shamrock Mfg. Co., Newark.

Brodrib & Blair Remodel

Brodrib & Blair, of Bristol, Conn., have remodelled and redecored their store and added a piano department, where they will carry a complete line of pianos.

HARDWARE

for

RADIO and PHONOGRAPH CABINETS

LID SUPPORTS

CATCHES

CONTINUOUS HINGES

NEEDLE CUPS

BULLET CATCHES

STOP HINGES

INVISIBLE HINGES



WEBER-KNAPP CO.

JAMESTOWN, N. Y.

Turnover and Its Relation to Net Profit

Analysis of Turnover by H. S. Carroll Before the Western Music Trades Convention—The Proper Method of Figuring the Turnover

It is but a short interval in time, a little over fifty years, since merchandising had no selling price and the most persistent haggler bought the goods far below the unwary. When merchandise was bartered for groceries, coal, etc., and the large department store of to-day was little dreamed of. What an evolution has occurred in merchandising, in merchandising ideas, in marketing and in merchandising principles. To-day, merchants are analyzing their business, and one of the principal topics of the day is that of turnover.

Turnover has a vital bearing on profits, but in spite of this fact we find there are many merchants (or within large department stores, department managers) who do not really understand the meaning of turnover. Being a publicity director, and not an accountant, I have taken the liberty of gathering my data for this article from authoritative sources.

What Is Turnover?

A very simple question and yet not quite so easy to understand, for the simple reason that many merchants view turnover from a different angle. A friend of mine in talking to a certain merchant on the subject of turnover, was told that the merchant's stock had turned a surprising number of times. When asked how he arrived at the figures this merchant said: "Why my stock at the beginning of the year was \$7,000—at the end of the year it was \$7,600, or \$14,600 in all; dividing by two, the average stock was \$7,300; my sales were \$44,000, so the stock turned six times."

In reality he had turned it two and a half times!

Many merchants confuse the term "stock turnover" with "capital turnover." From all I can learn, the modern way of calculating turnover is:

First. By dividing the average stock at retail for a given period into the sales at retail for the same period.

Second. By dividing the average stock at cost for a given period into the sales at cost for the same period.

No. 1 (Turnover at retail)

Average stock at retail \$100,000 Inventory
Actual sales at retail 400,000

\$100,000 \$400,000 (4 times turnover)

No. 2 (Turnover at cost)

Actual sales at cost \$240,000

Average stock at cost 60,000
\$60,000 \$240,000 (4 times turnover)

Both methods give practically the same results. However, the method of figuring turnover on average retail is recommended by the National Retail Dry Goods Association, and practically all department stores are keeping their records on a retail plan, i. e., they report all purchases and sales at both cost and selling,

enabling them at all times to strike an inventory, without the necessity of making a physical check.

Stock on hand at end of month:

| | |
|-----------|----------|
| Jan. | \$7,000 |
| Feb. | 8,000 |
| Mar. | 8,500 |
| | <hr/> |
| | 3,23,500 |

7,313.33

Sales for 3 months: \$6,000
\$7,833,36,000.00 (0.76 in 3 months
This is better than 3 times a year

To begin with, a merchant has capital, or the necessary credit, with which to finance his purchases, and yet the merchant who can show that he can turn his stock ten times a year, needs only one-fifth of the capital required by the merchant who can turn his stock twice. Therefore, to-day the successful merchant figures his turnover in advance. He estimates the volume of business he expects to do and reduces this volume to cost and divides it by the capital which he has available.

| | |
|--|-----------|
| Estimated sales at retail..... | \$100,000 |
| Your capital | 30,000 |
| Your cost retail | 60,000 |
| \$30,000 \$60,000 (2 times turnover of stock to get expected volume from your capital. | |

It is important, therefore, that he set his turnover at a reasonable figure, one which he would expect to accomplish.

Turnover in Eastern cities is higher than it is in the West, from statistics furnished by the Federal Reserve. This is due to the fact that we are further from the market, necessitating the anticipation of our requirements over a longer period! The following Federal Reserve figures show the approximate turnover of the music trade:

- Talking machines, two and one-half times.
- Records and rolls, two times.
- Pianos and player-pianos, two times.
- Sheet music, two and one-half times.

The entrance of radio into the music field has undoubtedly changed these turnover figures considerably, particularly on records and talking machines.

Frequency of Inventory

The oftener an inventory figure is available, the more correct will be the average. For example, the average for a year for the inventory taken monthly will be more accurate than an inventory taken once a year.

When an inventory is taken but once a year, it is taken at a time when stocks are lowest; therefore, when the two inventories are compared, the average does not represent the true facts; whereas a once-a-month inventory—thirteen inventories will be available which really strike the true average.

Even bankers are recognizing the importance of turnover as evidenced by the following announcement made in the Federal Reserve Bulletin of May:

"The rate at which stocks of merchandise are sold and replenished is an important factor affecting the expenses of operating retail firms and in determining the amount of credit that is required to finance retail trade. In view of the importance of this relationship between stocks and sales, the Federal Reserve Bank and the Comptrollers' Congress of the Retail Dry Goods Association decided to add to the regular retail reports, data showing the rate of turnover each month and the cumulative rate from the beginning of the year through the current month."

What Is It That Affects Turnover?

Turnover is affected by poor selection of merchandise, by errors in quantity purchasing, by an over-balanced stock, and by carrying too many price lines.

It is not always possible to sell all the merchandise we select, but once we discover that we have made a mistake and that our purchases are wrong, then we must take instant action, for the longer this dead merchandise remains, the more costly it becomes. A dollar line of merchandise on the shelf that hangs on year after year had better be turned into a nimble dime that will continue to turn.

Because one merchant is capable of purchasing a large quantity of merchandise, thereby securing a low price, it does not follow that all merchants can do likewise.

It is important, therefore, that you know your clientele, and how much of a quantity you are capable of absorbing; otherwise you may tie up your capital in a purchase that will prevent you from buying sufficient of current quick-selling numbers.

Balanced Stocks

Stocks that are poorly balanced may mean that one portion of your stock is turning rapidly, while the other is tied up in high-priced merchandise that remains frozen and affects the turnover.

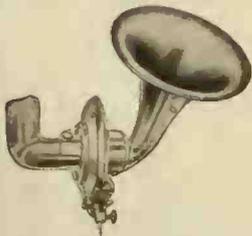
I remember a store having \$30,000 worth of diamonds, which the buyer thought would add prestige to his jewelry department. It may have added the prestige all right, but it cut down his purchasing power, affected his turnover, profit, and after three years of carrying them without sufficient turnover, they were finally disposed of at half price. Seems foolish, doesn't it, to sell diamonds at half price? Yet it proved a wise thing to do, because it turned dead capital into active merchandise that began to turn and make profit.

Recently stores are discovering that capital can be spread too thin over too many price lines and that this will eventually affect the turnover. It is better, therefore, to concentrate on a certain number of prices that can be determined upon and stay within these price lines.

From a reliable source I have secured the following figures as to volume of business, turnover, and marking ratio of six of the large retail department stores in America for the year 1920.

| Store | Volume | Turnover | Mark-Up |
|-------|-----------|----------|---------|
| A | 600,000 | 3.4 | 46 |
| B | 100,000 | 2.7 | 40.3 |
| C | 80,000 | 3.1 | 40.6 |
| D | 500,000 | 7.7 | 35 |
| E | 1,000,000 | 4.3 | 36 |
| F | 21,000 | 4.8 | 47 |

The average turnover for large department stores in the West ranges from 3 to 4 per cent—that is, taking the store as a whole, although the turnover in the various departments may vary to a considerable degree.



ADD-A-TONE

A Revelation In Sound Reproduction

The ADD-A-TONE stands for the highest quality in tone reproduction.

Turn your old phonograph into a new one with an ADD-A-TONE

UNIQUE REPRODUCTION CO.
32 Union Square, N. Y.



REG. U. S. PAT. OFF.

SUPREMACY

Is Now Known the World Over

Because

- they are wrapped in "Mocolene"
- they are sprayed with "Lubril"
- they have the right carbon content
- they are correctly tempered
- they are produced in the largest assortment
- they are individually packed

 J. A. FISCHER COMPANY, PHILADELPHIA 

Chas. Freshman Co. Opens New Factory in Chicago

Prominent Radio Manufacturer Opens New Modern Factory to Enable It to Meet the Steadily Growing Demand for Its Products

The Chas. Freshman Co., Inc., manufacturer of the famous line of Freshman Masterpiece receiving sets, has just opened a new factory in Chicago. The new plant is a modern fire-proof building, with all improvements, located at Washington Boulevard and Talman avenue—only ten minutes from Chicago's Loop.

The new plant is situated on the Chicago & Northern Railroad, which connects directly into the Belt Line. The railroad siding, which permits the loading and unloading of carload shipments, is connected with the building. Authorized Freshman dealers in the Middle West territory will be served directly from the Chicago office and factory.

This latest expansion, coming so soon after the occupancy of its second new factory in New York, at 133rd street and Brown place, was forced by the enormous demand for Freshman products, sold direct to authorized dealers throughout the country. The reception of the new merchandising plan has been tremendous. Dealers are placing large orders now, and this expansion program will help the Freshman Co. to satisfy the demands of the trade for merchandise.

Feature "I Miss My Swiss"

"I Miss My Swiss" is being featured in window display posters by the Columbia Phonograph Co., Inc., New York. The dance recording of this extremely popular number is played by Ted Lewis and His Jazz Band, and the vocal is sung by Billy Jones and Ernest Hare, the well-known Happiness Boys, in their inimitable style.

Timely Publicity Wins for Norfolk, Va., Firm

Paul-Gale-Greenwood Co. Featured Brunswick Radiola in Strong Advertising Drive When Local Man Won Radio Reception Contest

NORFOLK, VA., August 6.—Taking advantage of timely events to stimulate sales has been found productive of excellent results for the Paul-Gale-Greenwood Co., one of the leading phonograph dealers in this city. Recently, when the Brunswick Co. offered the first prize for distance reception on a Brunswick Radiola to W. H. Fitchett, of this city, the Paul-Gale-Greenwood Co. took advantage of the fact to do some special advertising in the local newspapers, describing the contest, and telling about the winner. In one ad the winning check was reproduced. Of course, the newspapers had stories regarding the winner of the contest, and altogether the Brunswick received some unusually effective advertising.

Jimmy Flynn Becomes Pathe Record Artist

Jimmy Flynn, well-known tenor, is a new Pathe record artist and recently recorded his first selections, "Midnight Waltz" and "I Wouldn't Be Crying Now." The Pathe Phonograph & Radio Corp., Brooklyn, N. Y., maker of Pathe records, reports a very heavy demand for this number.

James P. Duffy on Holiday

James P. Duffy, advertising manager of the Columbia Phonograph Co., Inc., New York, is spending the first half of this month at Cliffhaven, on the shores of Lake Champlain, where he greatly enjoyed himself. He also made visits to leading Canadian cities.

Making Dealers' Windows Radio Sales Promoters

RCA Window Display Division Aiding Dealers in Staging Window Displays Which Attract Attention and Speed Up the Sales

The window display division of the Radio Corp. of America, which has been formed to aid dealers in creating window displays that attract attention to RCA products and create sales, is functioning with such good effect that dealers all over the country are enthusiastic regarding this service. The window display division keeps dealers advised through periodically issued bulletins of the art of dressing windows and making use of the numerous window display helps which have been prepared for the retail trade. Recently the bulletin was devoted to the preparation of a Summertime window display. The bulletin contained a detailed description of a scientifically prepared window, from the method of making the background to costs; the latter is a very important item, especially where dealers have set aside an appropriation for window display purposes.

This service of the Radio Corp. of America is proving invaluable in stimulating sales of radio. The window display is coming to be recognized as one of the most powerful forces for sales which the dealer has at his command. Many dealers do not take advantage of the window display as a means of sales promotion although experience proves that when the window is given the same careful attention which the dealer expends in preparing his advertising, sales result. The "eye of the store" works day and night. It is truly a silent salesman and it is a wise dealer who sets aside an appropriation for making his windows more productive of business and who makes the best possible use of the display material prepared by experts and supplied by forward-looking manufacturers.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

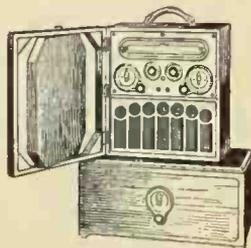
Are you interested in selling more sets?

If you are wondering how to do it try this out—"sell better performance and you'll sell more receivers."

It's only logical that the prospective radio buyer looks for return value on his invested money. You can assure him of all kinds of real entertainment, fun and financial news provided you have the right line of receivers to sell—RADIOLAS.

The Radiola 26 is the "Super Het" dressed up in portable togs—famous for out-door use anywhere—camping, boating, motoring. When vacations are over the Radiola 26 will harmonize with the furnishings in any room.

Sell better performance—more sets and get bigger profits. Stock the popular R. C. A. line of Radiolas.



Radiola 26

Wholesale only

CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.

2113-Q

Build
 your business
 on the basically
sound foundation
 of public confidence
 in RCA
leadership



Radiotron



Radiola Loudspeaker



Radiola Super-Heterodyne



Radiola

REG. U.S. PAT. OFF.

AN RCA PRODUCT

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

Profit Winning Sales Wrinkles

Circulating Library Brings Customers Into Store of Small-Town Dealer—A New Twist to Canvassing That Makes It Easy to Start the Sales Talk—Turns Lack of Record Demonstration Facilities Into an Advantage—Window Display Tips—Other Clever Stunts

"Getting the customer into the store" is the big aim of every talking machine dealer, as well as that of every merchant in any line of endeavor. Salesmanship and super-salesmanship without the customer to work them on are worthless. It is to this end, therefore, that the dealer sends out literature, stages contests, arranges his windows attractively and has special sales, all for the purpose of getting the elusive customer within range so that the talking machine, records and radio can be called to his attention and their appeal emphasized. One very good system recently brought to the writer's attention is that of Ferguson's Music Shop, Brunswick dealer, of Babylon, N. Y. This dealer has set aside a corner of his establishment in which he conducts a circulating library with very good results. This department, in addition to bringing a profit to the store, draws customers continually, and as the time for a book to be retained is a week or less, the dropping into the music shop becomes a matter of habit and the latest releases of records are called to the customers' attention with noticeable success.

Some excellent selling ideas are hit upon quite by accident by dealers or salesmen who have wit enough to realize their value and to adopt them as a part of their regular selling plan. Witness, for instance, the experience of the young outside salesman representing a dealer located in Long Island and in a suburban section of New York City proper. In a newly developed section of the suburb where the salesman was not particularly familiar with the streets and numbers, a woman called up with the request that the motor of her talking machine be repaired. A repairman not being available for the errand, a young salesman was sent out to bring in the motor, but through unfamiliarity with the locality inquired at the wrong house. He was polite and nice about it, but the woman who answered the door declared she had not phoned to the store. However, she had a talking machine that was not operating as it

should and the salesman quickly volunteered to look it over. He found that the motor needed oiling and that it was operating at too high a speed. A few minutes work and the job was done. "How much do I owe you?" asked the woman. "Not a cent," replied the salesman. "We are glad to make adjustments without charge where no new parts are required." The salesman, however, suggested that some new records might prove interesting to the family and subsequently brought out a bundle of records, selling nine of them on the first trip. After finally locating the woman who had put in the call for a service man, the salesman mulled over the incident and finally decided to try making similar "mistakes" as part of his regular routine. He found that it invariably got him an audience and that whether the machine needed repairing or not the spirit of service was appreciated. In the follow-up, however, he carried an album of the latest and select records, with the result that the volume of record sales actually closed in the customer's home came close to covering the canvassing expense, leaving profits on machine sales practically clear.

Situated in a business section, the newest branch of Klaidman's Music Shop, Brooklyn, N. Y., exclusive record store, has a rather limited floor space and up to the present time all the demonstrating has been done on one instrument, which also serves the purpose of attracting people into the store. The instrument is supplied with an amplifying horn and is located near the door of the store. One of the busiest periods of the day at this shop is at noon when the office workers are out for luncheon. It is not infrequent to see dozens in the store at that time, and despite the fact that but one record can be demonstrated at a time, a surprisingly large number of records are sold each day. The manager of this store finds the lack of demonstrating equipment a help rather than a hindrance, for almost invariably when a popular record is played, a half-dozen or more people will inquire the name and as

there is a self-service record rack, will help themselves to a record and purchase it.

The value of window displays is generally recognized by all dealers but in the case of many stores a certain laxness regarding the frequent changing of the window takes away from the value of the display space. The Wiley B. Allen Co., of San Francisco, with numerous branches in other cities along the Pacific Coast, is a firm believer in the efficacy of window displays and for that purpose maintains a large stockroom wherein is kept ready for use a large assortment of wax figures and various projected set-ups ready for use in a great variety of displays, all being subject to call for special window arrangements in any of the company's stores. The company has two separate thoughts in mind in connection with its window displays, one being to obtain immediate results, and the other to develop cumulative results to be capitalized in the future, through the building up of public confidence in the house.

The giving of free lessons to purchasers of stringed instruments and the formation of clubs and orchestras by music dealers who have musical merchandise and small goods departments, has proved so successful in the instances in which they have been tried, that it is surprising that every dealer who has in addition to his usual lines, such departments, has not tried this form of increasing business. In a recent issue of *The World*, the experiences of Manager Rider, of the small goods department of Fred. Loeser & Co., Brooklyn, N. Y., were related. Mr. Rider is an accomplished performer on the ukulele and at dull seasons he advertises free tutelage on this instrument to purchasers. The results have been most beneficial from the standpoint of increasing sales. Similarly, numerous other dealers throughout the country have profited through the organization of bands, orchestras and clubs. Landau's, Hazleton, Pa., has gone in extensively for this form of sales building and has been most successful. During the past year the L. Grunewald Co., New Orleans, La., secured the services of G. Kealoha Kilman, noted ukulele player, as a member of its sales force, and he has organized numerous clubs, the members of which take lessons from Mr. Kilman, paying for them. Through the indirect advertising given the Grunewald establishment, sales of stringed instruments of the plectrum and non-bow type increased 85 per cent this year over last.

No better method of bringing recent releases of records to the attention of customers can be imagined than that utilized by the James K. O'Dea Temple of Music, Paterson, N. J., which gives a radio concert each day during the hour of twelve to one, using talking machine records to provide the entertainment. Broadcasting station WODA is owned and operated by this establishment and its value as a means of keeping the store before the minds of the public cannot be doubted. Each announcement made brings in the name of the store and when the selection to be rendered at the noonday concert is named the name of the artist and the make of record is also given. The public is asked to make requests by telephone for any numbers they wish and the telephone keeps ringing almost constantly during the hour. It may be that other dealers could secure the use of their local broadcasting station for an hour during the day, thus rendering a service to the station and at the same time securing a most valuable medium of publicity and a means of increasing sales.

Ely Ney's American Plans

Ely Ney, the famous pianist who records for the Brunswick, and who has made a very successful tour of Europe this Summer, will arrive in the United States early in January, opening her season at Bloomfield, N. J., after which she will fill engagements in Florida and California, returning East for concerts in Pennsylvania and the Middle West about March. She is scheduled for a number of notable events.

Coming!

Something new -

Something better

WATCH for our September announcement. It will tell the story of great improvements in radio, of how you can place before your customers the most efficient receiving set yet devised.

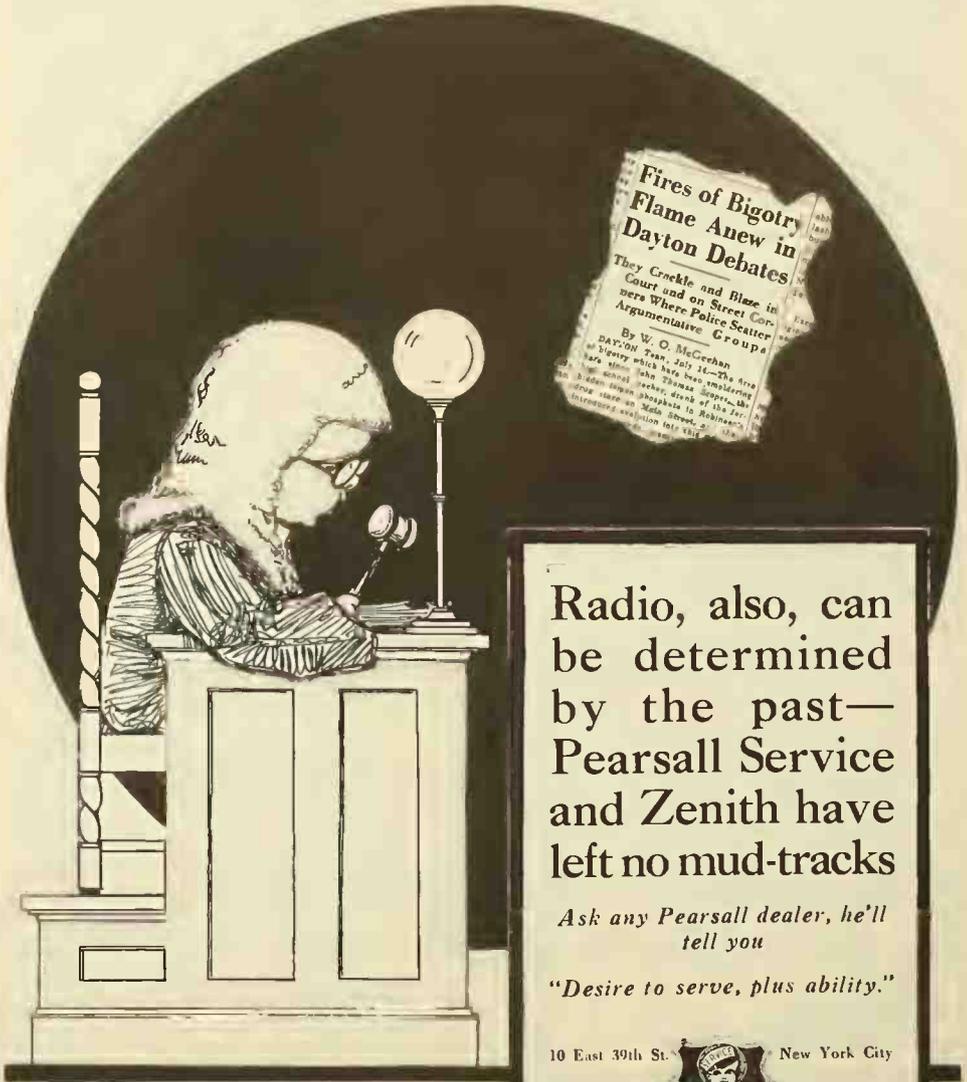
We repeat—watch for our September announcement.



MAGNAVOX COMPANY

OAKLAND, CALIFORNIA

No Monkey Business!



Radio, also, can
be determined
by the past—
Pearsall Service
and Zenith have
left no mud-tracks

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

"Desire to serve, plus ability."

10 East 39th St.  New York City

SILAS E. PEARSALL COMPANY

Wholesale **DISTRIBUTORS** Radio

BRIGGS

Reducing Profit-Killing Collection Costs

Costly Collection Systems Often Endanger Profits—How the Curtis Art Co. Secures the Money Due at a Minimum Expense

There are two important elements in the installment business which determine the success of the talking machine dealer. First, of course, there is the sale, of which no more need be said because it is obvious that upon the volume of sales at a profit depends the life of the retailer. The second element, however, presents some difficult problems, most of which have been solved with more or less success by all dealers, namely, getting the money due—all of it—when it is due, at a minimum expense.

What Are Your Collection Costs?

Do you know what it is costing you to collect the money due on instalment sales? Is the expense so great that most of the profits are dissipated in collection costs? This is an interesting and vital angle of the collection problem which, as applied to the individual dealer, is worthy of the closest scrutiny.

It is in the payment of the last few instalments that the dealer's profit lies. At best this profit is not large enough so that the retailer can afford to squander money in an attempt to get what is coming to him. Yet, some dealers have such expensive methods of collecting that when they finally do jar a delinquent customer to the point where he opens his purse and pays the profits have disappeared. Other dealers still use old, obsolete and ineffective methods of collecting which by their very futility are expensive.

Take the case of a certain dealer who not long ago staged an intensive canvassing campaign. His canvassers went out into the field and worked like demons. They made many sales of talking machines. The interest of these canvasser-salesmen, however, lay in making as many sales as possible in order to increase their own commissions, as is natural enough. The credit man in the store passed many sales which should not have been permitted to go through. For this reason and also for the reason that many of the customers lived too far from the store to come in to make their payments and they could not be depended upon to send in the instalments by mail the services of two collectors were found necessary to keep the money coming in. Collectors are expensive, as this dealer soon found out. He also discovered that where sales are made some distance from the store it is better to refuse to deal with a customer whose financial integrity is doubtful. The traveling expenses of the collectors coupled with the high cost of staging the canvassing campaign and natural losses due to repossessions and several instruments lost practically killed the profits of the entire campaign. Had this dealer selected his customers more carefully from the credit standpoint he

could have eliminated the services of the collector to a large degree and transacted most of the business by mail.

In the long run collecting by mail is the cheapest. Of course, there are always some

have found this the most successful and economical system of handling collections. The cost of printing is very small; the dealer not only saves the time of himself and his stenographer and the bookkeeper but reduces overhead.

How the Curtis Art Co. Collects

The forms reproduced herewith are in use by The Curtis Art Co., talking machine dealer of Waterbury, Conn. A week after an instalment has become overdue the first form letter of the series is mailed to the customer and the other three follow at similar intervals. These formal notices are printed on different colored paper and they are about the size of a postal card. The bookkeeper goes over the accounts daily and the forms are sent out as necessary, taking up only a few minutes' time each day. This series of printed notices has been found very effective in keeping the accounts paid up to date and the expense of bringing about this very desirable result is insignificant.

THE CURTIS ART CO.

25-29 W. Main St.
Waterbury, Connecticut

You no doubt forgot all about the payment of..... on the..... which was due..... But we know you will gladly start it forward on receipt of this notice. Thank you.

Your balance is \$.....

Yours truly,
The Curtis Art Co.

THE CURTIS ART CO.

25-29 W. Main St.
Waterbury, Connecticut

We have received no response to our notice to you that payments on your phonograph are overdue. It is very necessary that your payments should be made promptly according to your contract.

Kindly make payment immediately.

Yours truly,
The Curtis Art Co.

THE CURTIS ART CO.

25-29 W. Main St.
Waterbury, Connecticut

Your account, as we have written you heretofore, is past due. Unless same is brought up to date we will have to take such steps as seem necessary to protect our interests.

Kindly give this matter, of great importance to you, your immediate attention.

Very truly yours,
The Curtis Art Co.

THE CURTIS ART CO.

25-29 W. Main St.
Waterbury, Connecticut

Three notices have been sent you regarding your phonograph payments being several weeks overdue.

As we have heard nothing from you it will be necessary for us to repossess the phonograph if payment is not made by.....

Yours truly,
The Curtis Art Co.

people who pay no attention to collection letters and forms, and in these cases it often is wise for the dealer or a member of the credit department, if the store boasts one, to make personal contact with the delinquent. Sometimes there is a difference which can be straightened out only by a personal visit when all the collection letters ever devised will be treated with contempt.

Some dealers have found that they can follow every account through the various phases of delinquency right to the point of the repossession by mail. Some dealers use personal letters to fit each individual case; others have three, four or five form letters which fill the bill. There is something in favor of both of these collection systems. An important point in favor of the series of printed forms, however, is economy. The printed form, if it is the right kind, gets results. This is not open to argument in view of the fact that many dealers

Inaugural Program of New Jewett Station August 15

Comprehensive Program Designed to Please Every Taste to Feature Opening Ceremonies of New Broadcasting Station in Detroit

The inaugural program from WJR, the new 5000-watt broadcasting station of the Jewett Radio & Phonograph Co., has been set for August 15. Beginning at 7:00 o'clock in the evening, the best talent available will pass before the microphone in the studio of the station at the Book-Cadillac Hotel, Detroit, Mich., and put on a varied entertainment of character and appeal.

One of the features to be presented to the radio audience will be the Detroit Symphony Orchestra, generally conceded as one of the finest symphonies in the country. At the time the orchestra is broadcasting it will be playing in a new \$50,000 shell which was built this Summer on the city's beautiful Belle Isle Park, in the Detroit River. This will be followed by a varied studio program presenting vocal and instrumental groups assisted by vocal and instrumental soloists. During this studio program a number of famous men will be presented in short talks incidental to the inauguration of the station. Of course, popular entertainment will have its place on the program, since it is the station's intention to please every member of the radio audience, and in following out this intention it is necessary to present all of the various entertainment suited to radio broadcasting.



Wuebben Record Albums are indestructible

They are manufactured on methods of construction which are protected by the Patent Laws. It is impossible for the records to drop out.

Ask for our illustrated prospectuses and price lists

Wuebben Gesellschaft, m. b. H., Kochstrasse 60, Berlin SW. 68

“There is no better loud speaker at any price”



Model WG-10
Majestic Reproducer
Ebony Finish \$12⁵⁰
Retail Price

Manufactured by
GRIGSBY-GRUNOW-HINDS CO.
4540 Armitage Avenue
Chicago, Illinois

In Canada:
Benjamin Electric Mfg. Co. of Canada, Ltd.
TORONTO

Eliminating the Radio Free Trial System

Clarence H. Mansfield, of Fitzgerald Music Co., Los Angeles,
Addresses Western Dealers on Radio Demonstration and Service

Two of the most important questions in the merchandising of radio are: Shall a dealer give free trials, and shall a dealer give free service?

Taking first the question of free trials, whether it be radio, phonographs, pianos, or any other similar article for that matter, but most particularly radio, I absolutely do not believe that it is good business for the dealer to extend free trials to the prospective purchaser.

I am referring, of course, to the free trials, such as one, two, three or four days. I am not referring to these home demonstrations where the salesman takes the radio set to the home, demonstrates it and either closes the deal there directly following the demonstration or removes the radio set when he leaves. That sort of a trial I am not referring to at all.

First of all, from a sales psychology standpoint, it is bad business to leave a radio set in the home on trial, for directly after a satisfactory demonstration in the home is naturally the logical time for closing the deal. That's when the prospect's desire for the radio is warmest. If a deal cannot be consummated at that time, then certainly as a rule the chances for its consummation the following day will be considerably less, and with the passing of the days the chances grow smaller and smaller.

With radio particularly, there is always the chance that during the free trial the prospect may in spite of most detailed and explicit instructions on the part of the salesman inadvertently turn the rheostat over too far and burn out or paralyze the tubes or through ignorance fail in some other way properly to operate the set and cause trouble that might tend to discourage the prospect with radio. The prospect would then either think that all sets were no good and become disgusted with radio in general, or would come to the conclusion that your particular set was no good.

Then, it has been proved time and time again by sales psychologists that the appeal of any new article placed in the home, such as radio or a phonograph, is not nearly so great the following day as it is the first night during a satisfactory demonstration by the salesman. Again,

I wish to say that the time to close a deal is directly after the demonstration or the radio set should leave the home with the salesman.

Know Your Programs

When the salesman is directing the demonstration he can naturally select the programs that are most apt to appeal to the prospect, and further build up the desire that impels the prospect to purchase. And there, gentlemen, is a point that is most important in the selling of radio—before making a demonstration the salesman should, by all means, be thoroughly familiar with the programs being broadcasted at the time so that he may select those programs that are most likely to appeal to the prospect. Your radio set may have a remarkably good tone, but unless you are bringing in a program that appeals to that prospect, then the radio does not have a great appeal regardless of the quality of reception. But on the other hand if you are bringing in a program of music that appeals to your prospect then he will recognize much more quickly the tone quality of your set, and the desire for the radio will be increased immeasurably. You have all had the same experience in selling phonographs and reproducing pianos. One outstanding successful radio salesman tells me that he sells many more sets by taking care to tune in on the right program than he ever does by dwelling on various so-called talking points of his set.

Obviously, when the set is left on free trial, and the prospect is alone to choose his own programs, through his ignorance he may very likely tune in on any number of programs that to him are unattractive and uninteresting and naturally have his desire for radio considerably cooled due to the impression that most of the radio programs are the "bunk."

Other Reasons Why

There are many other reasons why free trials are inadvisable. For instance, jealous friends have plenty of opportunity during a free trial to suggest some other make of set or to criticize your set and its operation. Your prospect has plenty of opportunity in his receptive frame of mind to read advertisements of other makes

of sets which are apt to influence him against deciding on your set. Your prospect also has, during a free trial, the opportunity to think more and more of the cost of a radio, he has a better opportunity to weigh the radio set against some other article he may also desire. But the worst feature of all is that psychological reaction that comes after a prospect has used a radio set (or a phonograph or a piano either for that matter) or any other such article on free trial for a day or two. The appeal and the novelty of having this article in their home has diminished considerably.

I feel sure that if any dealer has practiced the plan of free trials with regard to radio, he has long ago come to the conclusion, if he has definitely checked up his operations, that his percentage of closes from free trials is very small indeed, and that the expense from a standpoint of damaged merchandise, transportation both to and from the prospect's home and other incidental expenses more than offset any profit on what little business may be consummated.

Poor Salesmanship

I believe that the free trial in the home is anything but sound business and very poor salesmanship. However, I do believe, and have seen it proved, that much radio business can be consummated in the home that might not have been gotten on the floor of the radio store. This can be done through the medium of home demonstrations in the evening or during certain times of the day by your radio salesmen. There is no better place for such a demonstration than the home, particularly in the evening after dinner. Your prospect is comfortable and at ease, and you have many more programs, of course, to choose from and thus have a better opportunity of selecting a program that will appeal to your prospective purchaser. But, as before stated, I believe that the deal should be consummated directly following such a demonstration or the salesman should take the radio set with him. It is far better to leave your prospect with a desire to hear more of the radio and with the fine impression that a good demonstration naturally leaves than it is for you to leave the radio set in the home for free trial and possibly have this customer, through ignorance of operation, fail to get the proper results from the set and thereby destroy any good impressions he may have had of radio.

From an economical standpoint, of course, the most desirable place to close business is in our own stores. However, we can never get the percentage of business from the floor of our stores during the day until we have co-operation from the broadcasting stations to the extent that they will give us at least one station on the air all day long and possibly two stations at once during the afternoon, which is naturally our busiest time. Until such a condition is brought about, we can hardly expect to do the volume of business on our floor, for the simple reason that it is not an easy matter to sell a customer a radio set unless we can satisfactorily demonstrate this radio set to the customer on at least one station. Few people will buy any sort of a musical instrument until they have first heard it.

Store Demonstration

In order also to increase the percentage of business closed on the floor of the store, it is necessary for the store to see that demonstrating parlors are as comfortable and home-like as possible. With the proper equipment in the store, such as well furnished and comfortable parlors and with at least one broadcasting station on the air all day long, those cases where our customers, who drop into our store, re-

(Continued on page 30)

GILFILLAN NEUTRODYNE RADIO SETS

"Built for Beauty as well as Duty"

GILFILLAN BROS., Inc.
LOS ANGELES
KANSAS CITY LONG ISLAND CITY

NEW! *Radically different!*



No. 286 Eveready Layerbilt "B" Battery. 45 volts. Length, 8 3/16 inches. Width, 3 7/16 inches. Height, 7 3/16 inches. Weight, 14 1/2 pounds. Price, \$5.50.

It's all battery. With every cubic inch packed to capacity, it contains about 30 per cent more electric-producing material. All closure of loose or broken connections avoided by contact of full area of carbon plate against zinc plate. The scientifically correct construction.

Announcing the greatest improvement ever made in "B" Batteries

WE HAVE perfected and will announce to the public in September, the new Eveready Layerbilt "B" Battery, absolutely new in construction, developed through years of research—as superior to the old type "B" Battery as a tube set is to a crystal.

Heretofore, all dry "B" Batteries have been made up of cylindrical cells—no one knew how to make them any other way. The new Eveready Layerbilt is made of flat layers of current-producing elements compressed one against another, so that every cubic inch inside the battery case is completely filled with electricity-producing material. Layer-building heightens efficiency by increasing the area of zinc plate and the quantity of active chemicals to which the plate is exposed.

After the most rigid laboratory tests, more than 30,000 of these new Eveready Layerbilt "B" Batteries were manufactured and tested by use under actual home receiving conditions. These tests proved that the new battery is far superior to the famous Eveready Heavy-duty Battery No. 770, which up to now we have ranked as the longest lived "B" Battery obtainable.

On 4-tube sets, 16 mil drain, it lasts 35% longer.
 On 5-tube sets, 20 mil drain, it lasts 38% longer.
 On 6-tube sets, 24 mil drain, it lasts 41% longer.
 On 8-tube sets, 36 mil drain, it lasts 52% longer.

The new Layerbilt principle is such an enormous stride forward in radio battery economy that we will bring out new sizes and numbers in this Layerbilt form as fast as new machinery is installed. For the present, only the extra-large 45-volt size will be available. As other sizes are produced, you will be advised, well in advance of the public announcement. We suggest that you place your order with your jobber at once and participate from the start in the tremendous new fall business in this best of all batteries.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
 New York San Francisco
 Atlanta Chicago Dallas Kansas City Pittsburgh
 Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY HOUR EVERY TUESDAY AT 8 P. M.
Eastern Standard Time
 For real radio enjoyment, tell your customers to tune in the "Eveready Group."

| | | |
|------------------|-----------------|------------------|
| WEAF New York | WEA Buffalo | WVI Detroit |
| WJAR Providence | WEAE St. Louis | WCCO Minneapolis |
| WEFL Boston | WEAR Cincinnati | WJZ St. Paul |
| WFI Philadelphia | WEAL Cincinnati | WOC Des Moines |

EVEREADY

Radio Batteries

—they last longer

Service and Personal Touch in Dealings With Public Won Success for Jedlickas

Southampton and Bay Shore, N. Y., Dealers Started With a Capital of \$2,000 Six Years Ago and Now an Annual Sales Volume in the Neighborhood of \$45,000 Is Enjoyed

"We believe in service and personal touch with all our customers." In these few words Jedlicka Bros., talking machine dealers of Southampton and Bay Shore, N. Y., sum up the reasons why in the course of six years they have built up a business that was started with a capital of \$2,000 and now reaches a gross volume of over \$45,000 annually and is increasing each year.

The unusual feature of this growth in business is that both of these towns are Summer resorts and the all-year-round population, according to the Federal census of 1920, is under 5,000. Hence the greater portion of the business is done during the months of July, August, September and October and the volume of business accomplished during any of these periods

is double that of any other month of the year, with the exception of December.

Naturally, with practically a five-month season during the year, every possible chance of revenue is gone after and exploited thoroughly. Repairs and rentals of talking machines and pianos are two features of the business which bring in substantial sums. The former is under the direction of Ed. Jedlicka, who, before entering the retail trade, spent five years with one of the largest manufacturers of talking machines and is a skilled mechanic. He has equipped a first-class workshop and the repairs done by him, for customers of the store and for the clientele of other dealers on Long Island who are not so fortunately equipped, bring in a net profit each year of approximately \$2,000.

During the Summer months additional revenue is brought to the store through the rental of pianos and talking machines. Pianos are rented at about \$45 for the Summer season. The practice in renting talking machines is to sell a \$35 instrument with the understanding that at the end of the Summer the instrument can be returned and a refund of \$15 will be made. According to Charles Jedlicka, one of the owners of the establishments, with one or two excep-

tions, no returns are made. Since the addition of radio to the stores' stock, increased revenue is gained each Summer by installing sets which owners have brought from their homes in the city.

Practically all sales are made in the store as no canvassing is done and the only outside work indulged in is the follow-up on some prospect. The record department of the Jedlicka stores is a big profit maker as 35 per cent of the total volume of business is in sales of records. A stock of about 10,000 records is carried, which includes large numbers of foreign language selections, principally Scandinavian, Italian and German. The lines carried are Victor, Brunswick, Columbia and Okeh. A large mailing list is kept up-to-date and supplements are sent out regularly.

The steady growth of this establishment is interesting and can be summed up in a few words. Starting in August, 1919, at Bayshore, with the Columbia line, and as said before, with a capital of \$2,000, which was spent entirely for stock, in the course of a year, by aggressive methods, business had so increased that the concern purchased the local Victor agency. In the early part of 1922, the Victor agency at Southampton was purchased. During the same year the Brunswick agency at Bayshore was purchased and arrangements made to also carry the Brunswick line at the Southampton branch. During the same year of 1922, property on the main-street of Bayshore was purchased and during the coming year the concern hopes to realize its ambition of creating a building to house the growing business.

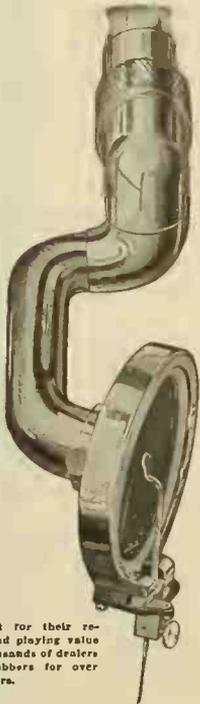
Mr. Edison Man:—

Never Say

"KANT," say "KENT"

The KENT No. 1

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



REG. U. S. PAT. OFF.

F. C. KENT CO.

Irvington, N. J.

Eliminating the Radio Free Trial System

(Continued from page 28)

quire further demonstration in the home will be the exception rather than the rule.

Free Service

As for the matter of free service, all of you gentlemen know that your service on radio is the biggest expense you have in your radio business. At first during the early days of radio many houses sold radio with a year's guarantee of service. Some few other houses sold radio with an indefinite guarantee of service, but at the present time, as an example, in the city of Los Angeles, most of the larger and better radio dealers are selling radio with a guarantee of thirty days' free service only.

I certainly do not believe that any radio dealer should offer or give his customers more than thirty days' free service on their radio. I do not believe that the fair-minded customer would ask any longer period of free service. I do not believe that the radio dealer who gives longer free service can show the profit to which he is entitled.

We radio dealers in Los Angeles have proved definitely during the past twelve months that it is not necessary to give longer than thirty days' free service—in fact, at the time a deal is consummated, the customer is required to sign an agreement to that effect. This agreement permits of no misunderstanding on the part of the customer, which naturally assures the dealer of a better satisfied customer.

As before stated, the matter of radio service is indeed a problem to the radio dealer, and if a dealer would show a profit in his radio business, then he must take some drastic steps to curtail this expense which is draining the very

life blood of his profits—and it can be done! We, in Los Angeles, think that we have progressed greatly in the past year, and indeed we did, when we cut the time limit of free service down to thirty days. In fact, it would be hard to estimate the thousands of dollars that have been actually saved by the Los Angeles dealers during the past year from this one source. But I believe that we can and will some day go even further, for it is no more than just and fair to the radio dealer whose expense of doing business is already too high and whose discounts too small that we either eliminate free service entirely, or at least cut it down to one-third of the present thirty-day limit or to ten days.

Brunswick Artists Score in Gotham Appearance

Ray Miller and His Brunswick Recording Orchestra, who appeared at the Marigold Gardens, Pelham Parkway, New York City, July 15, delighted those who were fortunate enough to be present at the special entertainment. The growing popularity of this artist and his orchestra with the public has been manifested in a concrete manner by the steadily increasing demand for the Brunswick records made by them. Every public appearance of this aggregation creates new boosters and record buyers and the appearance at the Marigold Gardens was no exception.

The Krieger Ayer Music Co., of Long Beach, Cal., has been reorganized and is now located in larger and more advantageously situated quarters, at 530 Pine avenue, where the business will be conducted under the name of the Ayer Music Co.

CONSTANTLY INCREASING SALES

are testifying to the superior quality of our

COTTON FLOCKS FOR PHONOGRAPH RECORDS

STEP INTO LINE WITH THE BUYERS OF "QUALITY"

CLAREMONT WASTE MFG. CO., Claremont, N. H.

Are YOU that dealer?

HOW
Beacon Builds the
TRINITY SIX
to **SELL** for \$50

"How can they do it?" is the invariable question that greets a first showing of a Trinity Six.

It is not only the advanced design and construction that makes the Trinity Six possible at \$50. It is the Beacon organization—the Set Building Division of America's greatest parts-manufacturing plant—that enables us to do it.

The Trinity Six is not an assembled set depending on outside sources of supplies, and the consequent evils of advance purchases and overproduction.

Every part used in the Trinity Six is made from raw materials into the finished product under one roof. Every thing, the mahogany-finish cabinet, the straight-line frequency condensers, rheostats, dials, jacks, panels, bakelite moulding, every screw, bolt and nut. We make everything—and use a revolutionary method of set construction which embodies a system of electrical connections that eliminates no less than twenty-four soldering operations (which means eliminating twenty-four sources of possible trouble and electrical losses).

And that's the secret of the Trinity Six at \$50.

When you look into the Trinity Six cabinet with its spacious battery compartment, you are astounded at the complete absence of visible wiring, even the radio frequency coils being placed beneath the bakelite sub-panel, and if you look beneath the sub-panel, you will be even more astonished, as well as pleased, with this truly "wireless" and practically solderless method of construction.

In responding to your inquiry, we shall send an illustrated description of the Trinity Six, which will astonish you still further in its revelation of details and exclusive advantages which this ultra-modern set possesses.

There will be only ONE dealer in your locality who will sell the

TRINITY SIX



\$50

1. **For Distance**
— tuned radio frequency.
2. **For Selectivity**
at all wave lengths
— straight-line frequency condensers.
3. **For Volume and Tone**
— combined resistance and transformer coupled amplification.

For Quality
The finest and best parts throughout.

For Service
Quality of parts and method of construction positively assure durability.

For Economy
33 to 50 per cent lower in price than any other set of like quality.

WEST OF THE ROCKIES \$57.50

The Exclusive TRINITY Franchise carries with it

1. The privilege of ordering what you need when you need it, and getting immediate shipments.
2. Protection, as our exclusive dealer, from competition in your locality.
3. We guarantee not to reduce prices, assuring you a liberal, permanent profit.
4. We guarantee not to obsolete models.
5. Territorial NEWSPAPER advertising and dealer sales helps.
6. The ability to sell at \$50 a set that your competitors cannot duplicate for anything near the price.

If you would like to be the TRINITY DEALER in your locality, ask us for details.

BEACON RADIO MFG. CO., Inc.

(Broadcast Receiver Division)

323 Berry Street

Brooklyn, N. Y.



BEACON RADIO MFG. CO., INC.
Announces
The Appointment of
E. J. TOTTEN
(25 Years in the Music and Talking Machine Trades)
As Sales Manager of the
BROADCAST RECEIVER DIVISION

Importance of Service in Radio Retailing

Some Hints Regarding Service and the Necessity for Satisfying Customers in Retaining Patronage and Developing Radio Sales

By H. N. McMenimen

The question of service in connection with radio retailing and ways and means for keeping service costs within due bounds is regarded by many dealers and properly as the outstanding question in the handling of radio on a profitable basis, but the solution lies not in eliminating service at the expense of the customer's friendship, but in so regulating service costs that they may be regarded as a fixed cost of the selling overhead and calculations made accordingly.

There are dealers who regard service as it applies to radio as an entirely new problem, yet those who have handled talking machines for years, and in some cases player-pianos, have considered the giving of service in connection with those instruments as a matter of course probably because it did not stand out so prominently as in the case of radio. Some excellent views on the service question were offered to *The World* recently by H. N. McMenimen, head of the contract department of the Music Master Corp., Philadelphia, who drew upon his experiences of well over a quarter of a century in the talking machine and general music field in presenting them.

Service a Vital Part of the Business

"The main thing for the dealer to consider if he is to take radio seriously and regard it as a permanent part of his business is that service, like the poor, is going to be with us continually in the radio business, for it is essentially a part of the business. What the dealer must remember is that he is not selling radio receiving sets, but he is selling an idea with the receiving set as the medium for the development thereof. If it were not for the broadcasting programs that may be brought in from the air for the asking, the radio receiver would be absolutely useless to the owner, disregarding, of course, that small proportion of the population who are content to pound the telegraph keys and are cataloged as 'hams.'

A Legitimate Expense

"The giving of service to customers is not in any sense new in the music trade, of which radio is justly a part. The piano has no batteries or tubes to get out of order, and no wiring to work loose, yet your piano dealer has for years been giving service to the customer as a regular part of his selling work, seeing to it that for a year or six months at least the new instrument is kept in tune in the customer's home. That tuning service is regarded as a legitimate part of the selling expense and creates no worry.

"Your talking machine dealer is sometimes inclined to declare that service in 99 cases out of 100 ends with the placing of the machine in the customer's home. Unfortunately for some dealers that is so, and as a result contact with a profit-producing client is lost. In a great many cases, however, it develops that as the

Service is a vital part of radio merchandising, points out the manager of the contract department of the Music Master Corp. in the accompanying article. Explains why service costs are a legitimate part of the selling expense and how service can be regulated so that unnecessary costs in this connection can be materially reduced—adding to profits.

weeks go by the customer in coming in for records asks that some adjustment be made in the soundbox, the governor spring or the motor itself. The repairman is sent out and unless some broken part must be replaced that service is charged off as a part of the selling expense. Let any talking machine dealer look over his books and find out just what said service has cost him in dollars and cents during the past two or three years over and above the amount received for parts used for replacement.

"When player-pianos were more or less new, and hardly out of the experimental stage, we found a great many dealers complaining about the expense involved in keeping those instruments in playing condition. When the talking machine was new and more or less untried, there entered the same question of keeping the machine operating properly and the customer satisfied. All this was service for which the dealer received little or nothing.

Service Costs Being Reduced

"Now we find the same situation has developed in the radio field, and as manufacturers gain by experience and simplify and improve their sets, and as dealers learn more about merchandising of radio and the handling of complaints the service costs are being reduced gradually but surely. They will never be eliminated

entirely, that is certain, but they can be systematized and brought within proper bounds.

"The dealer can first of all save much service cost if he will upon the receipt of each new shipment of radio receivers test each one carefully, and where any unsatisfactory service is apparent return that set to his jobber or manufacturer immediately for adjustment or replacement. If he starts to fool with it himself he is more likely to make matters worse than to improve them, and to put a repaired set in the home is simply to invite trouble.

Understanding Regarding Free Service

"Next after the receiver has been installed in the customer's home there must be some definite understanding as to what constitutes free service and the service that must be paid for. Installation is generally, and it would seem, should be, free or at least the cost thereof should be included in the purchase price. Then a definite charge could be made for all service rendered to the customer after installation over and above that made necessary through any faults that develop in the set itself.

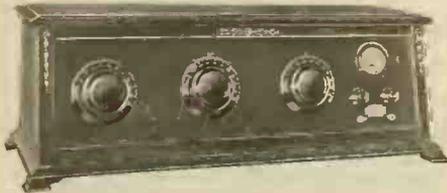
"When a repairman is rushed out on a call and finds that the trouble is in burned-out tubes or in run-down batteries, there should be a definite charge for the information he gives, for the dealer cannot be responsible for the fact that the young hopeful of the family turns on the switch and that the tubes were permitted to burn for a day or more before discovery.

What Service to Give

"A strict line of demarcation must be drawn between legitimate and illegitimate free service. If the set is wrong then adjustment could be made without charge, but if it fails to operate as a result of careless handling by the owner or his family, or through neglect then a charge should be made for the service man's time, as well as for the necessary accessories. The easiest way to cure even an unreasonable man from the habit of calling for help whenever the battery runs down is to make him pay for each call. The talking machine dealer has never been expected to replace torn turntable felt, chipped veneer on the case, or sound boxes broken by falls, but he has been, and is, expected to see that the necessary adjustments to the machine are made without undue argument. The same principle holds good in servicing radio. It is largely a matter of plain horse sense."

Spend money to make money. Advertising is an investment that earns sales.

Full Protection — Definite Dealer Territory



GAROD V

A complete line of accessories, including:
 BURGESS BATTERIES
 BALKITE CHARGERS
 BALKITE B ELIMINATORS
 BRACH ANTENNA SETS
 CUNNINGHAM TUBES
 BRISTOL SPEAKERS
 PRISTO PHONES & SPEAKERS
 WESTON PLUGS

The Garod Radio Corp. has produced a set of remarkable quality. This applies to refinements in reception, as well as attractiveness of cabinet work. Its dealer franchise covers definite territory and its prices are not only maintained but guaranteed.

E. M. Wilson & Sons, the New Jersey distributors, will be glad to explain the details of a Garod Franchise, and show you what Garod quality, prices and policy mean.

E. M. WILSON & SON

Tel. Market 0300

Exclusive N. J. Distributors

11 LAFAYETTE ST.

NEWARK, N. J.

Brilliant! New!

an Instant Success

You Must See It!
— Then you'll know why **COLOR** attracts buyers to
The NEW SWANSON
— It Sells

- Bright Red
- Bright Blue
- Bright Green
- Maroon
- Dark Blue
- Dark Green
- Tan or Black



ORDER from one of the FOLLOWING DISTRIBUTORS, —or direct from us—

- ATLANTA James K. Polk, Inc., 181 Whitehall St.
- CHICAGO: Lyon & Healy, Wabash Ave. and Jackson Blvd.
Cheney Talking Machine Co., 24 N. Wabash Ave.
Consolidated Talking Machine Co., 227-229 W. Washington St.
- CINCINNATI Columbia Distributors, Inc., 224 W. 4th St.
- CLEVELAND Record Sales Co., 1965 E. 66th St.
- DETROIT Consolidated Talking Machine Co., 2957 Gratiot Ave.
- KANSAS CITY Astophone Corp., 804 Grand Ave.
- MINNEAPOLIS Consolidated Talking Machine Co., 1121 Nicollet Ave.
- NEW ORLEANS Junius Hart Piano House, 123 Carondelet St.
Columbia Distributors, Inc., 517 Canal St.
- NEW YORK CITY General Phonograph Corp., 15 W. 18th St.
- PORTLAND, ORE. L. D. Heater, 357 Ankeny St.
- PUTNAM, CONN. Frank R. Witman Phonograph Supply Co.
- RICHMOND, VA. Richmond Hardware Co., 101 S. 14th St.
- SAN FRANCISCO L. D. Heater Co., 420 Ninth Ave.
- ST. LOUIS Columbia Distributors, Inc., 1327 Fine St.
Wholesale Musical Supply Co., 208 N. 17th St.

The New Swanson

PAT. APPL'D FOR

PORTABLE

We couldn't improve the strength and tone quality of this splendid light portable—so we made the most attractive case you ever saw.

Rich, brilliant colored leatherette covers the case. Top and bottom are thickly padded—adding to the appearance—and no metal can touch the table to dent or scratch it.

Pick your color **List \$25** **in for west \$27.50**
and order a sample

Consolidated Talking Machine Co.

227-29 West Washington St. Chicago.



Everybody's T. M. Co. Now Adler-Royal Distributor

Territory Includes Part of Pennsylvania and New Jersey and the States of Maryland, Delaware, Virginia and Washington, D. C.

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., New York and Louisville, has announced the appoint-

ment of Everybody's Talking Machine Co. is well known throughout the talking machine trade. The remarkable growth of this organization under the able leadership of Samuel Pingrud and Philip Grabuski is well known. They have made a wide circle of friends and have built up a splendid reputation for their organization. Everybody's Talking Machine Co. is the manufacturer of the well-known Honest Quaker main springs and also a complete line of talking machine repair material and parts. It is also a distributor of Okeh records and has a particularly efficient sales and distributing organization.



S. Pingrud



Philip Grabuski

ment of Everybody's Talking Machine Co., of Philadelphia, as a distributor of Adler-Royal products for eastern Pennsylvania, southern New Jersey, Maryland, Delaware, District of Columbia and Virginia.

The Adler-Royal products will be handled by the Okeh-Odeon division, which is the distributing end of the organization, and will have no connection with the Honest Quaker department which is national in scope.

Discusses Radio Problems at Los Angeles Meeting

Selected Radio Lines the Answer to Merchandising Difficulties, Pointed Out by N. D. Patti, of Freed-Eisemann Radio Corp.

LOS ANGELES, CAL., August 4.—Radio dealers carrying receivers manufactured and guaranteed by the leading companies need entertain this year no fear of the "free trial" bugaboo which cost these dealers heavily in the past in time, energy and patience consumed in the installation of apparatus, according to N. D. Patti, of the Freed-Eisemann Radio Corp., addressing the dealers of southern California at a dinner in the Elite Restaurant. Mr. Patti is a veteran in radio merchandising, and furnished the trade with interesting data on conditions within the radio industry.

J. W. Booth, of the Barker Bros. Co., Los Angeles, made the statement that several hundred million dollars of radio apparatus had been sold the preceding year with little or no profit to the dealers, and Mr. Patti explained what processes had cut into profits. The chief error, he declared, was the handling of too many lines, with many sets made by little-known companies, and these sets constantly being serviced at cost and inconvenience to dealers.

He argued that the selling of a few guaranteed lines, backed by sound sales policies and national advertising, would insure profits.

Mr. Patti called attention to the increasing efficiency, the better workmanship and the finer design of the new receivers, with moderate prices made possible by large production, but made it clear that no really new circuits had been devised, and from the engineering standpoint no revolutionary changes had been made. This fact, he held, should be emphasized in all the sales arguments of the dealers, as a considerable proportion of the public was holding off in purchasing in the anticipation of "something new."

The Great
Manufacturers'
Exposition
Attended by
Leading
Jobbers and
Dealers

The Official 1925 R.M.A. Show

THE SECOND RADIO WORLD'S FAIR NEW YORK CITY

U. J. HERRMANN, MANAGING DIRECTOR
SEPTEMBER 14th to 19th
MONDAY NOON TO SATURDAY MIDNIGHT

ENTIRE EXHIBITION ON GROUND FLOOR
IN THE LARGEST HALL IN THE WORLD
258th Field Artillery Armory

NEW YORK OFFICE
1500 TIMES BLDG.
NEW YORK CITY





Now—The Jewett Receiver

Again Jewett leads the way to new and better radio reception.
First the Superspeaker—Now the Jewett Receiver.

Different—Yes, fundamentally so in design—Even more startlingly
so in performance.

Distortion, squeals, whistles and other self-made noises—entirely eliminated—
by a new and exclusive method of audio amplification. Top efficiency insured
at all points on the dial from 150 to 600 meters.

Music as it is actually played—the human voice in its natural tones.

And with it all—the Jewett Receiver is beautiful—the richest, handsomest
receiver you have ever seen.

Price
\$140

*The Receiver that meets and exceeds
your fondest hopes for radio reception*

Read Mr. Jewett's personal message on the next page.

JEWETT RADIO & PHONOGRAPH COMPANY
5600 TELEGRAPH ROAD PONTIAC MICHIGAN

Factories: Allegan, Michigan * * Pontiac, Michigan

In Canada
Jewett Radio-Phonographs, Ltd., Walkerville, Ontario

Export Sales Office:
116 Broad Street, New York City

JEWETT



A Message from E. H. Jewett

To The Radio Dealers of America:

The Radio industry has developed very rapidly. Naturally, in order to meet production demands, it has followed the line of least resistance. Nobody has had time for original research. The demands of the public have been too insistent.

We recognized this situation two years ago when we began the development of the Jewett Receiver.

Today we are ready to present it to you with our personal guarantee that it is worthy of place among Jewett Quality Products.

We believe that it is the Receiver for which you have been waiting, and that will meet and exceed your fondest hopes for radio reception.

It is a marvelous achievement in radio engineering.

We recommend it freely to your critical inspection.

The Jewett Receiver, and all other Jewett Quality Products, will be sold henceforward only through Authorized Jewett Distributors. There will be 50 or so of these distributors in the whole country—one to each main trading center.

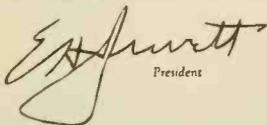
These distributors will sell only to Authorized Jewett Dealers. There will be but one of these dealers to each retailing neighborhood.

The Jewett Franchise is a quality proposition for **quality** merchants who know values and appreciate protection.

We invite you to join us in providing the public with radio equipment upon which a permanent and profitable business can be built.

Tell us if you are interested.

Somebody near you is going to make money with this Jewett Franchise. We will appreciate a personal inquiry.



President

JEWETT RADIO & PHONOGRAPH COMPANY
5660 Telegraph Road Pontiac, Michigan

In Canada
Jewett Radio Phonographs, Ltd.
Walkerville, Ontario

Export Sales Office,
116 Broad Street, New York City

The Jewett Superspeaker
The Jewett Vemco Unit
The Jewett Micro-Dial

The Jewett Superspeaker Console
The Jewett Parkay Cabinet
The Jewett Superspeaker Highboy



**MICA
DIAPHRAGMS**

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manu-
facturers.

Ask for our quotations and samples before
placing your order.

American Mica Works
47 West St. New York

**Crosley Yacht Equipped
as Broadcasting Station**

Special Apparatus Installed on the Muroma,
Motor Yacht of Powel Crosley, Jr.—To
Cruise on Great Lakes and Florida Waters

Special broadcasting equipment is being in-
stalled in the Muroma, the 65-foot motor yacht
of Powel Crosley, Jr., president of the Crosley
Radio Corp., Cincinnati, O., which will cruise



"Radio" Yacht of Powel Crosley, Jr.

about the Great Lakes and the Georgian Bay
region. The call letters of the floating broad-
casting station will probably be WLW, Jr., to
distinguish it from the Crosley land station,
WLW in Cincinnati. A regular schedule of
programs will be maintained from the yacht
with talking machine music utilized as the principal
entertainment. Campers throughout the
resort districts will be invited to participate in
the programs.

After the Summer season on the Great Lakes,
the Muroma will be taken to Florida, where
radio entertainment will be supplied sojourn-
ers during the Winter months.

Saul Birns in Florida

Saul Birns, who operates a chain of music
stores throughout Greater New York, accom-
panied by Mrs. Birns, has been spending the
past month on a vacation in Miami, Fla. Mr.
Birns' retail business is one of the largest in
the East and during the past few years rapid
expansion has been enjoyed and new stores have
been added.

A Unique Edison Record

An unusual record just released by the Ed-
ison laboratories is "A Little Love, A Little
Kiss" and "Melody of Love" played on the Vi-
bratone Bells by George Hamilton Green. These
two "hits" of the past have a new charm on
this Edison record and a wide demand for it is
anticipated.

Monthly Popular Releases
ITALIANSTYLE
Records and Player-Piano Rolls
REPRODUCING SELECTED ITALIAN POPULAR
SONGS, OPERATIC and DANCES

Distributed by
ITALIAN BOOK CO.
145-147 Mulberry St. New York, N. Y.

CATALOGUES SENT ON REQUEST

**Drive on Pathex Cameras
Boosts Loeser & Co. Sales**

Special Department Opened in Connection With
Talking Machine Section—Fine Display and
Demonstration Room Facilitate Sales

Frederick Loeser & Co., of Brooklyn, N. Y.,
one of the leading department stores in the
East, which recently added the Pathex motion
picture camera and projector, are featuring this
product in connection with their talking machine
department. After giving considerable thought
to the best manner of merchandising this addi-
tion to its stock, Loeser's decided to establish
a Pathex department. Accordingly the cameras
and projectors are now displayed in a most at-
tractive manner in several large show cases ad-
joining the talking machine department.

As in selling talking machines, an important
element of making sales consists of proper
demonstration. Loeser's have made provision
for this by providing a demonstration room,
which is about the size of the living room in the
average apartment. At one end is the project-
ing machine and on the wall at the other end
is a small screen. Interested persons are con-
ducted to this room by M. B. Granger, who is
in charge of the Pathex department, they are
seated comfortably and a "show" consisting of
several films is flashed on the screen. The
demonstration, according to Mr. Granger, con-
vinces the most skeptical of the merits of the
camera and the projecting device. The pic-
tures are clear and sharply defined and the
demonstration also makes clear the possibili-
ties of the camera and projector for providing
home entertainment. Prospects are followed up
by mail and other ways, as has been found best
in promoting the sales of talking machines.
Advertising also has been found effective in de-
veloping inquiries, and a number of sales have
already been made.

The Pathex motion picture camera and pro-
jector are manufactured by Pathex, Inc., a sub-
sidiary of the Pathe Exchange, Inc., which last
month launched an aggressive advertising and
sales campaign in the East that attracted wide
attention among the dealers and the public,
resulting in a strong demand for these products.
Henry C. Brown, vice-president of Pathex, Inc.,
and well known to the talking machine trade,
was responsible for the initial campaign.

The Pathex camera enables the possessor to
make his own motion pictures and the projector
is for the purpose of showing the films when
they have been developed, and as has been men-
tioned the possibilities for entertainment are un-
limited. In addition Pathex, Inc., is prepared
to provide films of comedies, dramas, etc., which
can be purchased by the owner of a Pathex so
that a home moving picture show can be ar-
ranged. Some of the latest photo dramas will
soon be available, the complete pictures being
provided in two, three or more reels.

**Washboard Trio, Columbia
Artists, Make First Record**

The August releases of the Columbia Phonog-
raph Co., Inc., New York, contained the first
record made by a new recording aggregation,
Fowler's Washboard Trio, who play "Wash-
board Stomp" and "Chitterlin Strut." These
exceptional dance numbers should prove fast
movers both from the standpoint of their gen-
eral excellence and from the novelty as the in-
struments which go to make up the trio consist
of piano, clarinet and a plain every-day wash-
board, which is picked in the manner of a
stringed instrument. Other outstanding records
in the August releases are "Give Us the Charles-
ton" and "I Want a Lovable Baby," two of
the hits from George White's Scandals, both
played by W. C. Polla and His Clover Garden
Orchestra; "Angry" and "Smile All the While,"
played and sung by Art Gillham, the "Whisper-
ing Pianist," in his inimitable style; "Heebie

feebies," played as a banjo solo by Harry
Reser, of Harry Reser's Syncopators, and "I
Miss My Swiss," sung by Jones and Hare.

**Live Wire, an Attractive
Interstate Co. House Organ**

MILWAUKEE, Wis., August 4.—The Interstate
Sales Co., 193 Fourth street, this city, jobbers
in Wisconsin for the products of the Operadio
Corp., Fred-Eisemann, Jewett, Philadelphia
Storage Battery Co. and National Carbon Co.,
recently issued the third number of its attrac-
tive house organ, Live Wire. The paper is an
interesting sheet, full of the news of radio prod-
ucts, the policies of the manufacturers, and in
addition, contains a page of personal news, deal-
ing with the activities of Wisconsin dealers.

A new music store was recently opened at
Kellogg, Idaho, by R. J. Coats. A full line of
talking machines, records and sheet music is
being carried.

The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor
121 West Avenue Rochester, N. Y.

**An Electric Equipment for the
PHONOGRAPH**



Fully GUARANTEED

Universal—alternating or direct current.
Complete, with every part and ready to run.

Sample, mounted on motor board, 12x12 3/4
unfinished wood, \$25.00 C.O.D. Money back
if not satisfactory. 1/2 cash with C.O.D. order.

The PHONOSTOP

An automatic stop for all talking machines.
100% efficient.

STANDARD FOR EIGHT YEARS

Guaranteed.



Sold direct to
manufacturers all
over the world.

Nickel or Gold.

Your phonograph
is worthy of the
best stop.

This is the only one.

Your customers appreciate it

We also sell General Phonograph Hardware

Cable Address:

PHONOMOTOR, Rochester, N. Y.

Codes: Bentley's and A.B.C., 5th Edition
Improved.

Richardson, Orr & Co., Sydney, Australia
and New Zealand Representatives.

Trade Prices upon application

The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office

SONORA brings tone

and a merchandising policy that ensures

THERE will be two great classes into which the hundreds of thousands of radio sets that will be sold this season will be placed—the distance group and the *tone quality* class. The music dealer, from his experience in phonographs, is in the best position to realize how great is this audience who really appreciates *tone quality*. It is interesting to know that results from recent broadcasting tests show that the *tone quality* audience is an ever fast growing one. And the radio requirements of this group will be greater than the supply.

And who is in a better position to dominate in the *tone quality* field than Sonora whose name has been synonymous with *tone quality* for many years, first in the phonograph, then in the radio speaker, and now in the radio set?

With the development of radio from an intricate mechanical device into a musical instrument, the women's influence plays an important part in the purchase of every radio set. Sonora sets inside are so "clean and simple"—there is no formidable array of mysterious-looking coils and minute wiring that might cause hesitancy in the feminine mind.

Sonora craftsmen have created cabinets that will instantly captivate madam, and each is a masterpiece which portrays in its graceful classic lines the handicraft of the master cabinet makers.

And the Sonora merchandising policy assures that "Age will not scythe all that youth began" for Sonora jobbers will deliver during the buying season; Sonora will put advertising pressure to carry the merchandise over the crest of the buying wave and as the season advances the Sonora dealer will not be over-stocked. There will be none of the consequent drastic price cutting. The profit earned is permanent.

Sonora dealers are carefully chosen, for Sonora distributors are an integral part of the Sonora organization and their judgment in selecting dealers is based on what will be good business over a long period of time rather than for immediate profit and the jeopardizing of future business through having too many dealers—therefore, *now* is the best time to get in touch with your Sonora distributor.



Sonora De Luxe
Speaker
\$30



Sonora Console Speaker
\$50

Sonora Distributors:

BALTIMORE PHONOGRAPH DISTRIBUTING CO.,
422 North Howard Street, Baltimore, Md.

THE COMMERCIAL ASSOCIATES,
475 Colyton Street, Los Angeles, Cal.

DOERR, ANDREWS & DOERR,
Minneapolis, Minn.

GIBSON-SNOW CO., INC.,
Syracuse, N. Y.

GREATER CITY PHONOGRAPH CO., INC.,
234 West 39th Street, New York, N. Y.

KIEFER-STEWART COMPANY,
Indianapolis, Ind.

THE KOHLER DISTRIBUTING CO.,
63-67 Manna Street, San Francisco, Cal.

LONG ISLAND PHONOGRAPH CO.,
68 14th Street, Brooklyn, N. Y.

MOORE-BIRD & COMPANY,
1720 Wazee Street, Denver, Colo.

quality to Radio— permanent profits

Introducing the Sonora High Boy Receiving Set

THE Sonora high boy typifies a most charming period model. Ornate enough to be distinctive yet so simple in treatment that it is in thorough accord with good taste and in keeping with the furnishings of most any living room—a cabinet that has inbuilt beauty—height, depth and solidness. Encased within this rich brown mahogany panelling is a Sonora de Luxe speaker and a Sonora model C radio receiving set. Back of the lower front door is concealed a large battery compartment which stores the A and B batteries and charger.



The Sonora High Boy with
Radio Receiving Set
\$200



Sonora Radio Receiving Set
\$90

The Sonora Console Speaker interprets each vibrant impulse just as clearly as it emanates from the set. The period effect cabinet is in thorough accord with the graceful lines of every receiving set and its unique period treatment will harmonize with the appointments of any home. But its chief distinction is the distinction in tone—that rich mellow tone found only in the fine musical instruments. The Sonora sound chamber is concealed within—so, too, may batteries, charger and wiring be cleverly hidden.

With the Sonora Radio Receiving Set, each liquid note flows forth with clear beauty. Even in those delicate compositions of Grieg and Chopin, those delightful nuances are reproduced with marked fidelity. Each rippling note, every vibrant chord comes to you with all its original mellowness, depth and coloring. High selectivity is a factor which contributes to its wonderful tone quality—you tune the dials to the proper setting, a resonant voice rings out, unmarred by the undertone of another station. Its cabinet too characterizes it as a craftsman's masterpiece. It is of rich brown mahogany gracefully curved and carved with consummate skill—not too ornate but just enough to achieve distinction. It is a straight five tube tuned radio frequency circuit licensed under U. S. Government-owned Shoenrich and Van Bronk basic patents.



Sonora Distributors:

THE NEW ENGLAND PHONOGRAPH DIST. CO.,
221 Columbus Avenue, Boston, Mass.

THE OHIO MUSICAL SALES CO.,
1747 Chester Avenue, Cleveland, Ohio

PENNSYLVANIA PHONOGRAPH DISTRIBUTING CO.,
1015 Chestnut Street, Philadelphia, Pa.
405 Wabash Building, Pittsburgh, Pa.

JAMES K. POLK, INC.,
181 Whitehall Street, Atlanta, Ga.

REINHARDT'S, INC.,
104 South Main Street, Memphis, Tenn.

C. D. SMITH COMPANY,
St. Joseph, Mo.

SOUTHERN DRUG COMPANY,
Houston, Texas
STREVELL-PATTERSON HARDWARE COMPANY,
Salt Lake City, Utah
THE TAY SALES COMPANY,
6 North Franklin Street, Chicago, Ill.
YARR & LANGE,
Milwaukee, Wis.

Sterling Roll & Record Co. to Distribute Adler-Royal

Cincinnati Jobber to Push Products of Adler Mfg. Co. Which Has Adopted Policy of Distributing Through Selected Wholesalers

The Sterling Roll & Record Co., well-known distributor of Cincinnati, O., has taken over the distributing of Adler-Royal products in its territory, according to an announcement by



Ben L. Brown

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., New York and Louisville.

In making the announcement, Mr. Friedl states: "Our new policy of offering franchises to distributors is already bearing fruit. We have gone only to the better class of distributor who is well known and thought of in the trade and who has the sort of business ideals to properly carry on Adler-Royal policies. We are happy to announce the acquisition of this distributing house which, like its name, is truly 'sterling' in character. We will soon make known a number of other distributing connections, all of the same high character and standing in the trade, and all fully capable of making the Adler-Royal franchise highly desirable and profitable to the many leading retailers whom they serve."

The Sterling Roll & Record Co., of which Ben L. Brown is general manager, plans to feature the Adler-Royal line in the aggressive manner which characterizes the methods of this firm.

Galveston Phonograph Shop in Hands of New Proprietor

GALVESTON, TEXAS, August 4—Oscar Springer, proprietor of the Galveston Piano Co. has purchased the business of the Galveston Phonograph Shop, which for the past five years has been conducted by Lester Peterson, who has disposed of the store in order to go in another line of business. Mr. Springer stated that the Phonograph Shop will be operated as a branch of the piano company, with C. A. Peters as manager. "There will be no radical departure in the management of the Shop," remarked Mr. Springer. "Edison and Columbia machines and records will continue as leaders, and other lines will be taken on to conform with the service offered by the parent company."

Augustus Thomas in Charge of De Forest Phonofilms

Augustus Thomas, dean of American playwrights, has gone into the talking movies. The author of "The Witching Hour" and of many other of the most successful American plays is now associated, it was announced recently, with Dr. Lee De Forest, inventor of the Phonofilm, and will have charge of the production of a number of ambitious speaking and moving pictures which the De Forest Phonofilm Corp. is planning to produce.

Record on "Scopes" Trial

Columbia dealers throughout the country but particularly in Tennessee and adjoining States are reporting a large sale of the recently released recording of "The John T. Scopes Trial" coupled with "The Santa Barbara Earthquake." This record was released the latter part of last month when public interest in the evolution trial was at its height and naturally dealers displaying the window streamers and other publicity matter sent out by the Columbia Phonograph Co. Inc., cashed in on it. Both songs are sung by Vernon Dalhart, whose records made for the Columbia Phonograph Co. are steadily growing in popularity.

Service of High Type Wins for Okulski Bros.

Progressive Dealers of Passaic, N. J., Started With Small Capital and Overcame Handicaps by Application of Energy and Intelligence

Some two and a half years ago, the firm of Okulski Bros., music dealers, was formed at Passaic, N. J., with an initial capital of but two or three thousand dollars. The four brothers who comprise the firm while not experienced in the selling of musical instruments were all musically inclined and have had theoretical experience, so the start was made in selling to theatres and using the theatre programs and motion picture screen for publicity pur-



Okulski Bros.' Window Display

poses. In the short period of its existence and from its humble beginning, the firm has purchased the building housing the store and at the present time has outstanding accounts of approximately \$75,000.

This rapid growth during a time when the music trades have not been too booming is so exceptional that one naturally seeks for the secret of the success. It can be summed up in one word "Service." This, more than any other factor, has been responsible for the growth of the establishment and when it is at all reasonable, whether the article in question is a talking machine, radio receiver or a piano, the wishes of the customer are met and in many cases the amount of service rendered has offset the profits made. But, as the brothers hasten to assure you, these cases usually result in the sale of two or three more through recommendations.

The Sonora phonograph is the leader and Okeh and Columbia records are carried. The accompanying photograph shows a recent window display, featuring an Okeh record of a Polish folk song "Parobczek," sung by the Okulski brothers as a male quartet. A goodly proportion of the record trade done by the store is to foreign-born music lovers and a large percentage of the record stock of 10,000 is of German, Italian or Polish records. A mailing list of 2,000 is kept and supplements are sent out monthly with good results. The firm is a believer in the use of billboard advertising and also uses the theatrical programs with good results.

Bad Fire in Lawrence, Mass.

Fred Gardner's Temple of Music on Essex street, Lawrence, Mass., was nearly destroyed by a serious fire on July 15, which gutted the adjoining stores, causing a total damage of over \$300,000. Despite the damage to his store Mr. Gardner got busy during the fire and erected a stand near the demolished doorway of his business front, from which he supplied the firemen with cold drinks and sandwiches. The local papers commented at length on his generosity and thoughtfulness.

Opens in Lebanon, N. H.

A branch of the William H. Avery Piano Co., which operates stores through New Hampshire, has been opened in Lebanon, N. H., handling a full line of pianos, talking machines, etc.



PATHEX MOTION PICTURE CAMERA
F54 Anastigmat Lens with iris diaphragm. Universal focus. Projects everything from a distance of 5 feet to infinity. Complete with tripod and leather case. \$97.50.

Pathex Motion Picture Camera and Projector Complete with necessary accessories

The Public Has Responded to PATHEX Advertising

The sales tell the story—

Progressive dealers in New York, Newark, Boston, Philadelphia and Wilmington saw the added sales opportunity in Pathex Motion Picture Cameras and Projectors—

They are now counting their profits and reordering!

The first business hour of the day following the first full-page announcement of Pathex sales began to grow—and they are still growing.

One dealer sold **TWELVE** Outfits in the first hour! Think of it!

No limit to the demand for this practical, inexpensive motion picture camera, and outfit, priced far below competition—\$97.50 complete.

\$97.50

The sales tell the story. Write for the facts and the opportunity.

Pathex
MOTION PICTURE
Camera and Projector

PATHEX, Inc.

35 West 45th Street, New York
Subsidiary of Pathé Exchange, Inc.

Distributors

Some Valuable Adler-Royal Territory is still open - Write



ADLER-ROYAL Model 199—5-tube Neutrodyne Receiver. Operated entirely on dry cells, using 99 type tubes. Batteries enclosed. In Walnut or Mahogany \$125

THE ADLER-ROYAL proposition is desirable because it takes the distributor and dealer into consideration! It brings to you and the dealer a real franchise—backed by a manufacturer of standing and recognition.

Your opportunity with the Adler-Royal line is one which fully satisfies the demand for immediate returns and also steady future development; a consideration the importance of which cannot be over-emphasized at the present time.



ADLER-ROYAL Model H Radio Highboy, with built-in speaker. In Walnut. With 5-tube Neutrodyne Set and Unit . . . \$225
Cabinet alone . . . \$110

The Adler-Royal franchise has been in effect ever since the Adler-Royal Phonograph and Radio Lines were launched.

The Adler-Royal proposition offers you more liberal discounts and insures a fair profit and volume business both to you and the dealer.

Adler-Royal merchandise represents one of the most complete and high grade lines available. It will be advertised and merchandised energetically and consistently. It is a line on which both you and the dealer can build for a substantial future.

You will obtain the benefit of distribution which is already established. You will have entree into the stores of hundreds of live merchants who are already selling the Adler-Royal line.

We invite correspondence from the type of distributor who can measure up to this clean, wholesome proposition. Write today for complete details. Some desirable territory is still open.

ADLER MANUFACTURING CO., Inc.
881 BROADWAY, NEW YORK CITY
Factories: LOUISVILLE, KY.

ADLER-ROYAL Phonograph and Radio



ADLER-ROYAL Model F Phonograph-Radio Combination with 5-tube Neutrodyne Set and high quality phonograph. In striped Walnut and Birdseye Maple. With set and unit . . . \$340
Phonograph alone . . . \$225



Closed view of ADLER-ROYAL Model F Phonograph-Radio Combination showing beautiful effect of Birdseye Maple overlays on striped Walnut. For price see open view on left.



ADLER-ROYAL Model B Highboy Radio Cabinet. Built-in speaker. In Burl Walnut with Birdseye Maple overlays. With 5-tube Neutrodyne Set and unit \$240
Cabinet alone . . . \$125

Rev. S. Parkes Cadman Makes an Edison Record

Widely Known Lecturer and Minister Makes Edison Record—Known to Millions Throughout the Country Through Broadcast Sermons

Among the latest releases of Edison records is a religious record, which should have a wide sale in all parts of the country. The record is



Rev. S. Parkes Cadman

by the Rev. S. Parkes Cadman, D.D., of the Central Congregational Church of Brooklyn, N. Y., and president of the Federal Council of Churches of America, who is known to millions of radio listeners in throughout the country. Dr. Cadman is widely known as a lecturer and through his Y. M. C. A. Sunday afternoon talks, which have been broadcast, his fame has spread to the farthestmost corners of the country.

The recording by Dr. Cadman is a double sided disc, containing a "Scripture Lesson With Hymn—St. Mark 10:46 to 30, Hymn 'Why Do You Wait,'" and "Scripture Lesson With Hymn—Revelation 21:21 to 26, Hymn 'The Gate Ajar for Me'" (mixed voices—Rev. S. Parkes Cadman, D.D., and Metropolitan Quartet).

H. C. Kubies Resigns

H. C. Kubies, for a number of years manager of the foreign recording department of the Columbia Phonograph Co., Inc., New York, recently resigned. He is succeeded by E. Kmentt. Mr. Kubies will enjoy a long holiday and will enter the artist concert management field.

Unusual Atwater Kent Display in Phoenix, Ariz.

Berryhill Co. Makes Best Possible Use of Window and Store Display Space to Create Proper Atmosphere for Radio Products

PHOENIX, ARIZ., August 5.—The Berryhill Co., Atwater Kent dealer of this city, recently prepared a particularly attractive window on the Atwater Kent line which received not only considerable local attention but was also cited and illustrated in a recent dealer bulletin issued from the headquarters of the Atwater Kent Mfg. Co., Philadelphia, Pa.

The front of the window was attractively framed and bore the inscription "Atwater Kent Radio Equipment." The interior was sumptuously furnished, providing a quality setting for the various numbers of the Atwater Kent line. A draped background and small baskets of flowers did much to enhance the beauty of this simple yet strikingly beautiful window display.

The Berryhill Co. not only gives particular attention to its windows but follows its idea of selling radio straight through. When the prospect enters the store a number of inviting demonstration rooms are to be found, where the customer is able to comfortably listen to the set in proper surroundings and where the dealer's salesmen are able to secure the customer's undivided attention. This attention to the creation of the proper selling atmosphere has resulted in a steady and substantial growth of the company's business.

Cup Offered to Amateur Tuning in With MacMillan

A silver cup has been offered as a trophy to the amateur radio operator who picks up the largest number of messages from the MacMillan Arctic expedition, from now until September 15, by the Second Radio World's Fair, through U. J. Herrmann, managing director, in letters addressed to the National Geographic Society and the Amateur Radio Relay League. Mr. Herrmann went north with the MacMillan expedition as far as Battle Harbor. The presentation to the winner will be made at the Radio World's Fair in New York, September 18 or 19.

The salesman who talks radio performance is selling what the public wants.

Aggressive Methods Won Success for Atlanta Firm

James K. Polk, Inc., Distributor of Sonora Phonographs and Okel and Odeon Records in the South, Has Live Sales Organization

ATLANTA, GA., August 6.—One of the most successful and best-known distributing organizations in the talking machine field in the entire Southern territory is James K. Polk, Inc.



Live Sales Staff of James K. Polk, Inc.

wholesaler of Sonora phonographs, Okel and Odeon records and other talking machine lines. This concern has won prestige through square dealing. Through the years a sales organization second to none in the wholesale field has been built up. Its members to a man have had wide experience in their field and they are not only salesmen of the highest type but they are in a position to help dealers with many of the problems which ordinarily come up in the retail end of the industry, which they do, one of the reasons for James K. Polk, Inc., prestige.

Atlas Plywood Corp., Boston, Offers New Bond Issue

The Atlas Plywood Corp., of Boston, Mass., recently offered through its fiscal agents, Hoagland, Allum & Co., a new issue amounting to \$1,500,000 of First Mortgage 6½ per cent Sinking Fund Gold Bonds dated July 1, 1925, and due July 1, 1940. This amount was issued out of an authorized amount of \$2,000,000. A letter from C. T. Hall, chairman of the board of directors, and which is used in the announcement of the issue, shows the excellent condition of the affairs of the company. It is reported that the offering was readily and rapidly absorbed.

Big Radio Year Predicted by Powel Crosley, Jr.

"This will be the greatest year the radio industry has known," says Powel Crosley, Jr., president of the Crosley Radio Corp., who also declared in substantiation of this statement that sales of the products manufactured by the Crosley Corp. will reach the \$25,000,000 mark. "Better equipment at lower prices will bring receiving sets within the pocketbook reach of nearly everybody," he continued.

Effective Hardman Display

An extremely attractive Summer display window was recently on view at the warehouses of Hardman, Peck & Co., Fifth avenue, New York. The front wall of a log cabin was erected about midway in the window with door and windows open, showing a Brunswick phonograph and midget piano occupying prominent places. Outside on the stump of a tree, a Radiola portable was set, all ready for use. Different species of trailing flowers adorned the outside of the cabin and a grass-covered floor completed the illusion. It is certain that many a heat-fatigued worker was carried away by fugitive thoughts to the country and woods as he gazed at the display.

RADIO CABINETS



In our 46 years of Building Furniture

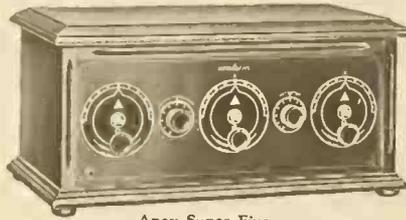
Let Us Build Your Radio Cabinets

Aside from our regular line of cabinets, we are building them by the thousands for large users of cabinets. With substantial orders, we build special, exclusive designs.

BURT BROS., Inc.

2000 S. 9th St.

Philadelphia, Pa.



Apex Super Five



Apex De Luxe



Apex Baby Grand Console



Apex Utility Radio Table



Apex Console Entertainer



Quality Radio Apparatus

APEX SUPER FIVE

The supreme achievement of the radio age. A Receiving Set that more than meets the most exacting demands for distance, selectivity, clarity and volume. Housed in handsome walnut finished cabinet. All fittings gold plated. Price \$95, list, without accessories.

APEX DE LUXE

An unusually attractive SUPER FIVE, embodying the most advanced principles of radio engineering, and perfected to a degree of excellence essential to satisfactory operation. Equipped with APEX ENTERTAINER. Housed in a beautiful walnut finished cabinet. Price \$135, list.

APEX BABY GRAND CONSOLE

A strikingly beautiful creation of the most expert and artistic cabinet building skill and a mechanical triumph of America's premier radio engineers—a model of efficiency, possessing unusual elegance of appearance, handsome walnut finish—accommodates any type A and B batteries with necessary chargers. Equipped with APEX ENTERTAINER—the very latest in Loud Speakers. Price \$225, list.

APEX UTILITY RADIO TABLE

A delightful combination of practicability, enchanting beauty of design and elegance of finish. Accommodates A & B battery equipment and chargers and provides space for Loud Speaker. Suitable for any Receiving Set. Imparts a touch of attractiveness to the most elaborately furnished room. Price \$75, list.

APEX ENTERTAINER

Highest quality Loud Speaker of its type. Resonant wood fibre sound chamber provides unrivalled accuracy of reproduction; abolishes usual metallic harshness. Handsomely designed—beautifully finished. Price \$22.50, list.

APEX CONSOLE ENTERTAINER

Distortion of sound has been eliminated through the peculiar vibration of wood fibre, attaining naturalness of reproduction that can be acquired in no other manner. Constructed with APEX SUPER accuracy, housed in beautifully designed Console Cabinet. Guarantees satisfactory radio reception. Price \$27.50, list.

Dealers: Write or wire about the Apex Exclu-



Apex Entertainer

for complete details
sive Dealer Franchise

APEX ELECTRIC MFG. COMPANY

1410 West 59th Street

Dept. 817

Chicago, Illinois

Special Hotel Concert Brings "Talker" Publicity

Select Audience Hears Victor Concert in St. Paul Hotel—Affair Arranged by Miss Beatrice M. Boegen, of Howard, Farwell & Co.

ST. PAUL, MINN., August 4.—The merits of the talking machine were forcibly brought before a group of selected music lovers at a talking machine concert held at a family hotel here, under the patronage of Justice James H. Quinn, of the Supreme Court of Minnesota. The idea of the concert was conceived and planned by Miss Beatrice M. Boegen, of the talking machine department of Howard, Farwell & Co., Victor dealers of this city. Miss Boegen, who had made a number of record sales to guests at the hotel, believed that if a concert could be arranged in the hotel, a large number of people, well able to afford the luxuries of life, would be impressed with the musical possibilities of the talking machine. The fact that about eighty-five guests of Justice Quinn, who is himself a lover of good music, were present and their enthusiastic comments later indicated how successful was the experiment and how the entertainment value of the instrument was brought home to the listeners.

The program was carefully selected and the artists whose records were played represent a distinguished group whose services could not be obtained in any other way than through the medium of records. They included such world-famous artists as Alma Gluck, Galli-Curci, Chaliapin, McCormack, Scott, Alda, Philadelphia Symphony Orchestra, Sir Harry Lauder, Werrenrath, Elman, Caruso and Williams.

This is sales promotion of the highest degree and it is worthy of emulation. For the dealer who is looking for new and more effective ways of bringing his products to the attention of the public the specially arranged talking machine concert has limitless possibilities. Certainly, it is the best way by which the dealer can demonstrate, on a mass scale, the possibilities for pleasure of the talking machine and records.

Instead of the demonstration to the individual who happens at the moment to desire a talking machine the dealer demonstrates his instrument to as many people as there are in the audience. The work is, in a large sense, educational and the results in sales are cumulative.

Carl Pfanstiehl Sails for Europe for Two Months' Rest

Carl Pfanstiehl, president of the Pfanstiehl Radio Corp., Chicago, Ill., manufacturer of the Pfanstiehl radio receivers, sailed for Europe the latter part of last month, accompanied by his wife and two children. While abroad Mr. Pfanstiehl will visit his father in Holland and will also spend some time in London, Paris, Berlin and Switzerland. While the primary reason for the trip abroad is to rest, Mr. Pfanstiehl will also study the radio situation in Europe. While in New York he visited the headquarters of the International Clearing House, Eastern distributor of Pfanstiehl products, and discussed the developments which have arisen since the recent visit of E. L. Brown, sales manager of the radio division of the International Clearing House, to the Pfanstiehl plant at Chicago. According to present plans, Mr. Pfanstiehl will return about the middle of September.

Popular Okeh Releases

One of the most popular of recent Okeh releases is the recording of "Miss You Tonight," coupled with "Rose of the Evening." Both of these selections are played by the La Petit Salon Orchestra, and have novel chime effects caused by the playing of the Vibraphone and xylophone by Joe Green. Another exceptionally good seller is "Just a Little Drink" coupled with "By the Light of the Stars," played by the Tickle Toe Ten. Vocal choruses enliven these numbers.

The exercise of diplomacy in handling customers promotes good will.

Argus Radio Corp. Sending Dealers Attractive Folder

Power Electric Radio Set Described in Artistic Folder for Consumer Distribution—Ira Greene, President, Busy in the Field

The Argus Radio Corp., New York City, manufacturer of the Power electric radio receiving set, has issued its first piece of literature on this remarkable set. It consists of an eight-page folder with cover in colors.

The inside pages describe the many distinguishing features of the set, laying particular stress on the fact that no batteries are needed or no aerial and that without extra attachments all that is necessary to operate the set is to plug it into any electric light socket in the house wiring circuit.

Four models are illustrated—Model 160, which is entirely self-contained and which might be placed upon any table or convenient piece of furniture. Model 235 is a console type with built-in loud speaker and has been designed for the smaller apartment or where space is limited. Model 300, made of solid walnut with built-in loud speaker, is the de luxe model of the line and comprises a very attractive piece of furniture. There is also a phonograph panel in the line, known as model 145, designed for those who wish to combine the Power electric set with their talking machines. All models have six tubes. This folder is being produced in quantities for dealer use and space has been left for the dealer's imprint.

The trademark of the company, which consists of a lion above the words "Power Electric Radio," has already become well and favorably known in radio circles. Ira Greene, head of the Argus Radio Corp., is making trips to all sections of the country in the interest of establishing important distributing connections in strategic centers. Mr. Greene reports that many additional large dealers and department stores have taken on the Power electric radio, which is steadily gaining in popularity with dealers and public.

Key Notes of the Recent Musical Conventions . . .

1—BUY HIGH-CLASS MERCHANDISE

(For over 20 years we have led the world in sensitive sound transmission devices.)

2—BUY AT A PROPER DISCOUNT

(Knowing your needs, we now offer profitable discounts.)

3—BUY PROTECTED MERCHANDISE

(Our very rigid merchandising policies are your protection.)

ALL THESE QUALIFICATIONS ARE FOUND IN THE DICTOGRAPH
LINE OF RADIO PRODUCTS . . . WRITE FOR OUR PROPOSITION

DICTOGRAPH PRODUCTS CORPORATION

220 West 42nd Street, New York

Insist on the motors that will safeguard your business

TEN years ago, we made our first phonograph motor. Today, over three millions of Heineman Motors have been manufactured and put into use—to give, year in and year out, that same steadfast, easy and noiseless operation that has now become so well known throughout the industry as characteristic of “Heinemans.”

In gaining this reputation, these millions of motors have also established a record for minimum amount of repair work. In one year less than one tenth of 1% of the motors required major repairs!

There is a record which, we believe, is without equal. It furnishes unquestionable proof that every motor leaving our factories is built upon superior design, and is durably constructed only of the highest grade materials. It establishes Heineman Motors as the motors that safeguard the dealer against that “bugaboo” of business—continual customer complaint.

Enterprising phonograph and record dealers know the value of having satisfied customers. They know that they cannot keep their customers friendly and continually buying in their stores if the phonographs they sell contain inferior motors that are noisy, erratic and always in need of costly repairs.

It will pay you, as it has paid them, to safeguard your business by insisting that the phonographs you sell be equipped only with

HEINEMAN QUALITY MOTORS

A Product of the

General Phonograph Corporation

OTTO HEINEMAN, Pres.

25 West 45th Street

New York, N. Y.





Interesting Analysis of Merits of the "A" Dry Cell for Use in Radio Receivers

Standard Tests and Other Data Which Dealers Will Find of Value in Connection With Selling Radio Batteries, by W. A. Brannon, Radio Sales Department, French Battery & Carbon Co.

There are two types of radio tubes which have been especially built to use six-inch dry cell as A batteries. One type is the WD-11, WD-12 or C-11 and C-12; the other type is called UV-199, C-299 and DV-3. These tubes have fixed voltage and current requirements which are necessary for their proper operation. The first type requires 1 volt and one-fourth ampere. The other type requires 3 volts and six-one-hundredths ampere. Three WD-12 tubes require three dry cells and three UV-199 or 3 DV-3 tubes also require three dry cells. In the two cases just cited each single dry cell of the three being used must furnish one volt to the filament circuit of the radio set. Two types of dry cells have been used for these tubes. One is the ordinary ignition or general service dry cell and the other type is a dry cell especially built for radio and generally known as a "radio A" dry cell.

Having now clearly in mind that these two types of radio tubes each require one volt from each dry cell and will not operate satisfactorily on less, let us see what the voltage requirements are for a general purpose or ignition type of dry cell.

Standard Tests for Dry Cells

Standard tests which have been formulated by the U. S. Bureau of Standards for testing the capacity of dry cell ignition and general purpose cells allow the test to go to three-fourths of a volt before the cell is considered unfit as a general purpose cell. It is apparent then that there is a difference of one-fourth of a volt between the requirements of a dry cell for radio and the requirements of a general purpose dry cell. The voltage of any single dry cell is initially 1.5 volts. As the cell becomes discharged its voltage becomes less and less until it drops to nearly zero after complete discharge.

Now it is obviously easier to build a dry cell which will last a long time down to 0.75 volts than it is to build a cell which will last a long time down to one volt, assuming the same current drain in each case. In the first case there is a voltage spread of 0.5 volt and in the second case a voltage spread of 0.75 volt, nevertheless the cell which will give satisfactory service on a radio tube must be able to maintain its voltage at or above the level of one volt while current is being taken out of it.

In order to find out the difference in the hours of service which radio "A" dry cells and general service cells will deliver we can subject them to the following comparative test. We take three general purpose cells and three special radio A cells and discharge them four hours each day at one-fourth of an ampere until the voltage of each type of cell falls below one volt. On such a test a real radio A dry cell will last about 128 hours. A general purpose cell will last about 75 hours down to one volt. Here is a difference of 53 hours in favor of the radio A cell. In percentage the A cell is 72 per cent better. Such a pronounced difference in service hours cannot be accidental. Something has been put into the radio A cell which enables it to keep its voltage above one volt much more efficiently than the general purpose cell on the same load.

The changes which have been made in the radio A cell to give it this characteristic of keeping up its voltage during discharge are a matter of battery chemistry, and the only real proof of the superiority of a radio A cell over a general purpose cell consists in making a test similar to the one outlined above.

Identifying Type of Battery

The question now arises as to how a purchaser can tell whether he is getting a special radio A cell or a general purpose dry cell when he is buying dry cells for his radio set, since

both types of cells have the same size dimensions. The label on the tubular container which surrounds every dry cell, no matter for what purpose it may have been made, is the best means of identification. If the dry cell has been constructed especially for radio this tubular container will have the label "Radio A Cell" only, if on the contrary it has been constructed as an ignition cell or general purpose cell it will be called an ignition cell though it may also be marked "Radio." A reading of the printed matter on the label will tell the purchaser whether the dry cell has been especially built for radio or is only an ignition cell.

For those who do not place any trust in labels the only road to a conviction of the dif-

ference in service hours between an ignition dry cell and a radio A dry cell must be a comparative test. Such a test can be made by any one. A set of truly radio A dry cells can first be bought and installed in a radio set. A careful count must be kept of the total number of hours of service which this set of batteries gives before it is exhausted. After this set has been used up, install next an equal number of ignition or general purpose cells in the set, the connections being the same in both tests, and again record the number of hours these dry cells last on the set. Care must be taken to make all connections tight in both cases.

Many radio fans have already made such tests and are convinced that there is an essential difference between the two types of dry cells. A statement from a radio friend, in whom the customer has confidence, that the difference is actually a fact is as good as making the test itself, and will avoid the loss of service which is to be expected from the second installation of ignition or general purpose dry cells.

Buffalo Radio Show

October 19th to 24th

Auspices Radio Trades Association of Western New York and the Buffalo Courier and Daily Star.

Bigger and better than the tremendously successful show last year.

Write or wire space reservation to

O. J. STAYLEY, *Treasurer*
Radio Trades Association, 1063 Main St.
or Buffalo Courier, Buffalo, N. Y.

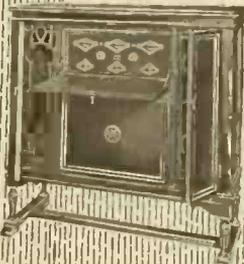
The Grebe Dealer Franchise Offers Unusual Profits

The Synchronphase will satisfy your customers, enhance your prestige, eliminate worry and increase your earnings

GREBE is out to make this the banner year in its long history. Retailers who hold the Grebe franchise will find it exceptionally profitable. Grebe policy protects them absolutely: viz,

1. Prices will be rigidly maintained. We never have "unloaded" and never will.
2. Price-cutting will not be tolerated.
3. Dealer discount is raised to 40%.
4. The number of retailers will be restricted; jobbers will have exclusive territories.
5. With our new factory we can keep pace with demands. There will be no shortage of sets.
6. Dealers will be backed up with local and national advertising more extensive than ever.
7. Special proposition to retailers for local advertising.

Every part of the Synchronphase is designed and built at our plant so that we control construction rigidly. We do not assemble nor make sets to sell at a price; they are built to give enduring service and do so. The unsurpassed reception of the Synchronphase, which has given it such outstanding success, is due to this thorough construction and the exclusive features which are not mere talking points, but real performance-producing innovations.



We can supply the Synchronphase in this De Luxe Console Model.



Also supplied without battery base



All Grebe apparatus is covered by patents granted and pending.

The new Grebe Synchrophase has the First Flexible Unit Control

The three condensers can be operated by one dial or separately at will

ONCE again, Grebe steps ahead. This new feature plus the other exclusive advantages, such as *Binocular Coils* and *S-L-F Condensers*, make the Synchrophase the premier set of America.

Since 1909, Grebe has been building radio parts and sets. Only one principle has guided the work—to make every part as well as it could be made. Strict adherence to this principle has made the Synchrophase what it is today.

Constant experimentation in our laboratories and broadcasting stations keeps Grebe design and construction in advance of all others. This never-ceasing research has been of untold benefit to us and to the radio industry.

When you sell a Synchrophase, you know that it is the best and will *stay sold*. There will be no excessive servicing, no customer dissatisfaction, no frequent "come-backs" to eat up profits and destroy confidence in you as a merchant.

Behind the Grebe franchise, then, is this set, this company, this policy.

Write for full information and prices.

A. H. GREBE & CO., Inc., Van Wyck Boulevard, Richmond Hill, N. Y.

New York Office: Steinway Hall, 109 West 57th Street

Western Branch: 443 So. San Pedro Street, Los Angeles, Cal.

This Company owns and operates stations WAHG and WBOQ; also mobile and marine low-wave re-broadcasting stations



"Get rid of small wisdom and great wisdom will shine upon you."
Chuang Tzu

It is great wisdom to sell the Synchrophase.

Doctor Tzu

SYNCHROPHASE

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



First Flexible Unit Control

a one-dial control or a three, at will of operator.



Binocular Coils

give unusual "selective sensitivity".



S-L-F Condensers

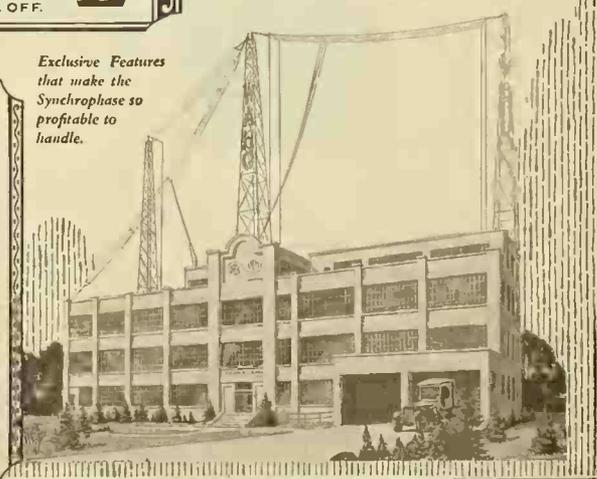
make sharp tuning quick and easy.



Volume Control

gives six gradations of sound without distortion

Exclusive Features that make the Synchrophase so profitable to handle.



Additions to our factory will permit us to keep pace with demands.

Series of Edison Tone Tests in Atlantic City, N. J., Drawing Interested Crowds

Thousands of Visitors to the Million Dollar Pier See Edison Exhibit in Permanent Window Display and Hear Famous Edison Artists in Tone Tests Which Will Be Given Throughout Year

Thousands of visitors to Atlantic City, N. J., have had the privilege of hearing eminent Edison artists in comparison recitals with the Edison phonograph in a series of Tone Tests, which



Victor Young, Anna Case and "Miss America" started May last and will continue through the year to January, 1926, and have been impressed with the faithfulness of Edison reproduction.

These recitals are being given in the auditorium at the National Arts and Industry Exposition on Atlantic City's

Million Dollar Pier and in the garden of the Home Beautiful, also on the Pier. The Edison artists who have participated in these Tone Tests include Betsy Lane Shepherd, soprano; Lucille Collette, pianist and violinist; Harold Lyman, flutist and saxophonist; Helen Davis, mezzo soprano, and Victor Young, pianist, all of whom are well known to the public through their Edison records.

In one of the accompanying illustrations appears Anna Case, world-famous artist, in a comparison recital; at the piano, Victor Young and to the right Miss America, winner of Atlantic City contest for the most beautiful girl. The other illustration shows the permanent window display of the National Arts and Industry Exposition. In the background, to the left, may

be seen one of the beautiful Edison consoles, which forms an important part of the display. In the rear of the window display is the recital hall, where many of the Edison Tone Tests have been held and where many more will be staged during the remainder of the year.

The Edison Tone Tests in Atlantic City represent but a small part of this form of exploiting the Edison phonographs and records which Thos. A. Edison, Inc., is carrying on in all parts of the country. These Tone Tests are proving to be one of the most successful forms of sales promotion ever carried on by any phonograph manufacturer. Many of the recitals are held under the direction of retailers in their store auditoriums or in special quarters secured for the occasion. Reports received by Thos. A. Edison, Inc., indicate how wide is the interest on the part of the public in these recitals. Some dealers arrange Tone Test recitals yearly and draw large crowds of music lovers in this way. By this method the dealer not only is enabled to arrange a mass demonstration of the Edison



Edison Phonograph

Featured in Window on Million Dollar Pier phonograph but the unique form of the comparison recital brings home to the audience in the strongest possible manner the high quality of the instrument and the perfection of the reproduction.

The Dixie Music Co., which operates a chain of stores in Florida, recently opened a branch store at 434 North Miami avenue, Miami, Fla. H. B. Barker is manager.

Redfield Advertising Co. to Handle Adler Co. Publicity

R. H. Meade Announces Appointment of Prominent New York House as Advertising and Merchandising Counsel—Big Campaign on Adler-Royal Products Now Under Way

Ralph H. Meade, advertising and sales promotion manager of the Adler Manufacturing Co., announces the appointment of the Redfield Advertising Agency, New York, as advertising and merchandising counsel. Mr. Meade states: "The appointment of the Redfield Agency is sure to be most interesting to members of both the music and radio trades, especially to the old timers, who will recall that the Redfield Agency helped in the upbuilding of one of the prominent phonograph manufacturers. Also, they will be universally recognized in the trade for their splendid work with one of the better-known radio companies. The appointment of this particular agency serves as additional evidence of the thorough manner in which Adler-Royal is building for the future. In seeking the proper agency we felt that one with successful experience in both phonograph and radio marketing should be the one for us. For it would mean just that much added assurance that Adler-Royal merchandising service would be all that it ought to be to both distributor and dealer. In a careful review of the available agencies, it soon became obvious that the Redfield organization was the best equipped, both in experience and in personnel, to meet our requirements, and we are now glad to announce their association with us.

"The new agency is now busily engaged cooperating with my department in the preparation of Adler-Royal Fall advertising, and we will soon have some mighty interesting announcements regarding it to make to the trade. Our Fall advertising plans include a campaign in several leading publications of national circulation, backed by newspaper advertising in a number of large cities, and a liberal co-operative advertising proposition for our dealers. Then, too, there will be a complete sales promotion service, including effective literature, display material, etc., all of which is being carefully planned to give Adler-Royal dealers a substantial backing to their selling efforts which will be truly effective and profit-producing."

Mickel Bros. Discontinue as Victor Wholesalers

Well-known Omaha Distributing Organization Notifies Its Dealers of Discontinuance of Wholesale Victor Branch of Business

OMAHA, NEBR., August 7.—The Mickel Bros. Co., with headquarters in this city and a branch in Des Moines, Ia., one of the best-known wholesale talking machine houses in this territory, has suspended its Victor wholesale department, according to a letter which it has just sent to its dealers. The Mickel brothers have been connected with the talking machine business for many years, the present company, the Mickel Bros. Co., being an outgrowth of the Mickel Music House, of this city. The jobbing company was founded by George E. Mickel a number of years ago and as a wholesaler of Victor products it was recognized as one of the leading distributing firms in this part of the country.

The future plans of the company have not as yet been worked out to the point where a definite announcement can be made, according to George E. Mickel, who states in his letter to the trade that the firm is working along some lines which no doubt will be of interest to its customers.

The Fortas Furniture Co., 133 North Main street, Memphis, Tenn., has inaugurated a very successful drive on used instruments.



Radio Owners Buy RAY-O-VAC Batteries

Thousands of radio owners have convinced themselves that Ray-O-Vac Batteries are the most satisfactory for radio. They should be—they're designed by expert radio engineers and built for specific radio jobs. They're backed by almost a quarter century of successful battery building. Ray-O-Vacs are made right, advertised nationally and are profitable for all who handle them.

FRENCH BATTERY COMPANY, Madison, Wisconsin
ATLANTA DALLAS KANSAS CITY CHICAGO NEW YORK MINNEAPOLIS

FRENCH RAY-O-VAC

Radio's Best Batteries

The Easiest Selling Portable!

PAL

After four years of ever increasing sales—PAL is still the biggest and easiest selling portable in the field. Its remarkable tone and attractive appearance tell the whole story.

Now free to PAL dealers. This beautiful full size window Display, in seven colors, which is so attractive that it will bring many new customers into your store—not only for PAL, but also for your regular lines of records and other merchandise



\$25.00
retail!



THE POPULAR-PRICED PORTABLE

Regal a fine phonograph for those among your customers who do not wish to spend more than \$15.00 for a portable. It is good to look at and good to hear.

\$15.00 retail — Dealers' **\$9.00** Price

PLAZA MUSIC COMPANY 10 West 20th Street NEW YORK

Outlines Merchandising Points for Radio Dealers

R. E. Thompson Mfg. Co. Tells of "Sales Program" That Will Build Dealer Success—R. W. Porter Makes an Important Statement

The R. E. Thompson Mfg. Co., manufacturer of the Thompson neodyne receivers, the Thompson Minnet and Thompson and Fuller speakers, has outlined a sales policy for Thompson distributors and dealers. These are known



R. W. Porter

as "Ten merchandising character points" and involve character of prices and discounts, stock to be carried, the merchandising display, the character of the maintenance service, of the supplementary accessories, character of sales stimulation, advertising sales presentation, character of returned goods privilege and defective merchandise adjustment.

As the Thompson policy is built along the lines of the highest standard of these character points it meets the approval of all progressive merchants, particularly those of the talking machine industry, who know only too well the desirability, need, and healthy permanence for established businesses of such a far-sighted, constructive program.

R. W. Porter, vice-president and general sales manager of the R. E. Thompson Mfg. Co., before joining the Thompson forces had years

of experience in the manufacturing, wholesale and retail fields of the talking machine industry. The program he and his associates have arranged, therefore, is along the lines that have made talking machine products a desirable asset to progressive dealers. The Thompson organization has not only used the very best features that have given several talking machine organizations national importance, but has benefited by all these experiences and modernized the program to conform with the current problems of radio distribution. The experience, however, more than anything else, made possible the visualizing of conditions far in advance of the trade trend. The program for 1925-26 season of the Thompson organization can be considered an advanced program.

In a recent interview with a representative of The World Mr. Porter said: "Our product can be summed up in a single word—quality. The Thompson organization has never learned to build anything except quality and the entire engineering and manufacturing personnel feel a deep responsibility to produce goods only of the highest standard. 1926 will be a quality year and the R. E. Thompson product will appeal to quality buyers." Continuing, he said: "It may interest you to know that when the Imperial Japanese Government set out to equip the Kamo, a Japanese ship, with radio apparatus designed to serve every known purpose, its search for a competent manufacturer to fill the bill was ended when the Japanese representatives were confidentially informed, 'If you can get the Thompson organization to undertake the contract, you can rest assured your expectations will be surpassed.'

"This is but one instance in a long line of accomplishment in building radio apparatus for armies, navies and commercial institutions throughout the world. The idea of quality was inculcated from long years of association with the thought that sailors on the seas, soldiers on the field of battle, operators deep in the submarine's captivity, or high in the pit of the speeding aeroplane, were dependent on the faithful performance of Thompson apparatus to keep the lines of communication open and direct them to safety. It is but natural, then, that when this organization set out to build radio receivers for the home, there should be constantly kept before all of us the idea: 'Nothing but the best.' We feel that satisfied users are the company's greatest asset and most effective advertisement."

Blair Radio Laboratories to Extend Their Activities

Increase Production and Expand Sales Outlets in the United States—Featuring Blair Six-tube Set in Extensive Campaign

The Blair Radio Laboratories, Twenty-third street and Sixth avenue, New York City, a division of the Blair Lumber Co., which to a great extent have confined their radio activities to export, now announce an increased production and an extension of activities to further cover sales outlets in the United States.

The Blair Co. for the present is confining its activities to a six-tube radio frequency set. It combines resistance-coupled audio amplification with a highly developed tuned radio frequency circuit which adds to the selectivity of the instrument. The resistance-coupling audio gives both



Blair Six-Tube Radio Set

volume and clarity. It amplifies uniformly and operates efficiently in bringing in the reception on both low and high notes.

An engineer of the Blair Laboratories, in speaking of the Blair product, said: "A general impression exists that resistance-coupled amplification necessitates increased "B" battery consumption. As a matter of fact, with the Blair resistance-coupling circuit, the "B" battery consumption is actually less than when iron core transformers are used."

The Blair six-tube radio set will retail at a popular price and the sales policy, dealer arrangement, discount, etc., will be at usual trade standards.

Edison Tone Tests in Oklahoma Create Sales

ELK CITY, OKLA., August 3.—Edison Tone Tests recently held in this city and Sayre, Okla., under the auspices of the Diamond "C" Dry Goods Co. here scored with the public, as evidenced by a substantial increase in business, according to H. C. Powell, of that company. Mr. Powell states that the Tone Tests "were not only well attended, but well received and since that time we have had a splendid increase in our business, and the indications are that we are going to have the biggest year we have ever had in the phonograph department." Mr. Powell also points out that good business is largely due to the co-operation extended by the Texas-Oklahoma Phonograph Co., of Dallas, Edison distributor in the Southwest.

At Cordell, Okla., where another Tone Test was scheduled, the Edison artists, Elizabeth Spieker and Lucille Collette, were brought to the concert hall from Amarillo by airplane, a distance of thirty-two miles, heavy rains having made it impossible to reach Cordell by auto. In spite of the inclement weather some three hundred music lovers were present at the comparison recital, which was well received. The artists had a thrilling experience on the return trip by airplane. A severe rain storm compelled a landing in a field and the Misses Spencer and Collette were compelled to remain in the pasture all night. The artists were none the worse from the experience, however, and they continued with their program the following night.

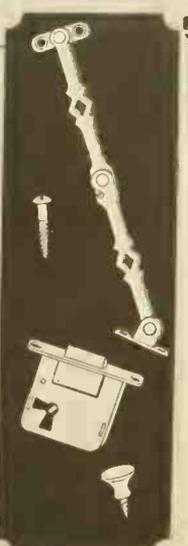
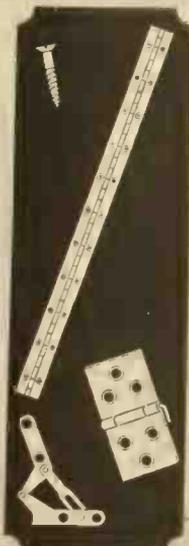
Rockford Hardware

OUR 96-page catalog, illustrating more than 300 "Rockford Products", is a dependable guide to the newest and best in hardware for pianos, phonographs and radio cabinets. To many manufacturers this catalog has suggested ways of bettering cabinet work and cutting costs; it may do the same for you. We will gladly send it without obligation; write today.

National Lock Co., Rockford, Ill.

Branch Sales Offices:

| | |
|---------------------|--------------------|
| Chicago, Ill. | Indianapolis, Ind. |
| Cincinnati, O. | Jamestown, N. Y. |
| Detroit, Mich. | Los Angeles, Cal. |
| Evansville, Ind. | Milwaukee, Wis. |
| Grand Rapids, Mich. | Seattle, Wash. |
| High Point, N. C. | Sheboygan, Wis. |
| | St. Louis, Mo. |



KING IN RADIO



King-Hinners Neutrodyne Model 25



King-Hinners Neutrodyne Model 25S



King-Hinners Neutrodyne Model 25C



Neutrodyne Kit R-140

A complete line— that's "King in Radio"

KING-HINNERS neutrodyne is neutrodyne *plus*. Offered in table type, table type with loud speaker built in and the elaborate console model, each one a masterpiece of the cabinet maker's art. These receivers embody features which stand out above all competition—special tube arrangement, tapped antenna coil, voltmeter, push-pull volume control and dozens of others, all unique.

Then there is the King Five Broadcast Receiver which embodies tone, selectivity, distance, volume and beauty at prices which anyone can afford.

These receivers represent the two circuits which have been proven best by popular demand.

Knock-down kits and a full assortment of parts complete the line.

"KING IN RADIO" products are backed by the King reputation—twenty years in the making of precision parts plus fifteen years of radio research, an eight acre plant, a world-wide sales organization.

A national advertising campaign just getting under way will bring "KING IN RADIO" to the attention of more than twenty million possible radio buyers—Saturday Evening Post, Country Gentleman, leading radio publications and newspapers backed by direct mail.



King Five Broadcast Receiver Model 30



King Five Broadcast Receiver Model 30S



King Five Broadcast Receiver Model 30C



Neutrodyne Kit R-120

KING QUALITY PRODUCTS, INC. Buffalo, N. Y.

Branches: CHICAGO—KANSAS CITY—BRIDGEBURG, ONT.

Now is the time for jobbers and dealers to take on the sale of "KING IN RADIO" products. Let us send you the full story.



KING-HINNERS RADIO COMPANY
Licensed by
Independent Radio Manufacturers, Inc.
NEUTRODYNE
Patented
Pat. No. 1,515,080 and 1,515,081
Patented in U.S.A. and 15 other countries
Other Patents Pending



Okeh
and
Odeon
Records

A
Complete List
of
Okeh
and
Odeon
Distributors

- WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.
- WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.
- L. D. HEATER
357 Ankeny St., Portland, Ore.
- TEXAS RADIO SALES COMPANY
2005 Main St., Dallas, Texas
- JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.
- CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.
- YAHR & LANGE DRUG COMPANY
207 E. Water St., Milwaukee, Wis.
- JAMES K. POLK, INC.
294 Decatur St., Atlanta, Ga.
- THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.
- THE ARTOPHONE CORPORATION
804 Grand Ave., Kansas City, Mo.
- CONSOLIDATED TALKING MACHINE COMPANY
227 W. Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.
- THE RECORD SALES COMPANY
1965 E. 66th St., Cleveland, Ohio
- STERLING ROLL AND RECORD COMPANY
137 W. 4th St., Cincinnati, Ohio
- PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada
- IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.
- EVERYBODY'S TALKING MACHINE COMPANY
810 Arch St., Philadelphia, Pa.
- GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND
126 Summer St., Boston, Mass.
- GENERAL PHONOGRAPH CORP. (New York Distributing Division)
15 W. 18th St., New York City
- JAMES COWAN COMPANY
18 West Broad St., Richmond, Va.

Okeh
and
Odeon
Records

Annual Convention Crosley Distributors

Enthusiastic Distributors From All Sections of the Country View New Crosley Models at Third Annual Convention in Cincinnati—Visit Crosley Broadcasting Station WLW

The third annual convention of distributors of the Crosley Radio Corp., held in Cincinnati, O., last month, details of which appeared in the July issue of *The World*, started the 1925-26 season for the Crosley boosters. A feature of the event, of course, was an exhibit of the comprehensive line of radio products made by this concern, which aroused the enthusiasm of visiting distributors to a high pitch, and resulted in an encouraging volume of advance orders, indicating a healthy condition in the radio market.

In an interesting talk preceding the formal opening of the convention, Powel Crosley, Jr., president of the company, emphasized certain factors which should prove important in the stabilization process through which the industry is going at the present time. He said:

"Radio buyers need not look for any radical changes in receiving sets. There will be several



Crosley Super-Trirdyn De Luxe Combination

refinements placed upon receivers but there are no new circuits nor startling developments at this time. Our engineers are constantly experimenting with circuits but as yet have found nothing to equal our Trirdyn circuit, which utilizes the combined principles of tuned-radio frequency amplification, regeneration and reflex, making it possible for three vacuum tubes to do the work of five or six in other circuits.

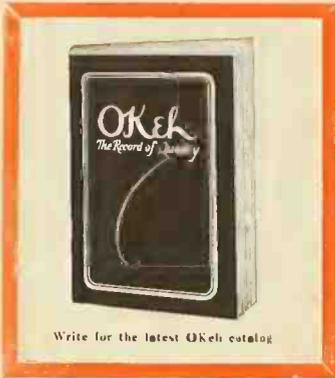
"While the Summer season is partly over, there is an indication that more receiving sets are in use this year than ever before. Super-power broadcasting stations and consistently good programs from all of the stations make it possible for the radio devotees to hear programs that suit every taste."

In connection with the introduction of the 1925-26 Crosley radio receivers a clever stunt was used to make the display of the new instruments unusually effective. This consisted of a miniature display window, minus the glass, shown herewith, which formed a suitable background for the sets. The illustration shows the new Super-Trirdyn De Luxe Combination, which consists of a Super-Trirdyn Special Crosley radio set, the DeLux Musicone reproducer and a special designed table. The ensemble is artistic to a high degree and suitable for the finest surroundings. Each unit is sold separately, but can be purchased as a complete outfit. In the foreground, examining the new model, are Mr. and Mrs. Frank Clay, of Kalamazoo, Mich. In addition to this combination the display consisted of the Super-Trirdyn Regular in a newly designed cabinet and with all new parts. This is a three-tube set, combining radio frequency, regeneration and reflex amplification. All of the Super-Trirdyn sets have various refinements of cabinets, and improvements in parts which

(Continued on page 51)



Delegates to the Third Annual Convention of Distributors of the Crosley Radio Corp. at Crosley Radio Broadcasting Station WLW, Cincinnati, O.



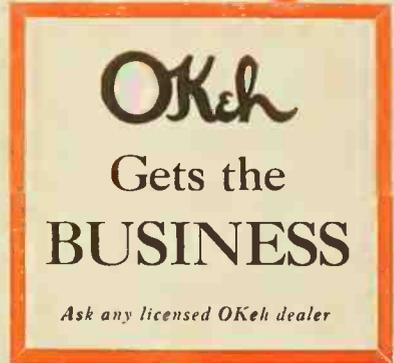
Write for the latest OKeh catalog

OKeh Records The Records Record Buyers Want

Dance Records recorded by foremost orchestras of New York, Philadelphia, Cleveland, St. Louis, Detroit, Chicago, Atlanta, Dallas and other cities.

Popular Tunes heard on Broadway today, Hawaiian; Old Time Tunes; Standard and Sacred; Band and Instrumentals; Novelties and Race Records—all recorded with a trueness of tone that upholds OKeh as the Record of Quality.

European Operatic, Vocal and Instrumental recordings, recorded in Europe, by internationally famous artists and manufactured in the United States under the Odeon Label.



OKeh

Gets the

BUSINESS

Ask any licensed OKeh dealer

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President*

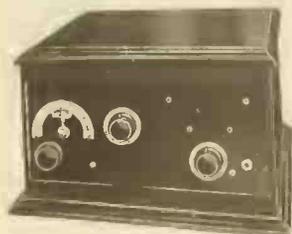
25 West 45th Street

New York City

Third Annual Convention of Crosley Distributors

(Continued from page 50)

add to the perfection of reception, it is claimed. Another set which attracted the attention of the distributors was the 51-Special DeLuxe for



No. 52—Special DeLuxe which is claimed more selective control and improved receptivity by the use of the new worm type tickler, the new Crosley vernier



Super Tridyn Regular plate condenser and the double circuit. The artistically grained panels and mahogany cabinets combine in making this set very attractive in appearance. Dials are oxidized silver

with new style flat knobs. The 51-Regular, which has achieved such unusual popularity since its introduction, was also on exhibit.

The Musicone DeLuxe, a new radio reproducer of exceptional beauty of design and for which is claimed absolute fidelity of reproduction of radio programs, was hailed with enthusiasm by the visiting distributors.

This reproducer has been installed in a clock case of mahogany, with a grilled screen. And of course the Musicone regular was included in the display. The latter is the reproducer which has become so popular with the radio public since its introduction less than a year ago.

Other models shown included a new three-tube 52-Special DeLuxe, a set in which have been incorporated the new worm type tickler control, new low-loss vernier plate condenser, new knobs, rheostats, etc.; the Crosley 52-Regular, a three-tube radio set with Armstrong regenerative detector and two stages of audio frequency amplification, which differs from the 52-DeLuxe only by the fact that it is in a smaller and differently designed cabinet; Crosley 52 portable, which is similar to the other fifty-two models except that it is installed in a neat leatherette covered carrying case; Crosley Pup, a one-tube set with Armstrong regenerative double circuit, retailing at the unprecedented low price of \$9.75. In connection with the introduction of the Crosley Pup a cash prize of \$1,000 is being offered by the company for the best results reported through the use of this set from September 1, 1925, to March 1, 1926.

A Brooklyn Incorporation

Sullivan & Reis, of Brooklyn, N. Y., were recently chartered by the secretary of the State at Albany, for the purpose of dealing in musical instruments, etc., starting business with a capital of \$50,000. The directors are, Howard J. Reis, Francis N. Sullivan and Bryer H. Pendry, Brooklyn.

Landay Bros., Inc., Plan to Build Landay Hall in Newark

Buy Fine Corner Plot for New \$500,000 Structure—Plans Under Way for Third Landay Hall to Be Erected in Brooklyn, N. Y.

Landay Bros., Inc., dealers in musical merchandise with stores in New York City and adjacent communities, have purchased the southeast corner of Broad and Canal streets, Newark, N. J. The present two-story brick structure will give place to a new three-story building. Plans for the new Landay Hall have been drawn up by S. B. Eisenrath, New York architect. The main floor is designed for sales service and the upper floors will contain spacious showrooms and demonstrating booths.

Max Landay, president of the corporation, said: "The new Landay Hall is the continuation of a very successful policy of expansion. The first Landay Hall is at the corner of Forty-second street and Sixth avenue, New York, and soon we will announce plans for a third Landay Hall that will give the people of Brooklyn one of the most beautiful retail music stores in the East. Within a short time this expansion policy will see a Landay Hall in every principal city."

Max Targ Visits Gotham

Max Targ, president of the Targ & Dinner Music Co., of Chicago, was a recent visitor in New York. While in town he made his headquarters at the Mutual Phonograph Co., of which concern the Targ & Dinner Music Co. is the distributor in Chicago and surrounding territory. The Targ & Dinner Music Co. has had exceptional success with the Mutual line throughout its important territory and is anticipating a big fall season. Mr. Targ has a great many friends in the Metropolis who were glad to greet him.

Test the New "Double Volume" Universal Model Dulce-Tone Against ANY Radio Reproducer!



THE usual talking machine radio reproducer is only a "make-shift" loud speaker. *But not the Dulce-Tone!*

Proof? Plug in one of the "Double Volume" Dulce-Tones against the best loud speaker you have on your shelves. You'll get a real demonstration of the new Dulce-Tone's remarkably fine tone qualities, clearness—and volume!

Write today for a sample Dulce-Tone and give it this conclusive test before your fall rush commences.

THE TEAGLE COMPANY, 1125 Oregon Avenue, Cleveland, Ohio

All makes of talking machines can be used with the Universal Model Dulce-Tone. The simple adjusting nut in the Dulce-Tone base makes it possible to fully utilize the Tone characteristics and volume of each individual instrument.



Dulce-Tone

Radio Talking Machine Speaker

ATWATER

Here

comes

September!



WE DON'T LIKE the "est" words—"biggest" and "strongest" and the rest of the family. We avoid them wherever possible. But in contemplating the months just ahead we don't know how to keep from saying that Radio is approaching the busiest season it has ever known.

Signs all point that way.

We're ready to do our share of the business.

We have nothing "sensational" to offer. The Atwater Kent Manufacturing Company has no seasonal or yearly models. As improvements are developed, and if they meet our severe laboratory tests, they are adopted. We have recently made improvements which increase efficiency, but they are not "revolutionary" and do not render any of our models obsolete.

We have been talking with a good many

To Our Dealers:

NO OTHER radio manufacturer gives its dealers stronger advertising support. The campaign this Fall will be powerful and comprehensive. You will receive a detailed announcement. Be ready for it. It's YOUR story. Be ready to turn to your own profit the large investment we are making in telling it.

KENT RADIO

dealers, and what they want boils down to this: In the manufacturer—stability and sound principles clearly stated and consistently adhered to. In the product—dependable, guaranteed merchandise which they can sell with the knowledge that it will not come back to plague them.

More and more dealers are glad to sell the products of the Atwater Kent Manufacturing Company.

Our enlarged factory covers twelve acres of floor space. We have several thousand employees busy making Atwater Kent Radios, and a competent, loyal sales organization.

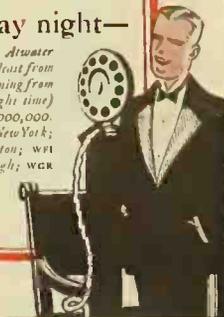
Here comes September.
Now is the time to act!

Write for illustrated booklet telling the complete story of Atwater Kent Radios.

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

Every Thursday night—

the potential audience of the Atwater Kent Radio Artists, who broadcast from ten stations every Thursday evening from 9 to 10 o'clock (eastern daylight time) is estimated at more than 10,000,000. These are the stations: WJAZ New York; WJAR Providence; WVEI Boston; WFI Philadelphia; WCAE Pittsburgh; WGR Buffalo; WMI Detroit; WCLM Minneapolis-St. Paul; WUC Davenport; WSM Cincinnati.



Model 20 Compset, including battery cable, but without tubes, \$80.



Model 20, without tubes, \$80.



Model 19, without tubes, \$60.



Model 24, without tubes, \$100.



Model 12, built on special order, including battery cable, but without tubes, \$100.



Model 10, including battery cable, but without tubes, \$80.



Phonograph Attachment, with 9' flexible cord, \$8.



Model L, with 9' flexible cord, \$17.



Model M, with 9' flexible cord, \$28.



Model H, with 9' flexible cord, \$22.



Model R, with 6' flexible cord, \$12.

Prices subject to change without notice.
Prices slightly higher from the Rockies west, and in Canada

The New Pooley Models

Have you placed yours?

SINCE our first presentation of the complete new Pooley line two months ago we have booked very large orders calling for heavy monthly deliveries for many months to come.

Our total capacity production is being signed up well in advance.

The new Pooley models have made a definite hit. We hear from many distributors and dealers that Pooley Radio Cabinets and Radio-Phonographs equipped

with Atwater Kent Radio are "going big".

We want to take good care of Pooley dealers. But we can do so only if you will book your orders now with your Pooley distributor. He has all models ready—to show you and to ship you. But you must act now—to be sure of enough cabinets to meet your requirements later.

If you don't know the Pooley distributor in your territory, write us for information.

THE POOLEY COMPANY

Radio Sales Department C

1604 Indiana Avenue Philadelphia, U.S.A.

Prices slightly higher west of the Rockies and in Canada



Model 1120-R-2
Equipped with Model 20
Atwater Kent 5-tube Set.

Price complete, less tubes
and batteries—

\$225

Pooley Radio-Phonograph

Model 1500-R-3

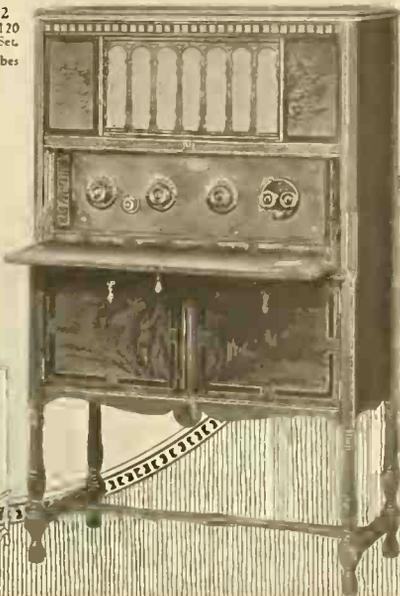
Chinese Chippendale
Style. American walnut
or English brown mahogany,
durotone finish.

Height 50", width 30",
depth 18".

Equipped with Atwater
Kent 5-tube Model 20
Compact Set; built-in
Pooley floating horn;
Pooley phonograph in
amplifying chamber.

Price complete, less tubes
and batteries—

\$295



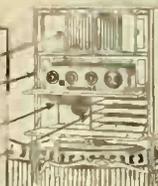
Model 1500-R-3

Sliding grille and
phonograph

Radio in sliding
panel

Compartments for
batteries

Shelves for record
albums



are bringing in large orders



Console Model 1400-R-1
 Louis XVI Style. English brown mahogany, duotone finish.

Height 31½", width 34", depth 15½".

Accommodates any Atwater Kent Set. Space for set, 28½" x 10½".

Price, less Set, tubes and batteries—

\$75

POOLEY
RADIO CABINETS
with
ATWATER KENT
RADIO

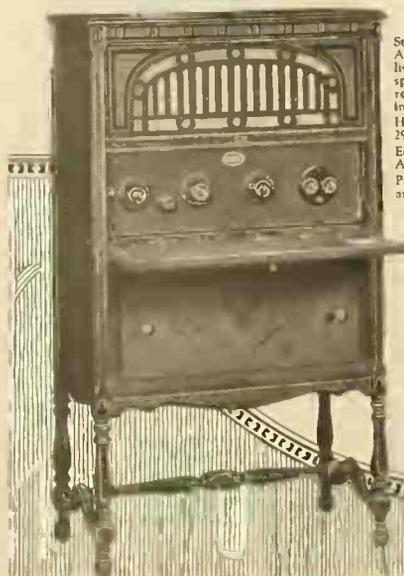
Model 1600-R-2

Italian Style, American walnut or English brown mahogany, duotone finish.

Height 41½", width 34½", depth 16½".

Equipped with Atwater Kent 5-tube Model 20 Compact Set. Price complete, less tubes and batteries—

\$200



Model 1320-R-2

Stuart Style. Finished in American walnut or English brown mahogany—special Oriental burl, rosewood and walnut inlay.

Height 50¾", width 29¾", depth 15½".

Equipped with Model 20 Atwater Kent 5-tube Set.

Price complete, less tubes and batteries—

\$260

Model 1110-R-2 and 1120-R-2

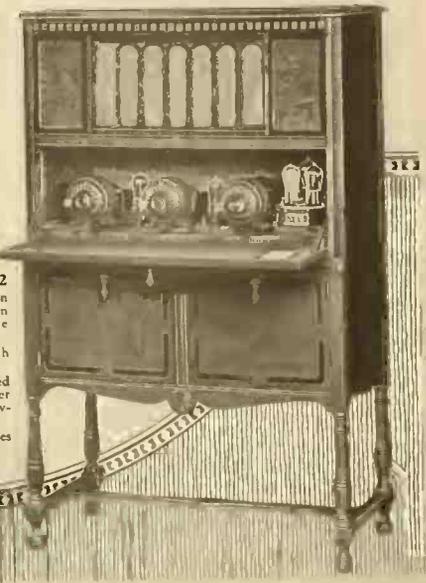
Stuart Style. American walnut or English brown mahogany, duotone finish.

Height 52½", width 33", depth 15½".

Model 1110-R-2 equipped with Model 10 Atwater Kent 5-tube open receiving Set.

Price complete, less tubes and batteries—

\$220



Sonora Secures Injunction Against Tube Manufacturer

Defendant Restrained From Using Sonora Trade-Mark by Judge G. A. Carpenter in U. S. District Court, District of Illinois

The Sonora Phonograph Co., Inc., through its attorneys, Schechter & Latsch, 34 Wall Street, New York, brought suit for infringement of the Sonora trade-mark and unfair competition against the Sonora Tube Co. of Chicago. The claim was made "that the defendant in marketing and selling radio tubes under the name Sonora, or Sonora Tube Co. or any other name resembling Sonora, has wrongly calculated to deceive the trade and the public, and would cause great injury to it, and that the defendant was practicing a fraud upon the public."

A hearing was had before Judge George A. Carpenter of the United States District Court for the District of Illinois, Eastern Division, at Chicago, and an injunction was granted to the Sonora Phonograph Co. in the following form:

It is ordered, adjudged and decreed as follows:

1. That the defendant and his associates, attorneys, clerks, servants, agents, workmen, salesmen, employees, federates or representatives and each and every of them be and they are hereby enjoined and restrained until the final hearing of this cause, or further order of this court, from using the word "Sonora" alone or in combination with any other words, and from using the name "Sonora Tube Co." or any other name in which "Sonora" forms a part, and from using any other word so nearly resembling "Sonora" as might be calculated to deceive the trade and the purchasing public, and from using the word "Sonatron" in connection with "Sonora Tube Co." or any other name in which "Sonora" forms a part, and in any form or manner whatsoever for or in connection with the manufacture and or sale of phonographs, radio products and combinations and parts thereof.

The courts have recognized the Sonora trade mark as being of great value and belonging solely to the Sonora Phonograph Co., and in every instance where suit has been brought has enjoined the defendant. The Sonora Phonograph Co. has been compelled at great expense to protect its right and has brought suit for infringement of its trade-mark against many firms using either the word "Sonora," "Sarona," "Sonatone," "Sorina," and other forms. In each instance the court has found the defendant guilty of trade-mark infringement and unfair trade practice.

A petition in bankruptcy has been filed against the Wallace Radio Co., Inc. 135 Liberty street, New York City.

Thermodyne Distribution Based on Five Factors

Leo Potter, President of Corporation, Makes Clear Policy of Distribution Following Announcement of New Models

The Thermodyne Radio Corp., New York, manufacturer of the Master Control Thermodyne receiver, announced recently its new



Leo Potter

product for the coming season, and in connection with this announcement Leo Potter, president of the company, gave the following details as to the Thermodyne sales policy:

"First, we give a distributor exclusive territory to his particular trade, so that he in turn can pass this exclusively on to his dealers. Our distributors only sell to authorized dealers approved by us.

"Second, we do not sell direct to dealers. "Third, we guarantee price maintenance on Thermodyne products for the balance of the radio year ending March 1, 1926, and in the event of our reducing our prices agree to rebate the jobber the full amount of the price reduction on all stock he has on hand at that time. Our distributor and dealer discounts will not be changed.

"Fourth, we are firm believers in advertising

and believe that for a radio manufacturer to make a success in a big way he must have a nationally advertised product. In the past we have been large national advertisers and have also advertised on a tremendous scale in local newspapers. It is our intention to spend between now and the first of January, 1926, \$600,000 in nationally advertising Thermodyne. We have already contracted for double page spreads in the Saturday Evening Post starting August 21, and we have already contracted with sixteen Hearst newspapers for full page advertisements on the back page of their magazine section starting September 26.

"Fifth, service, we believe, is a very important factor in the success of a radio manufacturer and his jobbers. We maintain a complete service department of sixty men in New York and other parts of the United States, and our method of servicing Thermodyne is as follows: Our distributor's men go into their respective territories selling a Thermodyne



Thermodyne Model CTF6 De Luxe franchise; upon receipt of sets of Thermodyne receivers by them, they ship these receivers to their dealers who have been appointed with



Thermodyne Model TF5 exclusive territory, instructing them under no circumstances to unpack the receivers until a Thermodyne factory man arrives. These men

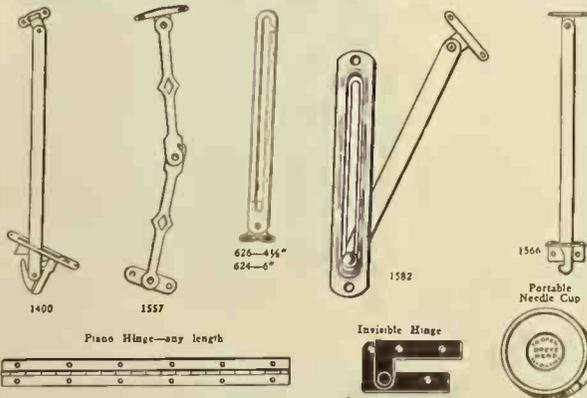


Thermodyne Model TF6

that we send into the distributor's territory call on each and every one of their dealers, set the Thermodyne up for him, give him a complete demonstration with full instructions, thereby eliminating the possibility of grief through ignorance.

The accompanying illustrations, showing some of the new Thermodyne models, will give some idea of the attractiveness of the cabinet designs. In a recent chat with The World, M. O. Giles, sales manager of the company, stated that the new product was being received by Thermodyne distributors and dealers with enthusiasm. Mr. Giles states that orders received to date for the new product indicate that it is going to be a problem of factory production during the coming season rather than sales, for the distributors and dealers are placing orders beyond the company's expectations.

FULL LINE of HARDWARE For Radios and Phonographs



H. A. GUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.

THOMPSON

Announces Same Good Policy For Fall Business

No less than 116 different types of Thompson Radio instruments preceded the creation of Thompson Radio Broadcast Receivers in that long climb through the past of wireless and radio development which culminated in the perfection of broadcasting and reception. In the history of radio development for ships, airplanes, submarines and the other forms of radio communication, the Thompson organization has contributed an unusually high percentage of the better equipments.

Armies and navies of the world use its apparatus and this organization now puts into its broadcast receivers, all the experience and skill so gained by years of working with radio communication problems. Where the many newcomers have to guess, the Thompson organization knows by experience. Therein lies the greatest factor of safety for the dealer and distributor.

Today there are in use millions of radio receivers sponsored by manufacturers or assemblers who are as

new to this difficult industry as broadcasting itself. Many of these sets will be unsponsored when inexperience has taken its toll. Between theory and practice there is a vast gap that no manufacturer can cross save over the bridge of experience.

So, we say to those dealers who have not yet made up their minds as to the line on which they expect to gain and keep their customers' confidence:

"The permanent profit value to you of Thompson Receivers and Speakers can best be judged by your own comparison of the Thompson radio ability, the company's background of radio success, the product itself, and the company's distributing policies."

The platform on which we will join with you in doing a profitable business this Fall is in your distributor's hands. It is known, it is definite—it is fair. We believe you can build a permanent radio business on it.

**THOMPSON
RADIO
NEUTRODYNE**

R. E. THOMPSON MFG. CO., 30 Church St., New York City

Radio Industries to Hold Second Annual Banquet

All Branches of Trade to Be Represented in Affair Scheduled to Be Held in Hotel Commodore, New York City, September 16

The second annual banquet of the Radio Industries will raise the curtain on the new radio season on the evening of September 16 at the Hotel Commodore, New York City. The banquet has a double significance and will attract a double audience. Actually present will be more than 1,000 prominent members of the radio industry; officials of the manufacturing and distributing corporations, the broadcasting stations and all the important business enterprises that have to do with radio. The finest radio entertainers in the country will broadcast direct from the banquet hall. The speakers, like the entertainers, will all be nationally known figures.

The associations which are sponsoring the banquet include the National Association of Broadcasters, Radio Manufacturers' Association, Independent Radio Manufacturers' Association, National Radio Trade Association, Talking Machine and Radio Men, Inc., Electrical Supply Jobbers' Association, Pacific Radio Trade Association, Electric Club of Chicago, Radio Magazine Publishers Association, American Radio Association, Radio Announcers of America, Radio Tube Manufacturers' Association, Bakelite Moulders' Association, Wisconsin Radio Trade Association, Central States Radio Jobbers' Association, St. Louis Radio Trade Association, Radio Trade Association of Michigan, Northwest Radio Trade Association and Radio Writers' League. The committees are as follows:

General Chairman, Paul B. Kling.

Finance—Powel Crosley, Jr., chairman; Alfred H. Grebe, treasurer; Richard Gimbel, Colin B. Kennedy, E. H. Eby, E. B. Mallory, R. T. Pierson, Herbert E. Metcalf and Frank Reichman.

Tickets—L. A. Nixon, chairman; U. J. Horrmann, Harold Bolster, E. N. Banland, H. F. Willinbrink, Robert Mowry, George L. Patterson, H. G. Gillilan.

Publicity—E. T. McDonald, chairman; Fred E. Baer, acting chairman; William S. Hodges, I. H. Narr, Edgar K. James, Capt. S. L. Coles, E. L. Dragoon, Paul McGuinnis, Jack Bimis, Eric H. Palmer.

Broadcasting—W. E. Harkness, chairman; Dr. Alfred N. Goldsmith, Dr. Frank Ellison, Earl C. Anthony, William H. Heinz, Edward H. Jewett, S. L. Rathel, Sidney Neu, Capt. H. de Donisthorpe.

Speakers—Major Herbert Frost, chairman; John Shepard III, A. Atwater Kent, Walter L. Eckhardt, George Furness, Henry M. Shaw, Dr. Lee De Forest, Irving Kurts.

Seating—David Sarnoff, chairman; Leo Pinter, Alex Eisenman, Gordon Sleeper, Frank H. Shaw, George A. Seaville, Clarence Wheeler, H. E. Haggerty, Herbert H. Glover.

Entertainment—Major J. Andrew White, chairman; William H. Ingersoll, Henry Waterson, Henry S. Conn, Arthur H. Lynch, Paul Stacy, H. J. Manchester, Don C. Wallace.

Arrangements—Arthur Freed, chairman; R. W. DeMott, acting chairman; L. A. Hazeltine, E. C. Raynor, Alfred Bloom, W. R. Haight, R. K. Micksy, E. T. Flewelling.

Tickets can be obtained from any of the ticket committee members, at the offices of both radio shows in New York or at the offices of the radio dealer.

Representation from all over the country is expected.

Saul Birns Branch in New York to Close Soon

The branch store of Saul Birns at 595 West 181st street, New York City, is being closed, due to the expiration of the lease on the property. The stock is being sold as rapidly as possible to facilitate the closing. Andrew Strasser, manager of the store, declares that Mr. Birns will probably open another store in that section of the city as soon as he returns from his Florida vacation and a suitable location can be obtained.

The Radio Temple of Music, Ellison avenue, Paterson, N. J., has been incorporated with a capital stock of \$100,000. The object of the business is the creation of a radiophone institution, experimental work, etc.

Another Unusual Edison Record by Anna Case

Ballads Especially Suited to Artist's Voice Included in Latest Record Release

"Beneath the Summer Skies" and "Open the Gate of Your Heart," two ballads of unusual merit, have been recorded for Thos. A. Edison, Inc., by Miss Anna Case, famous soprano and Edison artist. These two numbers are espe-



Anna Case Enjoying Water Sports

cially suited to the voice of this artist and the result has been the production of a double-sided record, which should have a wide appeal.

Anna Case has other accomplishments besides her art, one of which is canoeing. Here she is shown enjoying this sport at Mamaronock, N. Y., with Harold Flammer, her publisher. Miss Case has just composed a number to be known as the "Song of the Robin," which will be published by Mr. Flammer.

J. B. Price to Visit the N & K Plant in Germany

J. B. Price, sales and advertising manager of the American division of Neufeld & Kulinck, manufacturers of N & K loud speakers, ear phones, phone attachments, etc., sailed on the S.S. "Albert Ballin," of the Hamburg-American line, on July 23, for a two months' trip abroad. Mr. Price will make an extended visit to the N & K headquarters at Kiel, Germany, where this company maintains mainmoth factories. He will also visit Berlin and Essen in Germany, London and Paris, in which places N & K headquarters are located, and it is expected that upon his return to New York in September Mr. Price will bring back important news as to N & K plans for expansion and development during the coming year.

Pedigreed Pups to Winners in Crosley "Pup" Contest

The Crosley "Pup," the single-tube Armstrong regenerative set, which has just been placed on the market by the Crosley Radio Corp., has created tremendous interest on the part of dealers and public because of its extremely low price, \$9.75, and because of the quality of the product. In connection with this new set announcement has been made that owners will have an opportunity to share in the \$1000 which Powel Crosley, Jr., has offered for reports of the greatest distance from which a broadcasting station was heard. In addition to money prizes, real, live, pedigreed puppies will be given to those who write the best letters about the set. This is to be a monthly contest.

Effective Record Display

An exceptionally effective record window display was recently on view at Gibbons & Owens, Victor dealers of Brooklyn, N. Y. A large replica of a record was the center figure of the display and inserted on the sides of the figure were four ten-inch records. Placed between the records were cut-out photos of leading artists. This figure revolved slowly. On each side were placed six-foot silver covered boards, attached to which were examples of the bargain record offerings which were on sale.

Big Profits in Udell Console Talking Machines



No. 905

Finished in brown mahogany; ample album space; height, 31 in.; width, 32 in.; depth, 21 in.

Complete catalog and prices gladly mailed on request. Write for your copy today!



THE UDELL WORKS, Inc.

28th St. at Barnes Ave.,

Indianapolis, Ind.

The Voice of Wm. Jennings Bryan ON GENNETT RECORDS



The Bryan Recordings are:

| | | | |
|-------------------------|---|----------|-----|
| THE VIRGIN BIRTH | } | No. 5216 | |
| IMMORTALITY | | | .75 |
| THE LORD'S PRAYER | } | No. 5225 | |
| Nearer, My God, To Thee | | | .75 |
| Westminster Quartette | | | |

| | | |
|-----------------------------------|---|-----------|
| THE CROSS OF GOLD SPEECH, Part I | } | No. 40000 |
| THE CROSS OF GOLD SPEECH, Part II | | |

| | | | |
|-----------------------|---|----------|-----|
| THE IDEAL REPUBLIC | } | No. 5224 | |
| National Emblem March | | | .75 |
| Gennett Military Band | | | |

| | | | |
|-----------------------|---|----------|-----|
| THE 23rd PSALM | } | No. 5226 | |
| Lead Kindly Light | | | .75 |
| Westminster Quartette | | | |

Now is the time for the biggest sale of these unique and individual recordings. His essay "The Virgin Birth" completely outlines the doctrines he advocated at the recent Dayton, Tennessee, trial. His "Cross of Gold" speech is famous—his "Twenty-third Psalm" and "The Lord's Prayer" and other recordings have gone into thousands of homes everywhere. They are for sale only on Gennett Records.

Today the name of Wm. Jennings Bryan is on everyone's lips, his career is widely discussed. His records which are exclusively Gennett are exemplary symbols of his life—of Bryan himself—for they were recorded by him personally and will be immortalized with other of his speeches and works by his devotees who number into the millions.

Act now. Send in your order for these famous recordings of a famous voice—the only way for your customers to hear that voice again—Gennett Records.

GENNETT RECORDS

RICHMOND

INDIANA

Internat'l Clearing House Plans Pfanstiehl Campaign

Extensive Sales and Advertising Drive Planned to Stimulate Demand for Pfanstiehl Line of Receivers—E. L. Brown Outlines Policies

The Pfanstiehl Division of the International Clearing House, New York, distributor of this product in New York, New Jersey, New England and eastern Pennsylvania, is planning an extensive sales and advertising campaign for Fall business. E. L. Brown, sales manager, in commenting on the plans for the coming season, states:

"We are now in a position to market the full line of Pfanstiehl products which have a wide price range and which include a console receiver, table models and a desk cabinet model. We expect to do considerable advertising in the metropolitan newspapers and have formulated a plan whereby we offer an advantageous advertising co-operative plan in the local area occu-

ped by a Pfanstiehl dealer. We are also working on a campaign of sales helps which are of direct advantage in creating prospects and sales. "In granting the Pfanstiehl agency, restricted territory is given a dealer and we also have a standardized policy of dealer protection. With the average sized community, only one Pfanstiehl account will be opened so that the results of his activities will be profitable and he will not be subjected to cut-price competition." The full line of Pfanstiehl receivers will be on exhibition at the Second Radio World's Fair to be held in New York in the near future.

Among the current releases of Okel records the following are outstanding and give every indication of being big sellers: "I Miss My Swiss," coupled with "Sonata," both played by the Okel Syncopaters; "Promenade Walk" and "What a World This World Be," played by the Tickle Toe Ten; "Row, Row, Rosie," played by the Arkansas Travelers, and "Alone at Last" played by the Red Hotlers. "Sweet Georgia Brown" is another favorite.

H. H. Frost Again Heads the Radio Manufacturers' Ass'n

First Annual Convention of Association at Atlantic City Very Successful

The first annual convention of the Radio Manufacturers' Association, held at Atlantic



Major Herbert H. Frost

City, July 10 and 11, was attended by the largest gathering of radio manufacturers that has ever convened. The convention was an outstanding success, being noteworthy for the practical value of the discussions and conferences and the fact that throughout the meetings a spirit of good will predominated at all times.

The various divisions of the association held closed meetings at which they discussed the problems pertinent to their respective fields of endeavor and general meetings were also held for the discussion of matters of general interest to the radio industry as a whole. Various committees gave lengthy reports as to their activities the preceding year and among the speakers at the convention were R. A. Lundquist, chief of the electrical division of the United States Department of Commerce; Joseph J. Colquitt, traffic representative of the association; George Lewis, of the Crosley Radio Corporation, who read a very interesting report for Powel Crosley, Jr.; J. C. Tulley and E. N. Rauland.

Major Herbert H. Frost of Chicago, president of the association during the past year, presented a most interesting report relative to the activities and accomplishments of this very successful organization. The report was enthusiastically received by the members present and at the close of the sessions the following officers were elected: Major Herbert H. Frost, president; Powel Crosley, Jr., first vice-president; Godfrey Gort, second vice-president; C. D. Boyd, secretary, and S. I. Marks, treasurer.

Western directors are H. H. Frost, A. J. Carter, Frank Reichmann, John Tulley, W. H. Hutch, L. E. Parker, J. M. Stone and E. M. Rauland. The eastern division directors are G. Gort, Alex Eismann, Abner U. Howard, H. H. Eby, S. B. Trainer and James M. Schwab. The general board of directors consists of Powel Crosley, Jr., E. H. Jewett, Harry Bradley and L. G. Baldwin.

New Ohio Garnishee Law

CLEVELAND, O., August 6.—An important piece of legislation which affects the music trade is the new garnishee law, known as Senate Bill No. 52, which was recently passed here. Under the new law the music merchant can garnishee the wages or other income of a debtor and get judgment for 10 per cent. Formerly musical instruments were classed as luxuries and the old law allowed garnishment only in the case of necessities.

Sterling Radio Service Equipment

Help You Sell More Radio and Keep It Sold—Without Servicing

Every phonograph dealer who sells complete sets or radio parts, accessories and sets, should as a matter of good business, extra profit and protection, merchandize Sterling Radio Service Equipment to his customers.

These popularly priced, popularly known radio instruments enable the radio user to easily "home service" his batteries and tubes. Sterling's 18 years of dependable manufacturing experience, together with national advertising, backs you to successful selling.

Sterling Tube Reactivator

Tubes which are old or paralyzed may be restored to their former efficiency (true after time) with the Sterling Reactivator. An exclusive feature of the Sterling is its filament emission meter in the instrument, which shows whether a tube needs reactivation and also shows when full reactivation has been accomplished. All tubes can be matched uniformly. Intended for UV-201A, C-301A, UV-199 and C-299 vacuum tubes. List Price \$12.50

Sterling "Home" Tube Tester

For testing plate current of tubes in the set, with handy chart furnished, determines whether tube is good, fair or poor. Less than half a minute to test each tube. Useful also for locating transformer, wiring and socket troubles. List Price \$8.50

Also "Professional" Type

especially intended for store use, and service men. List Price \$30.00

Sterling Battery Chargers

Sterling Rechargers for charcoal "A" batteries; also combination "A" and "B" rechargers. Charge rate and "on" indicators. Charge rate and "on" indicators. Meter shows rate of charge for either "A" or "B". Single outlets control. Quick and simple to put into use. No bulbs, our lamps safe, quiet, portable. Recharged and over 1 year. List Price \$14.00 to \$25.00. Strictly frequency

Sterling Pocket Meters

and signal meters. American, Voltmeter or combination type, operating on the basis of dry cell storage battery (lasting 6 months). All models show polarity. List Price Pocket Meters \$1.00 to \$1.50; Signal Meters \$1.00 to \$2.00

Sterling Tube Reactivator



Sterling "Home" Tube Tester



Sterling Packet Meters



Sterling Battery Chargers

The Sterling Manufacturing Company

2831-53 Prospect Avenue, CLEVELAND, OHIO
Manufacturers of Pocket Meters, Panel Meters, Battery Chargers, Tube Testers, Tube Reactivators, Rheostats, Microcondensers, Audio and Radio Frequency Transformers
Electrical Manufacturers since 1906

Revolutionary Sound Reproducing Method Announced By Brunswick Co.

P. L. Deutsch Gives Details of Sensational New Means for Electrical Recording Which Makes Possible Records Running Forty Minutes and Reproduced Through Medium of Vacuum Tubes

P. L. Deutsch of Chicago, vice-president of the Brunswick-Balke-Collender Co., announced in New York on Wednesday, August 12, that his company, the General Electric Co., the Radio Corporation of America and the Westinghouse Electric Co. had jointly perfected a new sound-reproducing instrument which represents a radical development in sound recording and reproduction.

This invention, which has been named the Panatrope to indicate that it reproduces all notes, is a combination of radio and talking film developments with the phonograph.

The New Process

The recording of the sound waves is done, it was said, with infinite delicacy by means of the process used in recording sound in the talking film, or Pallotrope, invented by Charles A. Hoxie, of the General Electric Co., which differs in detail from the Phonofilm of Dr. Lee De Forest.

After the record has been made in this manner it outwardly resembles the ordinary disc record. It is played with a needle but the vibrations are changed into electrical current and then stepped up by vacuum cells as in radio to the required volume, and then reproduced by a vibrating disk, instead of a horn.

The grooves in the ordinary phonograph record are cut 80 to an inch, and the 12-inch record runs for approximately five minutes. So much greater delicacy is achieved in the Pallotrope records, according to Mr. Deutsch, that the grooves have been cut 500 to an inch and 12-inch disc records have been made to reproduce whole symphonies, the record lasting for about forty minutes.

Record to Play Forty Minutes

The forty-minute record is a laboratory article at present and will not, for commercial reasons, be introduced for some time to come, according to Mr. Deutsch. The first records by the new process will be issued in October. They are designed to be used either on existing phonographs or on the Panatrope, the first examples of which will be placed on the market in October. On this account the new records are made to be run four or five minutes, with grooves of the ordinary width.

"This instrument is the result of heartiest co-operation between the radio and phonograph interests," said Mr. Deutsch. "It has been largely developed by radio engineers with the help of radio patents. There is entire harmony between the two interests."

"The new instrument is not called a phonograph. It is music reproduction by an entirely different process."

"While the phonograph is limited to reproducing sound-waves roughly between 1,000 and 2,000 per second, this instrument reproduces sound-waves anywhere from 100 to 7,000 or 8,000 a second. It reproduces with accuracy every pitch to which the ear is sensitive. The results are perfect with the full orchestra, the human voice, the piano and even with instruments, like the harpsichord, which have never been successfully recorded by the old processes."

Public Demonstration in October

"There will be a public demonstration of the new instrument in perfected form at Carnegie Hall in October, when the instrument will be ready for the market. By the use of vacuum tubes, the volume from the instrument may be varied from that suitable to a small room to that necessary to fill an auditorium."

"In spite of the vacuum tube amplification equipment, the cabinet for the Panatrope will be slightly smaller than the ordinary phonograph cabinet. It can be run either with batteries or by connection through the electrical socket. The cost of running it is very cheap,

considerably less than that of running a small electric fan. The vacuum tubes will last from three to five years. The prices of the instruments, which will be placed on the market in October, will run from \$200 to \$500, largely depending on the style of the cabinet.

Available for Present Machines

"The disc record will be used at present, because we want to adapt the product to the use of the millions of phonographs now in existence, but the reproduction can be done by films, on which the sound waves are photographed. By this method the record can be made to play for any length of time."

"In order to reproduce the film records, the instrument must be equipped with the apparatus for sending a beam of light through the film to a photographic cell so as to turn the sound waves into electricity, after which the electrical waves are amplified by the vacuum tubes. This apparatus, however, is not costly or cumbersome, and there is no reason why the device using the film records may not become an ordinary household musical instrument. In all developments of this kind, however, it is necessary to protect the owners of existing apparatus as fully as possible."

The Pallotrope Modified

The Pallotrope, which was developed by the General Electric Co. to photograph sound, has been modified considerably for its use in recording sound waves on discs. The sound waves produced by the speaker, singer or musical instrument are made to vibrate a light. The variations of the light are changed by the photo-electric cell into variations of electrical current. These are amplified by tubes until they are powerful enough to operate the engraving tool which cuts the sound wave pattern in the grooves of the phonograph disc.

After the new type of record is made in this way, it may be reproduced either by the needle vibrating a diaphragm, as in the present phonograph, or by the new sound-reproducing instrument which works as follows: An ordinary phonograph needle is used to take the vibration from the records, but instead of being communicated to a diaphragm the vibrations are transferred to an iron "reed" which is placed in the center of an electrical coil. The vibrations of the iron reed in the electrical field cause infinitely fine variations of current. The faint current which is modulated in this manner is amplified by the series of tubes and at the end it vibrates the disc, transforming the electrical current back into sound.

First New Records

The records made by this process, which will be issued in October, include the intermezzo and prelude to the "Cavalleria Rusticana" by the Metropolitan Opera House orchestra, conducted by Pappi; Schubert's "Marche Militaire" on the piano, by Godowski; Irish Lament and Serenade by Arensky on the violin, by Pjastro; a soprano solo by Virginia Rea; Rimsky-Korsakoff's "Hymn to the Sun" by the Brunswick Salon Orchestra; Ben Bolt and Robin Adair, by Elizabeth Lennox; a harpsichord solo by Lewis Richards; "Unclouded Day" by the Criterion Male Quartet; "Forge in the Forest" and "Anvil Chorus," by Walter B. Rogers and his band; a piano duet by Olman and Arden, and a number of pieces of dance music. This series was made as inclusive as possible to show the performance of the new instrument over a wide musical range.

Mr. Deutsch said that experiments were being made to develop a permanent needle. Because of the use of the tubes for amplification, Mr. Deutsch said that the original vibrations from the record might be infinitely faint, so that only the lightest possible contact was necessary be-

tween the needle and record, thus reducing the wear on the needle and the record to a minimum.

The announcement when received by the trade in the East created little short of a furor, for it was the first tangible information that has been offered regarding those new developments in recording and reproduction which have been heralded so persistently for months past, but regarding which so few facts are available to the industry.

Particular gratification was found in the fact that although the new instrument is deemed to be little short of sensational, arrangements have been made to protect the public and the trade by making the new recordings, to a substantial extent, at least, available for use on phonographs already on the market.

It is understood that the trade will receive further details regarding the new Brunswick product direct from the company in the very near future.



\$22.00
Complete with
4-bulb. \$24.00
without bulbs
net of Retail.

Charges all
Storage Batteries
The New
TWIN BULB
HANDY CHARGER

Quickly
Quietly
Safely

Chargers as well as other radio equipment have been improved. That is why we have the New Twin Bulb Handy Charger. It is the last word in battery chargers. Regardless of make or voltage it will charge your "A" and "B" Storage Batteries at a fast rate and without the slightest noise. The Twin Bulb Charger cannot discharge or overcharge your battery, therefore it is particularly adaptable to overnight charging.

The "push-pull" method of charging is employed by this new Twin Bulb HANDY, using both halves of the AC wave. This advanced principle accounts for the fantastic of charge. Charges "A" Batteries 4-5 Am peres to 6 volt batteries. Charges "B" Batteries up to 1.25 volts in series. See your nearest radio dealer about this new charger.

INTERSTATE ELECTRIC CO.

4345 DUNCAN AVE.

ST. LOUIS





“Piano Playing Mechanisms”!

A Text Book Dealing Comprehensively and Authoritatively with the Technical and Practical Phases of the **PLAYER-PIANO** and **REPRODUCING PIANO**—Their Construction, Design and Repair—

William Braid White, the author of “**PIANOPLAYING MECHANISMS**” writes with a background of twenty-five years’ study and investigation in the field, his book setting forth, clearly and completely, the details of every piano playing mechanism appearing on the market since the first cabinet players in 1896 up to the modern reproducing pianos.

Only \$3.00

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- Chapter IV. Automatic Power and Automatic Expression
- Chapter V. The Reproducing Piano
- Chapter VI. The Coin-Operated Player-Piano
- Chapter VII. Repair and Maintenance
- List of Illustrations
- Index

Complete in Every Detail

A Long Needed Book!

“Piano Playing Mechanisms”

is of essential importance to the manufacturer, the retail merchant, the tuner and repairman, and the salesman who have long felt the necessity of such a volume, dealing as it does with the most modern development of the player-piano and constituting the first adequate and scientific treatment of this vital but little understood subject. Mr. White is recognized as the best informed writer in the United States, or elsewhere, on the subject of piano playing mechanisms. He knows whereof he writes and he makes the book tell all!

Take Advantage of This Offer at Once by Clipping the Coupon Below—Prompt Receipt Assured!

Edward Lyman Bill, Inc.

383 Madison Avenue, New York

Enclosed find \$3.00—check—money order—cash—for which you will please send me “Piano Playing Mechanisms” postage prepaid.

Name

Address

Thomas A. Edison Gets Unique Anniversary Gift

Ediphone Distributors Present Him with Camping Outfit to Mark Forty-eighth Year of the Invention of His Famous Phonograph

In connection with the recent convention of the distributors of the Ediphone, the well-known business dictating machine, which was held lately in New York, Thomas A. Edison was presented with a specially designed traveling and touring trunk, as a reminder of the forty-eighth anniversary of the invention by Thomas A. Edison of the phonograph, which, of course, is the basis of the Ediphone.

The trunk was designed to be placed on the running board and fenders of Mr. Edison's touring car, and is fitted with all the paraphernalia which might be needed on an extended tour or camping trip, such as Mr. Edison takes several times a year. Instead of having blankets, robes, thermos bottles, cooking utensils and other articles carried in convenient places and transported in a separate vehicle, the inventor will now be relieved of such arrangements, and yet have conveniently available as many necessities as before. The trunk was constructed under the direction of John Miller, brother of Mrs. Edison, but it includes some features suggested by the inventive genius of Mr. Edison.

The Ediphone distributors from many sections of the country opened their convention with a visit to the Edison Laboratories in West Orange, N. J., the business sessions being held the day following at the Hotel Pennsylvania, New York. There were more than one hundred present and from the laboratory they went to the Essex Country Club for dinner and golf. Following the banquet which ended the business session Mr. and Mrs. Edison, with the entire party, attended the "Ziegfeld Follies" at the New Amsterdam Theatre, and during the evening Mr. Edison was spotted by Will Rogers, who introduced him to the audience during the scene "Out West," just before the close of the first act. He was received most enthusiastically.

Radio Trade Association Investigating Interference

Important Work Being Carried on by Twin City Radio Interference Committee

MINNEAPOLIS, MINN., August 3.—The Northwest Radio Trade Association, an organization of radio dealers, jobbers, manufacturers and others interested in radio, which has been in existence for only two years, but in this time has grown to a point where its membership includes practically every radio dealer and jobber of importance in the Northwest, last Spring undertook to foster the organization of a Twin City Radio Interference Committee for the purpose of co-ordinating work on radio interferences. The membership includes representatives from the St. Paul Gas Light Co., the Northern States Power Co., the Twin City Rapid Transit Co., the Northwestern Bell Telephone Co., the Tri-State Telephone Co., the Twin City Radio Club of Amateurs, the Chief Engineer of the Gold Medal Radio Station and the president and secretary of the Northwest Trade Association. This committee has held six meetings. The speaker has acted as chairman. So far, the effort has been concentrated on securing a classification of the various types of interference. This has been quite a task. In addition, the Northwest Radio Trade Association has circulated blanks among its members which may be used by broadcast listeners for reporting cases of interference. These blanks have been drawn up in such a way as to discourage indefinite vague complaints, but to adequately take care of intelligent ones. This work is in line with the Association's extensive and important activities to improve broadcasting conditions and reception.

Committee Appointed to Draft Resale Price Bill

J. Newcomb Blackman, President of Blackman Talking Machine Co., on Committee

A bill sponsored by both the Chamber of Commerce of the United States and the American Fair Trade League, designed to legalize the standardization of resale prices, will be introduced at the next session of Congress, according to an announcement made by the joint committee appointed to draft the measure. The committee recently met at the New York office of the United States Chamber of Commerce, and after an all-day session gave out word that the text of the proposed bill probably would be made public within two or three weeks.

R. R. Ellis of Memphis, director of the Chamber of Commerce of the United States and a wholesale drug manufacturer, presided at the meeting. The other members present were: Charles H. Ingersoll, of Newark, N. J., presi-

dent of the American Fair Trade League; F. B. Caswell, of Toledo, Ohio, national counsellor of the U. S. Chamber of Commerce; A. L. Gifford, chairman of the board of the Worthington Co., New York; C. Mahlon Kline, president of the Smith, Kline & French Co., Philadelphia; Dr. Lee Galloway, vice-president of the American Fair Trade League; Mason Trowbridge, general counsel of Colgate & Co.; W. H. Crittendon Clarke, of the law firm of Duell, Anderson & Duell, of New York; J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York; W. L. Crouse, Washington representative of the National Wholesale Druggists' Association, and Edmund A. Whittier, secretary-treasurer of the American Fair Trade League.

New Quarters in Kalamazoo

New quarters on Main street have been taken by the Meyer Music Store, of Kalamazoo, Mich., which handles Gulbransen pianos, Victrolas and small goods.

How Would You Want These 8 Questions Answered?

IN behalf of sounder radio business, we insist—for our own interests as distributors and for our dealers—that a radio manufacturer should be able to give satisfactory answers to each of these 8 dealer questions:

1. Is the product technically correct—to insure permanent customer satisfaction?
2. Is the manufacturing company in business to stay?
3. Can the manufacturer extend patent protection to his trade?
4. Will he popularize the product by sound and adequate advertising?
5. Will he give his product a full and workable guarantee?
6. Will he protect his trade against sudden price changes in his product?
7. Will he protect his trade on obsolete machines when he brings out new models?
8. Will he make distributor and limited dealer agreements to protect his trade against unfair territorial and neighborhood competition?

Because—

KOLSTER RADIO

has answered each of these questions fully, completely and effectively, we have taken over this splendid new set for distribution in Metropolitan New York.

De Forest and Brandes

These companies also adhere to a policy that insures sounder radio business—and we continue to represent them throughout our territory.

We Want Your Support for a Sounder Radio Industry

GILBERT - KEATOR CORPORATION

Distributors for Metropolitan New York and Vicinity

135 Fifth Avenue

Phone: Ashland 2291



Everything the Radio

Read This Dealer's Letter To a Friend -



S-W Radio Tube
List Price \$3



Model 300
List Price \$65



Model 305
List Price \$115



Model 310
List Price \$175

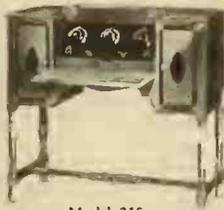


Model 410
List Price \$65

Console Table including Built-in Speaker and Battery Compartment with our Radio.



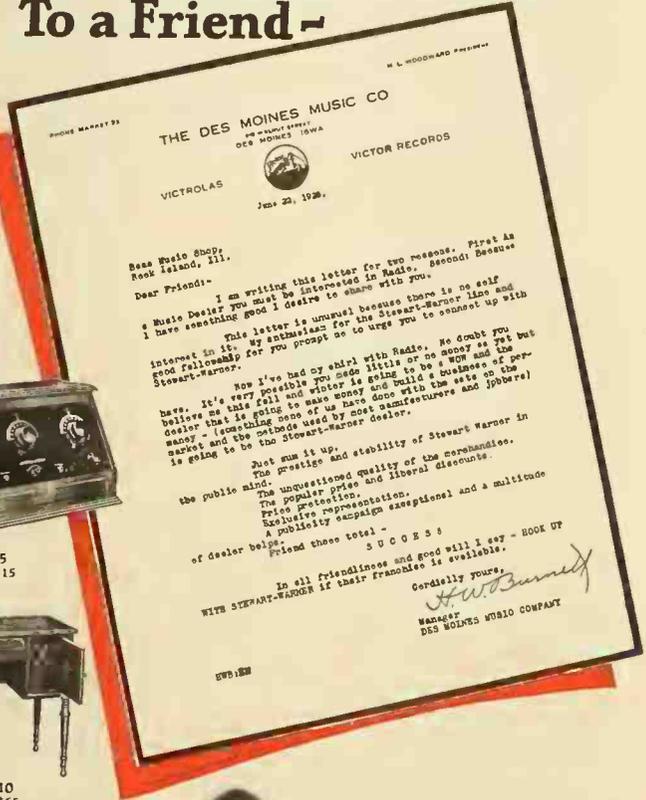
Model 320
List Price \$450



Model 315
List Price \$285



Model 400
List Price \$25



W. L. WOODWARD PRESENTS

PHONE MARKET 22
THE DES MOINES MUSIC CO
 100 MARKET STREET
 DES MOINES, IOWA

VICTROLAS

 VICTOR RECORDS
 Jan. 22, 1925.

Dear Music Shop,
 Peck Island, Ill.

Dear Friend:-

I am writing this letter for two reasons. First As
 good friend you must be interested in Radio. Second Because
 I have something good I desire to share with you.

This letter is unusual because there is no self
 interest in it. My enthusiasm for the Stewart-Warner line and
 good fellowship for you prompt me to urge you to connect up with
 Stewart-Warner.

Now I've had my share with Radio. No doubt you
 have. It's very possible you make little or no money as yet but
 believe me this fall and winter is going to be a boom and the
 dealer that is going to make money and build a business of per-
 manent - (something none of us have done with the sets on the
 market - (something none of us have done with the sets on the
 market and the methods used by most manufacturers and jobbers)
 is going to be the Stewart-Warner dealer.

Just run it up.

The prestige and stability of Stewart-Warner in
 the public mind.

The unquestioned quality of the merchandise.

The popular price and liberal discounts.

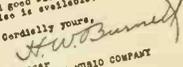
Price protection.

Exclusive representation.

A publicity campaign exceptional and a multitude
 of dealer helps.

Friend these total -
 S U C C E S S

In all friendliness and good will I say - BOOK UP
 WITH STEWART-WARNER if their franchise is available.

Cordially yours,

 H. W. Bennett
 Manager
 DES MOINES MUSIC COMPANY

EW:EM

Stewart Matched-

INSTRUMENTS TUBES

Copyright 1925



Dealer has Hoped for—

A NEW Principle in Selling Radio—far more than just “another” Radio.

—a Plan that was really made by dealers themselves, according to their own statements of what they require to achieve success—to make their full share of profits—to build for permanence.

We have built a wonderful Matched-Unit Radio—AND, what is equally as important, we have built a plan to merchandise it—a plan that dealers want.

The Stewart-Warner Dealer Franchise assures Leadership. It does not split up the possible business in a community among so many dealers that the profits are spread out too thin. It establishes a dealer in a “stronghold” all his own.

Our method of distribution protects this policy.

We have no jobbers. We have our own central Distribution Stations—96 all over the world—62 in the United States and Canada. They are direct factory branches under the Stewart-Warner name.

“Counterfeit” dealers are barred. No individuals can buy at “dealer’s prices.”

The Stewart-Warner Authorized Dealer is supreme in his dealership.

If you are a music dealer and carry the Stewart-Warner line, you won’t find a drug store across the way handling Stewart-Warner Radio. If you are an Electrical Dealer selling Stewart-Warner Radio, you won’t find a Music Dealer near you with a Stewart-Warner franchise—and so it is in all fields. We give every Stewart-Warner Dealer this Protection.

Our Branches—each with its distinct territory—makes it possible to carry out this policy. No other Radio manufacturer has such absolute control of its distributors.

We wish that every Radio Dealer could come to our Chicago office and see the care with which we have laid our merchandising plans to insure the dealer’s success. It would convince him that Stewart-Warner has “Everything the Radio Dealer Has Hoped For.”

If you cannot come, fill in the coupon below and we will have our representative call and explain the entire plan—a plan that will give you “Prestige, Profit, Protection and Permanence” in Radio Retailing.

STEWART-WARNER SPEEDOMETER CORPORATION

CHICAGO - U. S. A.

-Warner
Unit Radio
REPRODUCER ACCESSORIES

by S.W.S. Cor'n.

The Opportunity

Radio Division
Stewart-Warner Speedometer Corporation
1824 Diversey Parkway, Chicago, U. S. A.

Gentlemen:—I want to be considered in connection with a Stewart-Warner Radio Dealership and to discuss the details with your representative.

Date _____

Name _____

Address _____

City _____ State _____

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

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

Compton McKenzie's Views

Our cousins across the sea have a reputation for going somewhat deeply into matters vital to their business, and it is, therefore, not surprising to meet with such an event as is described in a recent number of Musical Opinion, a combined professional and trade journal, published in London. The article in question is devoted to the description and discussion of a lecture upon the influence of the talking machine in respect of the art of music and public taste, recently read by Compton McKenzie before the Musical Association of the University of London.

For a good many reasons the substance of this lecture is of the greatest interest to phonograph manufacturers and dealers everywhere. The lecturer talked upon broad principles, and what he had to say, whether one agrees with it or not, was so stimulating that its reproduction here in substance seems worth while.

Professional Blindness

The first point that Mr. McKenzie made was that, from the musician's point of view, a very great mistake was made when the "Gramophone," as the talking machine is called in Great Britain, was turned over to purely commercial interests. Of course, the lecturer was not thinking about the trade or its interests when he made this statement. What he meant to say was that if musicians had only not been so blind and hidebound by tradition, they would have seen from the very first what they

and the trade alike are only just beginning to see now, viz., that the talking machine and its records constitute together the most powerful weapon for public musical education that has ever been devised by the wit of man. If, twenty years ago, the musical world had taken up the talking machine, instead of standing aloof in an attitude of superiority until the pioneer manufacturers had compelled recognition, both the musical profession and the talking machine trade would be vastly more prosperous than they are.

Record or Machine?

Turning to the conditions of to-day, Mr. McKenzie went on to say that a sharp distinction must be made between the recording and the reproducing elements of the talking machine business. He believes that talking machine recording is infinitely better to-day than it was even five years ago; and there can be little doubt that he is pretty nearly right. On the other hand he says, with the utmost frankness, that from the point of view of reproduction the talking machine stands to-day at pretty nearly the point where it stood fifteen years ago, when the old type of horn machine was scrapped in favor of the construction with concealed horn, which has since become universal. Those who complain of talking machine reproduction should not, he thinks, blame the record. If it be true that the musical results obtained from the talking machine a decade since were relatively very inferior, this, he insists, was almost entirely due to the relatively crude and imperfect state of the art of recording. The machine always reproduces what is in the record, he insisted, and always has done so. If the musical effects obtainable from the talking machine have improved during recent years, the cause is to be found in the great strides which

have been made in respect of recording. The record is much better than it used to be and so the musical result is much better; but on the other hand the mechanism of reproduction is not much better; and to that extent the musical results obtained are less advanced, far less so, than they could and should be.

A Virgin Territory

Into the suggestions which the lecturer made for the improvement of sound reproduction by the talking machine, we need not enter here; since these are technical questions which can only be handled satisfactorily in a technical way. It is, however, worth while pointing out that talking machine reproduction paid dearly for the aesthetic advantages gained when the external horn was scrapped in favor of the concealed tone chamber. The acoustics of sound reproduction remains an almost virgin territory awaiting the advent of a scientific investigator capable of rendering his findings into practical construction. There is an immense amount to be done in this respect; and until this has been done it is simply absurd to talk about the decline of the talking machine business. That which has not yet been developed is certainly not yet ready for a decline.

The lecturer dealt then with the modern talking machine record, and what he said should not only interest but vastly delight every one who looks to the future. He says that there are more records of "good" music published every week in London than were published annually five years ago. The statement applies to American conditions most aptly, because it is American manufacturers established in London who are doing the major part of the fine recordings of which Mr. McKenzie speaks so appreciatively; while the products of these Anglo-American recording laboratories are being sold in ever-growing quantities in the United States. The Columbia Masterworks library constitutes an example of what is meant.

A Universal Truth

Speaking generally, however, one cannot fail to see that Compton McKenzie is telling truths of universal import when he says that, whether the trade knows it or not, in bringing out the finest of music in artistic and complete form, whole orchestral works and even whole operas appearing, without cuts, and showing the results of the most painstaking care on the part of both performers and recording experts, the trade is doing the best thing for itself that it could possibly do. It is doing a great many things that probably most of its members never think of. It is, among other things, emancipating the public from what Mr. McKenzie aptly calls "the tyranny of the piano." This does not mean that the public is being led or persuaded not to buy pianos, but rather that thousands and thousands of persons who in the past thought of music only in terms of the piano, have learned to recognize orchestral tone colors and thus have entered into an absolutely new and most wonderful world of musical pleasure which previously had been unknown to them.

The Bond of the Future

It must be evident to everyone who stops to think that the future of the talking machine business is irresistibly bound up with steady and constant improvement in the quality and output of records. We want not fewer but more of these. We want them not put forward hesitatingly and tentatively, but boldly courageously and with the firm intention of increasing the production of them as speedily as may be practically possible.

The Armstrong Furniture Co., Memphis, Tenn., is featuring the Edison line.

"Tune in" on Quality
this Fall—and the
sales will take care
of themselves

Music
Master
PROVED RECORDS

EVEREADY
"B" Batteries

Runningham
RADIO TUBES

FROST
Hornet
SPEAKER

"Tune in" on North
American service
and reliability
and your needs
will take care
of themselves

"Tune in"
Tune in
Tune in

KING
QUALITY
RADIO

Farrand
Speaker
THE EAR
SAYS BUY!

TIMMONS
B-Liminstor

PHONE COLUMBUS 7514-7515

NORTH AMERICAN RADIO CORP.

"Just above the circle, but always on the Square"

1845 BROADWAY, near 60th St.

Telephones Columbus 7514-5-6.

How Hohner Is Helping You Sell Hohner Harmonicas



Win the Contest With a Hohner!

In the principal parks and playgrounds of the leading cities contests are now being held to determine the champion harmonica players. In each community some boy or girl will be the winner and enjoy the honors, rewards and opportunities that come with victory.

Get into the fun today and win the contest with a Hohner. Hohner Harmonicas have always been the leading favorites of leading players. They are true in tone, accurate in pitch and perfect in workmanship. Anyone can learn to play a Hohner with the aid of the Free Instruction Book. Ask your dealer for one today if he is out of copies, write M. Hohner Inc., Dept. 200, New York City.

Leading dealers everywhere sell Hohner Harmonicas—50c up.



Important to Hohner Dealers

Hohner interest and enthusiasm is sweeping the country. You can easily turn it into money by tying up with the big Hohner Advertising Campaign. Be ready with a Hohner display, colored charts, free instruction books, and a bigger stock than ever. We are creating the demand. All we ask you to do is to help us meet it. You can get your share of this splendid business by stocking Hohner goods—and **PUSHING** them.

ONE of the outstanding events of the past three years is the nation-wide sweep of interest in the harmonica.

M. Hohner, Inc., has capitalized on this steadily growing interest and, through a consistent campaign of national advertising, has created an enthusiastic demand for Hohner Harmonicas that is producing record sales for Hohner dealers.

Through magazines, newspapers, billboards, window displays, movies, radio and municipal contests the Hohner message of good music and fun is being broadcast to millions of people everywhere.

The advertisement shown at the left is a striking example of the progressive Hohner policy to tie up with every opportunity to sell harmonicas through dealers. And it is a wise dealer who ties his store to Hohner advertising in order to get his share of the splendid business available.

You can get your share of this steadily increasing business by stocking a complete assortment of Hohner Harmonicas and being ready to distribute the *Free Instruction Books* featured in our advertising. Write us today for a supply of these books and let us show you how to turn every inquiry into a sale.

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

A Hearty



Kolster Eight. Single control. Internal loop. Provision for external loop or antenna. Built in, acoustically perfect reproducer.

MEN, MONEY and Experience Behind the Kolster

F. A. Kolster, for eight years Chief of the Radio Section of the United States Bureau of Standards, is one of the foremost radio scientists in the world.

His associates, F. T. C. engineers, are a pioneer staff, having built most of the radio stations for the United States Navy. They installed the Kolster Radio Compass on battleships and passenger liners. They are building the radio stations for the Chinese government.

The company is financed and directed by Rudolph Spreckels, one of America's leading bankers.

Such a background of men, money and experience gives you a remarkable instrument and insures you sound and progressive merchandising policies.



Kolster Six. Cabinet. Dual control. For antenna. External reproducer.

Beautiful Models

Kolster cabinet work wins the public. Expert designers—authorities on interior decoration—have housed Kolster instruments in cabinets which have a great sales value.

Thus mechanical superiority is blended with beauty, an appeal to both men and women.

Whatever feature you consider, you find in a Kolster those points which not only make quick sales but which make satisfied customers.

KOLSTER

Welcome

from jobbers and dealers
greet Kolster line

The mere announcement of the Kolster brought spontaneous response from jobbers and dealers throughout the country.

By telegraph, mail and in person, progressive men sought to know more about the set itself, its sound financial backing and its sales policies.

In fact, it seems as if the trade has been anticipating and waiting for just this opportunity afforded by Kolster. Such a reception is indeed gratifying.

A preliminary prospectus is now being mailed to all inquirers. If you are interested, we will be glad to send you further information. Telegraph, write or mail the coupon on this page.



Kolster Eight. Single control. Enclosed, rotating loop. Also provision for antenna. Acoustically perfect reproducer built in.

RADIO

How You Can Build a Permanent, Profitable Business

You are interested in permanent profits more than quick temporary gain. That is the first consideration of every business man who is successful.

For permanent profits you must have:

- a radio that gives satisfactory service, guaranteed by the maker to the owner
- a territory which is restricted as to number of dealers so that you can operate unmolested
- stabilized models at stabilized prices
- a set widely advertised locally and nationally
- a strong company, a permanent manufacturer
- profits which are substantial and certain

Then—and only then—are you on the safe, sane road to a growing business with satisfied customers and an assured future.

It is such a relationship which you can have with Kolster Radio.

This is A program Wise dealers Will welcome

Kolster policies were primarily created with the sound, progressive dealer in mind as one of the main factors in stabilizing the industry.

We need not review the chaotic condition now existent, nor dwell on over-production, "dumping," "gypps," rapidly changing models and prices.

Kolster Radio means stabilization. F. T. C. engineers, headed by Frederick A. Kolster, are your guarantee against profits lost in obsolete models. F. T. C. executives, headed by Rudolph Spreckels, are your assurance of sound, honest and progressive merchandising policies.

We promise satisfactory profits, protection, stabilization. We enter the new era of sound merchandising which replaces the promotive era.

Serious minded, progressive dealers are invited to mail the coupon which will bring further details without obligation.

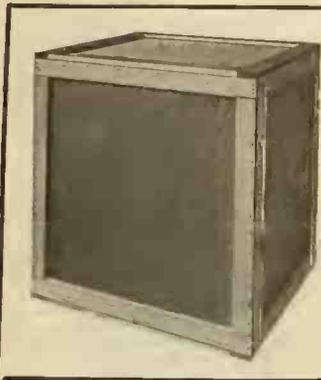
FEDERAL TELEGRAPH CO.,
(of California)
Merchandising Division,
Woolworth Building,
New York, N. Y.

I would like to be informed further as to your plans and policies.

Name

Street

City State



Ship in an "Atlas" Freight Handlers Prefer It

And that means that your shipments will receive more consideration.

Atlas Plywood Packing Cases are lighter and handled more readily (the cleats form natural, easy holds for the hands). Of course preference is given them.

Truckmen, also, prefer Atlas Cases because they save their strength. Atlas Plywood Cases in bad order are almost unknown—another saving in time and trouble for the freight handler and truckman.

It is distinctly to your advantage to ship in containers that make it easier for those who have to handle them. The very appearance of Atlas Cases reflects the quality of the goods within and suggests care in handling.

Let us give you the facts in detail about lower costs, saving in freight charges and greater protection that would result from the use of Atlas Plywood Packing Cases in your shipping department. Write us TODAY.

Atlas Plywood Corp.

PARK SQ. BUILDING BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Optimism Is Keynote of Kennedy Sales Convention

Kennedy Sales Force Hears Important Plans for Development of Business Discussed at Recent Convention in St. Louis—Look for Large Business Volume This Fall and Winter

St. Louis, Mo., August 3.—"A gathering of go-getters" is the way Colin B. Kennedy, president of the Colin B. Kennedy Co., referred to his company's sales convention, recently held in St. Louis, which proved to be the most successful in the history of the company, both be-



Kennedy Sales Organization at Convention

cause of the enthusiasm and good feeling of the men and because of the favorable outlook for the sale of Kennedy receivers next season.

The Kennedy salesmen are really factory representatives, who are trained to work with Kennedy distributors and dealers. Their duty is primarily to create business for the distributor and help him to merchandise Kennedy sets.

The Kennedy Co. realizes that this is more important than merely selling the factory output and then leaving it to the distributors and dealers to sell the public.

In line with this policy, one main feature of the convention was an extended discussion of the Kennedy advertising plan for 1925 and 1926. The factory representatives were surprised at the completeness of the campaign and the knowledge it showed of the dealers' and distributors' problems. They agreed that this was the most intelligently planned campaign that had ever been conceived in the radio industry.

Nashville Trade Active

Nashville, Tenn., retailers are planning tie-ups with the Tennessee State Fair, which will be held between September 21 and 26. This is expected to have a stimulating effect on retail sales. The dealers of this city are cashing in on their aggressive and consistent sales promotion activities.

Half of Sleeper Plant to Produce for Music Master

Music Master Corp. Closes Deal Whereby Sleeper Radio Corp., New York, Will Make New Music Master Model in Quantities

PHILADELPHIA, PA., August 7.—The Music Master Corp. of this city, which manufactures the well-known Music Master line of sets, speakers, tubes, batteries, etc., has announced that it has contracted with the Sleeper Radio Corp. of New York whereby more than one-half the factory capacity of the latter company will be devoted to the production of one of the models of the new Music Master receiving set. It is stated that this arrangement became an absolute necessity as a result of the tremendous demand for Music Master receiving sets, which has exceeded all expectations. The officials of the Music Master Corp. state that they turned to the Sleeper Radio Corp. at this time because of the remarkable equipment and organization of the Sleeper Radio Corp.'s spacious factory.

The Music Master receivers are now made in ten models and it is pointed out that with one exception a noticeable feature of the line is the entire absence of new and novel circuits.

In explanation of this policy Walter L. Eckhardt, president of the Music Master Corp., said: "Novelty has pretty well lost its place in radio. A year or two ago nearly any set could find a ready market if it was made up of a new circuit. It is our opinion that radio now has just about all the circuits it needs. Therefore, for nearly two years we concentrated the energies of our engineers upon the perfection of circuits which were already well developed and which are giving a large measure of satisfaction.

"We have carried this development to the highest degree and the tone quality, clarity and selectivity of our sets in the hands of owners prove it. Our sets are convincing buyers of their superiority in competitive demonstrations, and proving to us that the radio public is no longer buying radio because of the mechanics of the thing, but upon delivered results. That is why we are concentrating so strongly upon quality as opposed to mere novelty. From now on, in radio, the watchword of manufacturers, wholesalers and retailers must be 'quality.'"

New "B" Battery Being Distributed to the Trade

National Carbon Co. Marketing Improved Battery Which Has Several Important Features to Commend It to the Trade and Public

A new form of radio "B" battery differing fundamentally from the conventional method of "B" battery construction has been placed on the market by the National Carbon Co., maker of Eveready batteries. This new "B" battery has been devised in order to utilize all the space within the battery for active electricity producing chemicals. For a "B" battery of the same external dimensions, it gives a greatly increased zinc surface and considerably more active chemical material contributing to the battery's output, it is claimed. By a patented and novel method of construction, the need for



New Eveready "B" Battery

cylindrical zinc containers is eliminated, as well as cell to cell connecting wires. This radical result is obtained by the use of flat cells, which substitute for the sealing compound needed to separate cylindrical cells, chemicals which contribute directly to the battery's output.

The new battery is at present made only in the extra large size designated by the manufacturers as type number 486. Its sale is supported by a nation-wide advertising, in numerous trade and consumer mediums, including two-color double-page-spread advertisements in the Saturday Evening Post. Already, it is stated, some 30,000 of the No. 486 batteries have been distributed through the trade and have given satisfactory service.

To Exhibit at Fair

Dealers in Memphis, Tenn., are making arrangements for exhibits in the Tri-State Fair Show, September 26 to October 3.

3 Big Things

in this *New* **N&K** *Imported*

LOUDSPEAKER

MODEL S



ORIGINAL IN DESIGN

No suggestion of the awkward, unwieldy radio horn. Unusual and artistic in shape, finish, and size. 9 inches high, base 6½ inches square. Made of the scientific material, burlax, which eliminates false tone vibrations. Handsome black crackle finish with simple decoration. Placed anywhere in the room, it sends the sound clear, strong and distinct in every direction. Carbons of twelve. Retailing at the popular price of \$12.50, this is one of the biggest radio values today.

\$12⁵⁰

TONE—Volume—Price — the three things the radio public wants first in a speaker today—all-in-one in this original N & K product.

The clear, sweet tone that has made N & K famous. A volume of sound that fills the entire room. A price so low as to be almost unbelievable for such quality in a speaker. Those three things alone

make this newest N & K speaker a big seller.

The space saving size and shape, the really artistic appearance, the "all-directional" principle of its construction are additional sales-clinchers.

Display this speaker early and cash in on N & K prestige and publicity. Give your order to your jobber today.

TH. GOLDSCHMIDT CORPORATION
NEUFELDT & KUHNKE, DIV.

15 William Street

Dept. T8

New York



*This Mark
Means
Clear Pure Tone*

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Northern California Atwater Kent Dealers Hold Annual Convention in San Francisco

Trade Turning Attention to Fall Sales Promotion Plans—Drives on Portables Proved Successful—W. A. Craven Promoted—Features Radio Service in Unusual Manner—Other News

SAN FRANCISCO, CAL., August 3.—As the Summer draws to a close and the dealers are turning their thoughts to Fall plans, an optimistic undercurrent is evident throughout the trade. Those retailers who make the most of their opportunities for business and do not stop their sales promotion efforts as soon as the warm days arrive have rolled up satisfactory sales volumes thus far this Summer and expectations for bringing profits up to an eminently pleasing point in the Fall months are based on sound premises.

Atwater Kent Dealers Meet

Northern California Atwater Kent dealers held their annual convention at the Hotel Whitecomb on July 24 where the Atwater Kent line and the Pooley products were presented to the dealers by members of the A. K. firm. Ernst Ingold, of Ernst Ingold, Inc., was in charge of the convention. He has received hundreds of telegrams of congratulation by members of the trade all over the country for his successful handling of the meeting. Over 300 dealers attended from northern California and as far south in the State as San Luis Obispo, altogether an impressive representation of dealers.

Some of the most prominent men in the Western radio game spoke to the visiting dealers, presenting the various aspects of the business from the retailers' standpoint. The Curtis Publishing Co. presented its statistical résumé of radio merchandising which it had gathered from all over the country. The Atwater Kent Co. also gave the results of a national survey made for them by a New York research company.

Three novel stunts were arranged by Mr. Ingold as special features of the convention. When the dealers entered the convention hall every one of them was greeted by name by the girl at the desk. This is undoubtedly the first time that such a welcome has ever been given as there are few people in the game who would know the face and name of over three hundred delegates. The Yellow Taxi Co. had banners of welcome on all of its cabs and each delegate was furnished with a cut rate cab book at the convention hall. A sixteen-act review was put on during the dinner hour at the Whitecomb roof.

Featuring Portables

This year, more than in past years at this time, the portable has come in for a large share of attention in the sales promotion plans of dealers. Sherman, Clay & Co., always to the front in aggressive tactics, have been featuring portable instruments in some excellent window displays, which, needless to say, attracted widespread attention.

Another window display which attracted the attention of vacationists was one arranged by the Wiley B. Allen Co. A beach scene in Hawaii, with all the accessories, made 'em stop and look. What is of more importance, a fair number of sales were recorded as a result of the display.

W. A. Craven in New Post

W. A. Craven, well known to the music trade on the Pacific Coast, has been transferred from the Sacramento branch of the Wurlitzer Co. to the management of the local branch. Mr. Craven has held numerous important positions with leading firms on the Coast, among them the Hauschildt organization and Kohler & Chase. Miss Catherine Reeves, of the Wurlitzer store, is now in charge of the record department, where she was previously assistant.

Sherman, Clay Close Branch

The branch store of Sherman, Clay & Co., operated at the corner of Seventeenth and Mission streets, has been closed and the entire stock has been moved to the store at 2515

Mission street. It is planned to occupy the second floor at the latter address, as the establishment is a bit too crowded at present. The addition of a sheet music department at this store a short time ago has been instrumental in further crowding the premises.

To Erect Own Building

The Christopher Music Co., which has been forced to move its small goods business into its talking machine store, because a rise in rent made it imperative, are making plans to construct a larger and more modern building to house the business. Arthur E. West, manager, declares that while business has not been quite up to expectations the outlook is bright and he believes that at the end of the year a satisfactory sales volume will have been recorded.

Featuring Service on Zenith Radio

Lee S. Roberts, Inc., 230 Post street, this city, which a short time ago added the Zenith radio line, which it is now featuring in its

fine new store, is building prestige and business through extending service of an unusual character. The store is living up to its motto "Music Service to San Francisco" by offering to inspect and adjust all Zenith radio sets, regardless where purchased, free of charge. The offer was made to the public through an advertisement and the public was asked to fill out a coupon in the ad and send it in to the store. Upon receipt of these requests for service an expert Zenith radio technician was immediately put on the job. The purpose of this was twofold, to insure Zenith dealers of the results to which they are entitled from the set and to build prestige. This is a constructive move in radio merchandising, placing the dealer on the plane of the exclusive automobile agency which operates a service station in connection with its business.

Memphis Firm Moves

Witzman-Stuber, Inc., 99 N. Second street, Memphis, Tenn., will soon move into their fine new quarters in the Peabody Hotel block on Union avenue. According to present plans the Second street store will also be retained. The Brunswick line of phonographs, records and Radiolas is handled.

JOBBER!

We manufacture a complete line of Portables, Table Models, Uprights and Consoles—also Battery Tables and Radio Cabinets — in proven appeal through country-wide distribution.

We Build Nothing Else

Every facility in two large plants for volume and prompt service makes this a dependable and profitable connection.

No Order Too Large

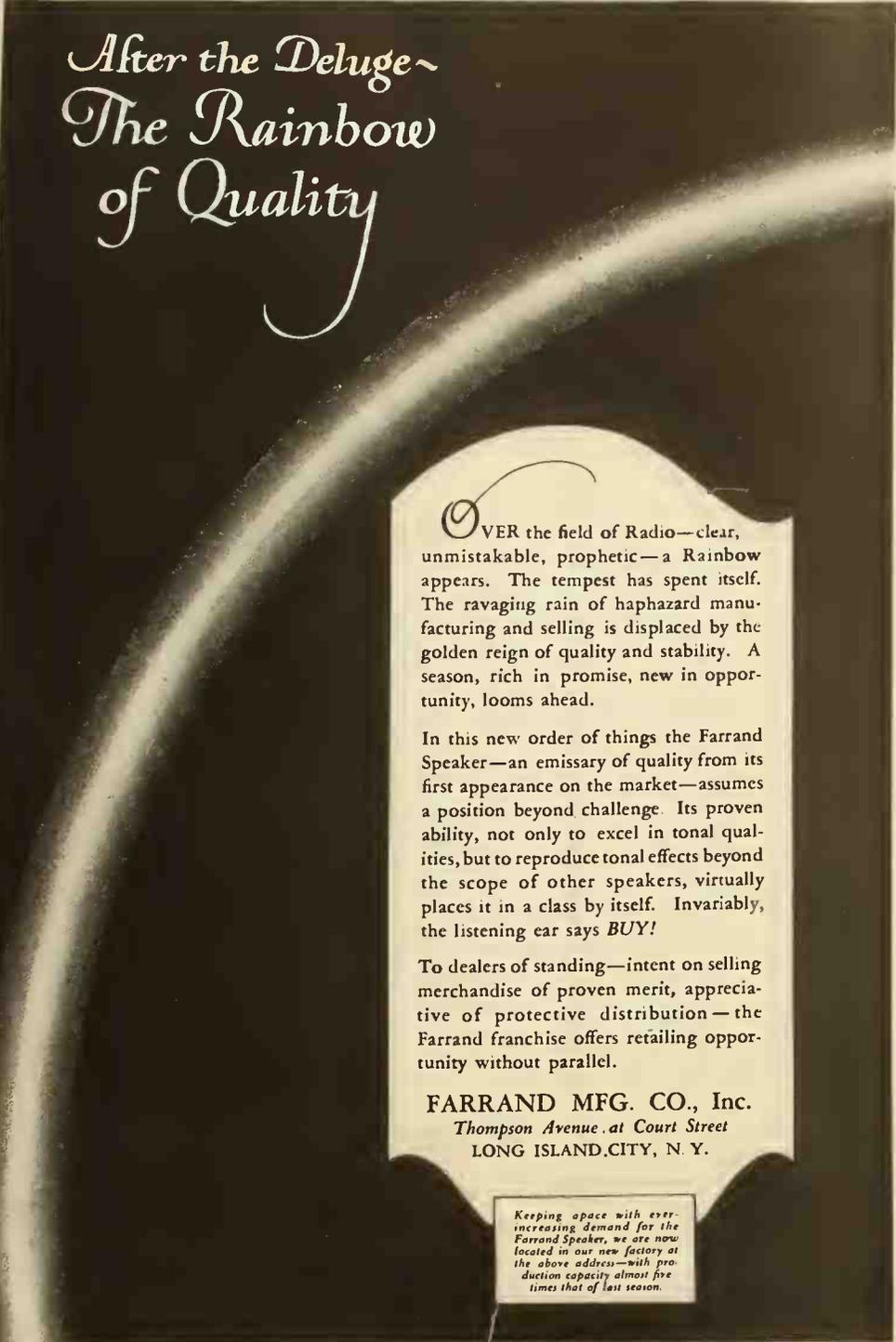
Phonograph Jobbers and Radio Manufacturers' accounts respectfully solicited.

THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

"MASTERCRAFT" Phonographs, Radio Combinations, Radio Cabinets
QUINCY, ILLINOIS

New York Office: 17 West 42nd Street



*After the Deluge~
The Rainbow
of Quality*

OVER the field of Radio—clear, unmistakable, prophetic—a Rainbow appears. The tempest has spent itself. The ravaging rain of haphazard manufacturing and selling is displaced by the golden reign of quality and stability. A season, rich in promise, new in opportunity, looms ahead.

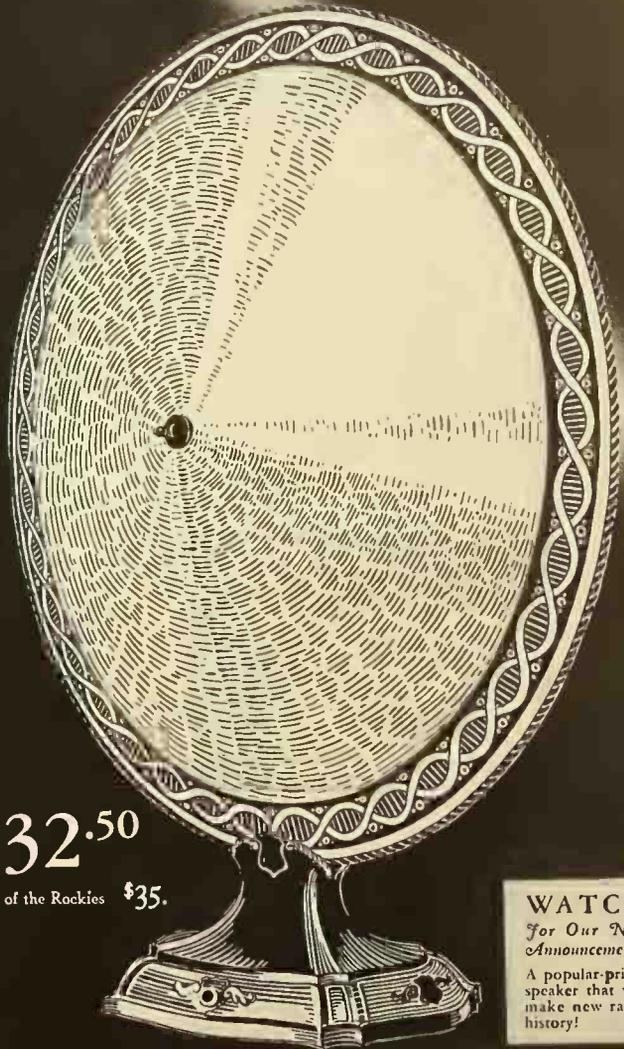
In this new order of things the Farrand Speaker—an emissary of quality from its first appearance on the market—assumes a position beyond challenge. Its proven ability, not only to excel in tonal qualities, but to reproduce tonal effects beyond the scope of other speakers, virtually places it in a class by itself. Invariably, the listening ear says *BUY!*

To dealers of standing—intent on selling merchandise of proven merit, appreciative of protective distribution—the Farrand franchise offers retailing opportunity without parallel.

FARRAND MFG. CO., Inc.
Thompson Avenue, at Court Street
LONG ISLAND CITY, N. Y.

Keeping pace with ever-increasing demand for the Farrand Speaker, we are now located in our new factory at the above address—with production capacity almost five times that of last season.

Farrand Speaker



\$32.50

West of the Rockies \$35.

WATCH
*For Our Next
Announcement -*
A popular-priced
speaker that will
make new radio
history!

Erla Distribution Policy Outlined by G. A. Pearson

Careful Selection of Dealers and Customer Satisfaction Form Basis of Policy Announced by Electrical Research Labs, Chicago

In announcing its new line of Erla Circloid Five receivers, which will consist of a De Luxe Console, De Luxe Standard, Standard Console and Standard Model, ranging in price from \$69.50 to \$200, George A. Pearson, president of



George A. Pearson (at desk), president of Erla, and J. W. Caswell, secretary of Caswell-Runyan Co.

the Electrical Research Laboratories, Chicago, manufacturer of Erla products, also made the following important statement regarding the company's new sales policy.

"Chaos in the radio industry must cease. Dealers must be protected against the onslaughts of the price cutter and the fly-by-night guy, if the radio industry is to assume its rightful place in the field of business. The only solution to this perplexing problem is the exclusive dealer franchise backed by concerns which are financially able to make their contracts afford binding protection for the dealer twelve months in the year and not merely scraps of paper to be relegated to the waste paper basket at will when conditions become uncertain. We have just evidenced during the past season a condition which has had the most demoralizing effect upon the dealers. Manufacturers of small financial worth who secured dealers by baiting them with franchises and protection promises dumped their stocks overnight at ridiculous prices. These manufacturers

disregarded their moral responsibilities to their dealers and left these dealers with stocks on hand.

"Radio dealers have not yet recovered from this blow and many will be gun shy when they are solicited for fall business. We will have an exclusive dealer franchise based on justice and a square deal, and it will be in force twelve months of each year. To make this a real protection it will be necessary to have the cooperation of the distributors and dealers, and to insure the proper degree of co-operation, our dealers and distributors will be selected with great discrimination.

"They shall be selected, first, with the idea of permanency. We want the ultimate buyers of Erla receivers to know that the dealer from whom they purchase Erla receivers is financially responsible, and able to carry out his part of the sale, which means absolute satisfaction to his customer. These dealers will be

chosen by the distributors, but none are accepted as dealers unless they are approved by us.

"We must be convinced of their fair, honest and clean merchandising methods. Dealers who can qualify under our franchise will receive an ironclad contract on exclusive territory, absolute protection against price cutting and a chance to make some real profits on every sale they make. Our support in advertising involves a merchandising and advertising campaign of a different and unique character which we have tried and proved economically sound in every detail. This plan is new in the radio field.

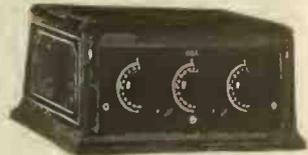
"We are particularly proud of the cabinet designs of our new product, and the attractiveness of these cabinets may be attributed to the fact that we recently closed arrangements whereby the Caswell-Runyan Co., the world's largest manufacturers of radio cabinets and cedar chests, was merged with our company. Ninety-five per cent of our products are made within our own plant, and our complete, up-to-date manufacturing plant enables us to produce

500,000 completed receivers annually. The new series will be known as the Erla Circloid Five. This new type of receiver has been made possible by the development and perfection within our own laboratories of the Circloid Coil, which



Erla Circloid Five—De Luxe Console

is a new system of radio frequency amplification resulting in four marked improvements over present-day receivers. These improvements, as perfected by our engineers, give greater distance, more volume, increased selectivity and



Erla Circloid Five-Tube De Luxe Receiver finer tone quality. The Erla Circloid Five will be the only receiver which will be equipped with the Circloid Coil."

Northwest Radio Ass'n Issues Live Bulletin

One of the most interesting bulletins issued by any trade organization connected with the talking machine field is the General Bulletin to members of the Northwest Radio Trade Association. In view of the fact that this Association has adopted an extensive program of activities which it is busy carrying out the Bulletin is replete with valuable information. The Radio Trade Tour sponsored by the Association, complete details of which appear in another page of this issue of *The World*, is announced in the latest Bulletin. Also there is some constructive information on how to choose the best selling radio sets. There is a directory of newspapers, farm papers and magazines with circulation in the Northwest, as well as other worth-while data.

New Globe Loud Speaker

READING, MASS., August 7.—The Globe Phonograph Mfg. Co. of this city, has announced the development of a new Globe loud speaker which is claimed to be built on an entirely new principle and which carries the usual 100 per cent Globe guarantee, which was described in a previous issue of *The World*. This company also at the same time has placed on the market a new phonograph attachment loud speaker unit made to accept any standard connector and which also has distinctive claims.

*Greater
CITY -
GREATER
Service*

**METROPOLITAN
DISTRIBUTORS**
FOR

Sonora
THE HIGHEST OF QUALITY
LEAF AS A CELL

AND
Freed-Eisemann
NEUTRODYNE RECEIVERS

SONORA SPEAKERS
CUNNINGHAM TUBES
PHILCO • • • EXIDE
RAY-O-VAC • BALKITE

GREATER CITY
PHONOGRAPH COMPANY INC
234 WEST 39TH STREET NEW YORK NY

MacMillan demands Cunningham RADIO TUBES

*For Life
and Death
Service*



THE MACMILLAN ARCTIC ASSOCIATION

ROBERT C. BRIDGMAN, PRESIDENT
W. J. LOCK, VICE PRESIDENT
EDWARD W. SPARKS, VICE PRESIDENT
GEORGE F. CARY, SECRETARY
EDWARD M. CODDING, ASSISTANT SECRETARY
DONALD B. MACMILLAN, MANAGER

628 TREMONT BUILDING, BOSTON, MASS.

April 19th, 1925

Mr. E. F. McDonald, Jr.,
332 S. Michigan Avenue,
Chicago, Illinois.

My dear Gene:

I have had so much success and long life with the Cunningham tubes in my set, and I have heard such favorable reports during my lecture tour throughout the United States, that I have decided that we should equip the Expedition with Cunningham receiving tubes exclusively.

You will therefore please arrange to purchase these tubes, per attached order, and have it shipped to the Bowdoin in time for the tests before the sailing at Wiscasset.

Sincerely yours,

Donald B. Macmillan



HOME OFFICE
182 SECOND STREET
SAN FRANCISCO

E. J. Cunningham Inc.

CHICAGO
NEW YORK

Since 1915—
Standard for All Sets
Types C-301A · C-299
C-300 · C-11 · C-12
In the Orange and Blue Carton

In that white and silent Northland with its glistening ice, driving blizzards and endless, relentless cold, Cunningham Radio Tubes deliver the same efficient, well-rounded service that makes them valued so highly in the shelter of the American home.

MacMillan's
choice may well
be yours



Last Year

Freed-Eisemann proved to be the largest Neutrodyne manufacturer in the world. Study this circle, based on official figures.



This Year
the Freed-Eisemann proposition assures even greater success.
Study it and see why!

DEALERS who have seen the new Freed-Eisemann dealer territorial franchise contract say it is the last word in dealer protection.

That contract is backed up by a line which we believe to be the last word in *salability*. It is based on a careful analysis of your market. It contains no set with less than five tubes. It has two Latour receivers at \$75 and \$90—a six-tube licensed Neutrodyne receiver at \$110—and more expensive receivers embodying new ideas for the higher priced market.

Every detail of the line has been worked out from the *dealer's* point of view. Increased discounts make it sure that our dealers will end the season with a profit.

Last year Freed-Eisemann dominated the Neutrodyne field. The official figures in the circle tell their own story.

This year we intend to increase this dominance—by greater values—by an all-inclusive price range—by bigger discounts—and by doubling last year's advertising—all coupled with the strongest dealer protective policy contract ever known in radio.

THE Freed-Eisemann franchise is strictly confined to a limited number of dealers in each territory. Once placed, it will be rigidly adhered to.

You will not be in a position to make the wisest selection of your line for this season until you know the details of the Freed-Eisemann policies and plans.

Write to the Freed-Eisemann exclusive territorial jobber, or write to us and one of our executives will reply personally.

Freed-Eisemann Radio Corporation
Manhattan Bridge Plaza, Brooklyn, N. Y.

FREED-
Mastery

New!



FE-15—A new five-tube storage battery receiver licensed and manufactured under a group of the Latour patents—
\$75

New!



NR-7—A new six-tube licensed Neutrodyne* receiver at a greater discount than heretofore—
\$110

New!



FE-18—A new five-tube self-contained dry cell receiver, licensed and manufactured under a group of the Latour patents—
\$90

New!



FE-30—A new six-tube storage battery receiver, manufactured under a group of the Latour patents and incorporating special engineering features—
\$185



The famous Model NR-20, a licensed Neutrodyne* receiver encased in a handsome cabinet of striped mahogany—
\$175

*Licensed by the Independent Radio Manufacturers, Inc., under Hazeltine patents Nos. 1450080, 1489228 and 1533858. Other patents pending.

EISEMANN

in Radio



Milwaukee Trade Planning for Greatly Increased Activities During the Fall

Continuation of Good Record Business Is Outstanding Feature of the Trade—Association Adopts Rules to Combat Evils in Radio Business—News and Activities of the Month

MILWAUKEE, Wis., August 7.—Business during the month of July has not been particularly brisk, according to reports of local jobbers. In some cases the movement of talking machines for July showed considerable improvement over June, while there are some instances where the demand dropped off considerably. Radio is generally quiet and both jobbers and dealers are devoting their time to planning sales campaigns for Fall months. The record business has been holding up very well, and some dealers report a steady increase as the year advances.

Bright Outlook for Columbia

"Traveling through my territory during the past month, I found July business better than June in both machines and records," stated Walter E. Pugh, Columbia representative in Wisconsin, upper Michigan and part of Illinois. "The record business is well ahead of last year, and the improved recordings are responsible for much of this improvement. Machines have also been picking up during the past month and dealers are very much encouraged. The improvement is noted in farming districts particularly, as farming conditions have been more satisfactory this year, and there is more money to spend. The prospects for Fall are very good among my dealers and it looks like a good season."

Mr. Pugh states that several dealers have been using special sales campaigns to arouse interest during the Summer, incorporating in the plan some contest idea which will bring people to the stores. In this way the names of many prospects are secured. One dealer at Antigo, Wis., a town of 7,000 inhabitants, sold fifteen machines as a result of such a campaign, and he had not seen half of his prospects up to that time.

Trade Optimistic, Says G. K. Purdy

"Things have been rather quiet during the past month, but dealers seem very optimistic about Fall business, particularly the radio end of it," said G. K. Purdy, manager of the music department of Yahr & Lange, wholesalers in Wisconsin and Michigan for Sonora, as well as Malone-Lemmon and Ware neotrine receivers. "Dealers are looking for great develop-

ments in the radio business in the Fall, and are anxiously awaiting announcements regarding new models."

Fred E. Yahr, of Yahr & Lange, spent a week traveling through and looking over the ground for Fall prospects. During the last week of the month he made a tour of Michigan territory, accompanied by H. C. Schultz, who represents Yahr & Lange in that State. On his trip through Wisconsin Mr. Yahr was accompanied by Ray Reilly, district sales manager for Sonora in Wisconsin, Michigan and Illinois, and Mr. Reilly also joined him on the Michigan tour.

Association Adopts Radio Rules

In order to combat some of the evils of the radio business at the present time, members of the Wisconsin Radio Trade Association have adopted a group of rules governing sales and service on receiving sets. Copies of these rules have been sent to non-member dealers with the suggestion that they adhere to them strictly for the benefit of the trade. The rules include the following suggestions to customers: 1. No radio receivers will be sent out on approval, but we are ready at any time to make a demonstration in your own home at such time as you may choose. If necessary to install antenna equipment, a charge of \$10 or more covering the actual cost will be made, the antenna to remain your property; 2. Sets on demonstration will be considered sold if not returned within three days. Antenna equipment is not returnable; 3. Any material on demonstration not returned in good condition must be paid for; 4. If a radio receiver is purchased on the deferred payment plan, an initial payment of at least twenty-five per cent must be made and a carrying charge; 5. No free operating instructions or service will be given on any receiver after 30 days. Any service after that period will be charged for at the rate of \$1.50 per hour and expenses. The minimum charge for service will be \$1.50; 6. All tubes and batteries are tested before delivery. No exchange will be made, except for actual defect in material, and such exchanges will be made after replacement to us by the manufacturer himself; 7. Don't ask us for discounts.

Our goods and our service are worth the price we ask; 8. No radio merchandise is returnable for credit.

Moving Victor Stock

The greatest activity of machines in this territory has resulted from the reduction in prices on all Victor models. In the majority of cases a 50 per cent reduction has been announced through extensive newspaper advertising, and the general public realizes the value of the offer, judging by the number sold since the sale was announced.

"Dealers have cleared out all their old stock and are buying new merchandise in large quantities," stated George Ruez, president of the Badger Talking Machine Co., Victor jobber. "There is now a shortage of merchandise. We haven't a machine in stock at the present time, and many of those we have ordered have already been disposed of. Dealers seemed doubtful of the advantage of taking this step at first, but they are now convinced that it is better to clear out their stocks."

Harry Goldsmith, secretary of the Badger Talking Machine Co., spent the last week of July at the Victor factory in Camden, N. J., and Mr. Ruez made the trip East a week later to attend the conference of Victor jobbers held at that time.

Planning Dealers Convention

David M. Kasson, vice-president of the Interstate Sales Co., stated that plans were being laid for a good Fall season. This firm, which is distributor in Wisconsin for De Forest and Freed-Eisemann receivers, is planning to open its Fall campaign with a convention of dealers some time about September 1, when new models will be discussed and suggestions for Fall trade presented.

Record Sales Gain

The improvement in the record business has been noted by many dealers as well as jobbers. Hugh M. Holmes, vice-president and sales manager of the J. B. Bradford Piano Co., which features the Duo-Art reproducing line and Victor and Brunswick phonographs and records, reports that there has been a steady increase in the demand for records since the first of the year, with the exception of March and April, when the demand dropped slightly.

Chaplin Record Going Big

The Charlie Chaplin record has been attracting considerable attention among Brunswick dealers, and special efforts are being made to place these two numbers before the public. Practically every dealer is displaying a poster showing a picture of Chaplin directing the orchestra which recorded the number and mentioning the names of the two songs.

F. W. Carberry a Benedict

Members of the music trade were interested to hear of the marriage of Frederick W. Carberry, vice-president of the Carberry-Parker Co., home of the Chickering and the Victor line, to Miss Alma Schwanke, a Milwaukee resident. The couple were married quietly in Chicago. Mr. Carberry is a prominent figure in local music circles in addition to being well known in the trade.

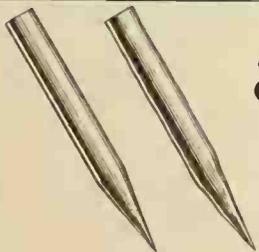
News Brieflets

Miss Hannah McQuide, head of the Edison record department at the Flanner-Hafsoos Music House, Inc., has been taking a great interest in golf this Summer, and she recently qualified for the Women's State Golf Tournament.

A petition in bankruptcy has been filed in the United States District Court at Milwaukee by Claude C. Hutson and William G. Werner, Milwaukee radio dealers operating under the firm name of the Hutson-Ozark Radio Co.

Articles of incorporation have been filed for the Quinn Bros. Radio Corp., of Neenah, Wis., to deal in radio and electrical equipment and supplies. The company is capitalized at \$25,000, and incorporation papers were signed by Cornelius J. Quinn, William J. Quinn and E. G. F. Smith.

W. O. Koehler is the new radio buyer for the Prague Store, of Sheboygan, Wis.



The polish
is important
too!

There are still a lot of dealers who are under the impression that the polish of a phonograph needle is an unimportant detail. They think, undoubtedly, that the shiny surface is there merely to make the needle look nice! Not at all! To give perfect reproduction, eliminate surface noises, and, by fitting the record grooves exactly, have minimum wear on the record, the point of a needle must be absolutely perfect. Perfect points are impossible if extreme care

is not taken in the polishing process. Too much polishing in one place and not enough in another will result in the point being top-sided, curved, or even flattened. The disastrous effect of such a needle on the record grooves can easily be imagined—and proved. Examine a package of Okeh and Truetone needles and you will find every playing point highly polished—and every point absolutely perfect! There is record sales insurance in

Okeh and Truetone Needles

Products of The

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York, N. Y.



**National Advertising
Fall-1925**

REACHING
More than 15,000,000 people

Beginning with September issues, Zenith will be featured in full-page advertisements in the following publications:

Saturday Evening Post

- | | | |
|------------------------------|-------------------------|------------|
| Country Gentleman | Review of Reviews | The Spur |
| Literary Digest | Scribner's Magazine | Radio |
| Atlantic Monthly | World's Work | Radio Age |
| Harper's Magazine | House Beautiful | Radio News |
| National Geographic Magazine | Country Life in America | |

Zenith advertising has been specially designed to give direct selling assistance to the Zenith dealer. These are the headings of four of the advertisements:

**Why Every Dealer Can Not Handle Zenith—
Is the Zenith Worth Its Price?**

Why Zenith Is Here to Stay—

Why Does the Zenith Cost More?

The above advertisements will all be run this Fall. They introduce a powerful campaign of national advertising which will continue without interruption, the year round.

**Zenith Radio Corporation,
Straus Building, Chicago**

THEY COST MORE—BUT THEY DO MORE

North American Radio Corp. King Radio Distributor

Territory Includes Metropolitan New York and Portion of State Extending as Far North as Catskill—Dealers Being Selected

The North American Radio Corp. has been appointed exclusive distributor for the King quality line in the metropolitan territory and New York State as far as Catskill. This new line of receiving sets is manufactured by King Quality Products, Inc., Buffalo, N. Y., and consists of six models. Three of these models list from between \$75 to \$180, and employ the King quality circuit using five tubes. The other three models have a retail range from \$125 to \$250, and are also five-tube sets and employ the King-Hinners neotrodyne circuit. The King line is divided between table models and consoles, the consoles containing built-in loud speakers. In the \$250 model an amplier unit is used.

The North American Radio Corp. is introducing the King quality line in the aforementioned territory for the first time and is carefully selecting a limited number of dealers as the production is purposely limited. It is extending to King dealers an especially attractive advertising proposition in introducing the line.

The North American Radio Corp., which is also Music Master distributor in the metropolitan territory, reports big initial orders on the new Music Master line and that over 200 dealers in the territory have already signed the new Music Master franchise.

In the Farrand speaker line, of which the company is also a distributor, it is making arrangements to introduce on September first to its dealers the new Farrand Junior, which is a fourteen-inch speaker and practically a smaller edition of the Farrand speaker.

David F. Goldman, president of the company, reports that business is lining up well for the Fall season and that sales have gained.

Boice Co. Pushing Music Master in New England

Has Unusual Facilities for Service to Its Dealers—Efficient Organization Prepared to Help Dealers Solve Merchandising Problems

BOSTON, MASS., August 7.—The large building of the Boice Co., situated at the intersection of Beacon street and Commonwealth avenue, is now devoted entirely to the distribution of Music Master radio products exclusively. These facilities place the Boice Co. in an enviable position in the rendition of service to its clients. Furthermore, the location of this building is advantageous not only in serving the local Boston trade but also the surrounding cities and entire New England territory. Realizing the importance of the proper display rooms for setting off the merchandise the Boice Co. has installed a particularly attractive display room at its headquarters which will serve as an example to its many dealers in the proper arrangement of their warerooms. W. S. Boice, president of the company, has also realized the importance of a proper organization and has, therefore, built up a sales force of eight carefully chosen radio specialty men to cover the New England territory. Each member of the staff has been instructed to co-operate with the dealers in the territory they cover.

Canadian Plant Organized by Dongan Elec. Mfg. Co.

DETROIT, MICH., August 4.—The Dongan Electric Mfg. Co., of this city, well-known manufacturer of radio transformers, voltmeters and other radio products, has announced the organization of the Dongan Electric Mfg. Co., of Canada, Ltd., with factory and offices at Walkerville, Ont. The company has appointed representatives in Toronto, Montreal and Winnipeg and plans are being made for an intensive campaign in Canadian trade.

Extensive Drive Under Way by Plaza Music Co.

Company Distributing Supplies of Circulars and Other Dealer Helps Designed to Stimulate Sales of Pal and Regal Portables

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of the Pal portable talking machine, has forwarded to its dealers thousands of circulars for consumer distribution. Most of these are to be mailed by retailers and in conjunction with the sales drive in which Pal and Regal portables will be given special window showings. This will be supplemented by almost continuous demonstration of the products on the sales counters.

It is the belief of the Plaza organization that this business drive during the next few weeks will make possible the closing of hundreds of portable sales between now and Labor Day. The window display material furnished gratis by the above company to its dealers has met with widespread approval and should be used effectively during the coming weeks.

Launches Sales and Ad Drive Directed at Trade

The Micamold Radio Corp., 1098 Flushing avenue, Brooklyn, N. Y., manufacturer of radio parts, has recently launched an intensive sales and advertising campaign with a view of popularizing its products throughout the talking machine and radio industries. The company manufactures a number of products which are used in radio receiving sets, among them being condensers, fixed resistors, resistor mountings, and grid condensers. It has for a number of years catered to the requirements of both phonograph and radio manufacturers and its personnel is well acquainted with the needs of both industries.

Announcing Our Appointment as NEW ENGLAND DISTRIBUTOR

for

Music Master

PROVEN RADIO PRODUCTS

You are offered a protective dealer franchise by

MUSIC MASTER and BOICE COMPANY

562 Commonwealth Ave.—682 Beacon Street

Boston, Mass.

Telephone, Kenmore 3880

See four-page ad of the Music Master Corp. on pages 77, 78, 79, 80, this issue.

Gentlemen:
Kindly furnish
me with complete
information

(Mail this coupon for complete information)

Music Master Success

The unusual success of Music Master Corporation is founded upon the unvarying success of our distributors.

Their success, in turn, is founded upon the unusual success of their *dealers*.

And their success, finally, is founded upon the absolute satisfaction which all Music Master Radio Products give *consumers*.

In addition to *quality* products, we back our line with a vast program of *consumer* advertising which carries the Music Master story, not only into the great centers of population, but even into the smallest hamlet.

Tie Up to Strength

Receiving Sets in 10 Styles \$50 to \$460
Reproducers in 9 Models \$18 to \$100

Multi-Cell Dry Batteries --- Storage Batteries
and Accessories

A Complete Line Under One Trade Name
No One Has Ever Lost Money on Music Master!

Nationally Advertised to 93,000,000 Americans

Music Master Corporation

Makers and Distributors of High-Grade Radio Apparatus

WALTER L. ECKHARDT, President

128-130 No. 10th Street

PHILADELPHIA

Chicago New York Pittsburgh Montreal, Can.
Canadian Factory: Kitchener, Ontario

Music Master

RADIO PRODUCTS



TYPE 300
 Five Tubes. New circuit. Connect with standard bell or cabinet type Music Master Reproducer, or with specially designed art model reproducer illustrated. Great selectivity. Extraordinary volume, wonderful tone quality. Solid mahogany cabinet, beautifully ornamented, brown mahogany art satin finish.
 Price \$300



TYPE 300
 Five Tubes. New circuit. Connect with standard bell or cabinet type Music Master Reproducer, or with specially designed art model reproducer illustrated. Great selectivity. Extraordinary volume, wonderful tone quality. Solid mahogany cabinet, beautifully ornamented, brown mahogany art satin finish.
 Price \$300



TYPE 460
 Four Tubes. Special new wave length tuned frequency control. The major control dial. Built-in loop; no antenna or ground required. Mahogany console type cabinet. Period design, finished in brown mahogany art satin finish. Including Music Master Reproducer, Model No. 1. Drum Type. Specially designed art model, illustrated.
 Price \$460

THE enthusiastic manner in which the MUSIC MASTER line has been received promises an extraordinary demand. Backed by our huge advertising campaign to 93,000,000 Americans, we foresee that, in spite of the tremendous output for which we have provided, we shall be pressed to our utmost capacity to take care of requirements.

These masterpieces of radio reception are offered in a complete range of models from the neat cabinet type at \$50 to the Seven-Tube, Single Control Type, in hand carved Mahogany Console, with drum type Music Master Reproducer, at \$460.

Modern approved methods of manufacture make each model comparable to the highest types of art-craft furniture while scientific designing and technical skill assure the fullest possibilities of New-Era Radio Reception.

Music Master

RADIO PRODUCTS

*Music Master
Resonant Wood
Insures Nat-
ural Tone
Quality*



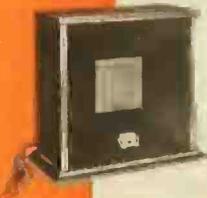
MODEL VI
16" Wood Bell, Solid mahogany. Cast aluminum tone chamber Standard Music Master reproducer \$30
nett. Price

MODEL VII
12" wood bell \$35



*Canadian Prices
Slightly Higher*

MODEL V
Metal Cabinet, Mahogany Drum, Wood bell. Price \$18



MODEL VIII
Cabinet Type, Solid mahogany with full bell. Price \$35



MODEL X
Pedestal Type, Solid mahogany. Full floating wood bell in top section. Shaded electric bulb, recessed within case, reflects a soft, diffused light through silk screen. Price \$100

9 Music Master MODELS RADIO REPRODUCERS

MUSIC MASTER Reproducer (bell type) was the result of years of painstaking effort and has always been manufactured by processes unknown or impossible to most builders of radio products.

For the same musical reasons that violins are made of wood, we use wood to form the amplifying bell of Music Master Reproducer. This wood is thoroughly seasoned Mexican mahogany of the highest grade—mellowed by age.

The cast aluminum tone chamber with its conical shape and distinctive curve resulted from scientific tests over a period of years to find the right material and correct shape to impart that peculiarly human singing quality and freedom from rattle and blast which is so individual to our reproducer.

Music Master Radio Reproducer has long been the fastest and easiest selling item in radio.

That our dealers may have every desired type, we mount the standard Music Master unit in cabinet and drum type reproducers as well.

Music Master RADIO PRODUCTS



TYPE 451
45 volts "B",
Vertical.
Price \$3.75



TYPE 4
4 1/2 volts "C",
Price \$1.60



TYPE 225
22 1/2 volts "B",
Horizontal.
Price \$2.00



TYPE 450
45 volts "B",
Horizontal.
Price \$3.75



TYPE 151
Dry Cell "A" Radio
Battery, 1 1/2 volts.
Price \$.60

TYPE 6-110
Storage "A", 6
volts, 110 am-
pere hours.
Price \$23.50



TYPE 6-90
Storage "A", 6
Volts, 90 ampere
hours.
Price \$19.50

Canadian
Prices
Slightly
Higher

Music Master BATTERIES

Power—Capacity— Long Life

In Music Master Batteries

WE want every Music Master dealer to have a Music Master product for every radio need so that your customers will depend entirely upon you for radio.

It assures you all possible profit and a stronger hold on your trade.

But

For our protection, so that buyers of Music Master Sets would have batteries with more power and longer life to keep their sets working properly, we created the Music Master Batteries.

They are not "just like other batteries." We made, for instance, 250,000 dry cells before we got just the degree of perfection we wanted.

No One Has Ever Lost Money on
Music Master!

Music Master

RADIO PRODUCTS

Fiddlin' John Carson's Records Widely Popular

Minstrel From the Mountains of Georgia Strikes Public's Fancy in Okeh Recordings of Quaint and Little-known Numbers

The Okeh records by Fiddlin' John Carson, Georgia mountaineer and minstrel, are steadily growing in popularity. The quaint and little-



Fiddlin' John Carson and Rosa Lee Carson known melodies recorded by this artist have met with the approval of the public, as steadily mounting sales figures show. The majority of these songs belong to the early period of pioneer life in the mountains; many of the numbers have been collected in the hills, and many of them have been written by Carson himself. The fiddle which Fiddlin' John Carson uses in making his records has seen hard service in twenty-three years of use in the Hill Country.

Fiddlin' John Carson has had an interesting career. He is the father of ten children and seventeen grandchildren. In the illustration he is shown with his youngest daughter, Rosa Lee, who, by the way, is also an Okeh artist, having been chosen to sing some old-time tunes to the accompaniment to her guitar. Her first selections are scheduled for early release by the General Phonograph Corp., manufacturer of Okeh records.

Hazeltine Corp. Acquires British Inventor's Patents

Deal Involves British, Canadian and American Rights to Inventions of John Scott-Taggart

Complete ownership of the system of capacity neutralization covered by the inventions of John Scott-Taggart, the famous British radio engineer, has been acquired by the Hazeltine Corp. This involves British, Canadian and American patents covering the claims as set forth and allowed in United States letters patent numbered 1,524,580 and 1,524,581.

In the John Scott-Taggart inventions four claims are allowed in the first patent and six in the second.

In addition to these patents, the Hazeltine Corp. owns all rights to the neodyne patents embodying the inventions of Professor L. A. Hazeltine. It also controls the United States and Cuban rights and patents on the inventions of Professor Marius C. A. Latour, the noted French scientist, through its ownership of a majority of stock of the recently formed Latour Corp.

In Bankruptcy

Paul W. Whitmore, doing business as the Orange County Radio Service, Middletown, N. Y., has filed a petition in bankruptcy, listing liabilities of \$4,611 and assets of \$730.

Stewart-Warner Sales Manager Visits Gotham

R. H. Woodford, of Radio Division, Attends Radio Manufacturers' Convention

R. H. Woodford, sales manager of the radio division of the Stewart-Warner Speedometer Corp., Chicago, spent several days in the New York office of the company recently, after attending the convention of the Radio Manufacturers' Association, in Atlantic City. He made a visit to the company's distributing points in Philadelphia, Baltimore and Washington.

Mr. Woodford was enthusiastic over the spirit exhibited by the radio manufacturers at the convention, at which he stated eighty members of the association were present. Speaking of the outlook for an active Fall business, he said that it rests entirely with the dealers, and that an unusual amount of business can be obtained if representatives will only impress prospects that the present is the time to buy. "For two or three years," said Mr. Woodford, "the public has been holding off, waiting for the 'ultimate' radio set. There is no such animal,

and it is up to the progressive dealer to demonstrate to his prospects that virtual perfection in radio receiving sets has been reached."

Wurlitzer Gives \$1,500,000 Order to Thermodyne Corp.

Prominent Music House Will Carry Full Line of Models in Its Stores Throughout Country

It was announced recently by the Thermodyne Radio Corp., New York, that among the orders received from prominent music houses was one totaling one million and a half dollars from Rudolph Wurlitzer & Co. The Wurlitzer stores will carry the full line of new Thermodyne models, including the new T F 5 Model, the T F 6 and its new cabinet and a handsome console model that has just made its first appearance. Special advertising programs are being prepared for San Francisco, Los Angeles, Cleveland, Cincinnati, Pittsburgh, Philadelphia, Buffalo and New York. These programs will tie up with full-page Thermodyne advertising which the Thermodyne Radio Corp. believes will be of considerable benefit to dealers.

GRAND CENTRAL PALACE

4th Annual NATIONAL RADIO EXPOSITION

Grand Central Palace, New York

September 12th - 19th incl.

- ...the fourth successive national exposition representing all the leading manufacturers of the radio industry;
- ...the only great radio exposition of 1925 to be held in the metropolitan center of New York;
- ...the greatest spectacle of the year in the scientific, industrial and business progress of radiol

Business Office: AMERICAN RADIO EXPOSITION CO
522 Fifth Avenue, New York

HAROLD BOLSTER, Director
J. C. JOHNSON, General Manager

For Bigger Better Radio
4th ANNUAL
NATIONAL RADIO EXPOSITION
Grand Central Palace
September 12th to 19th

National Ad Campaign on Philco Radio Power Units

"A," "B" and "AB" Radio Power Units Plug in on House Wiring Circuit and Greatly Simplify Radio Installation and Operation

Three new battery products, designed to simplify radio installation and operation, to be known as Philco radio "A," "B" and "AB" socket power units, have been announced by the Philadelphia Storage Battery Co., of Philadelphia, Pa., manufacturer of Philco batteries, the latter well known to radio dealers and users.

These new power units, it is claimed, make radio operation as easy as turning on an elec-



New Philco Power Units "A," "B" and "AB"

trical light, as they provide radio power direct from any socket on the house wiring circuit. These units are a result of the experimentation of Philco engineers who discovered a way of changing the uneven alternating current usually used for house lighting into smooth even direct current like that delivered by a good storage battery. All that is needed is to press a switch on the Philco power unit, resulting in a strong uniform flow of power for both "A" and "B" circuits to operate the radio set.

Everything about the new Philco radio socket units is automatic. Once plugged into the socket they never need changing. It is said that any person without the slightest knowl-

edge of electricity can operate them with ease.

The Philco socket power "A" is a complete "A" power unit supplying current in unlimited amount for sets having standard storage battery tubes or five volt tubes. It eliminates dry battery replacements and also all thought about storage battery chargers. It is assembled in an attractive Adam-brown mahogany finished case and the only attention it requires is the occasional addition of water.

Philco socket power "B" eliminates "B" batteries and allows the owner of the radio set to use the house current for the work of the "B" battery. The Philco socket power "B" eliminates both dry cell and storage "B" batteries. It rectifies filters and smooths out house current and it is said that the cost of operation is a fraction of a cent per day. The Philco

socket power "B" is also assembled in an Adam-brown metal case. Used in conjunction with the Philco socket power "A" unit one switch does everything, turning on both "A" and "B" power and providing radio reception.

Philco socket power "AB" is provided for super-heterodynes and other sets having three volt dry cell tubes and is a combination of the "A" and "B" power units built into one case.

The Philadelphia Storage Battery Co. is preparing for a big demand for these units. Following the procedure of the past this organization will co-operate with dealers in merchandising these products. A national advertising campaign already has been entered into, in-

cluding a double page spread in colors which will appear in the September 19 issue of the Saturday Evening Post. Philco dealers received initial announcement of this new development in Philco products through the Philco Retainer, the monthly house organ of the Philadelphia Storage Battery Co.

To Tour the Continent

Carl Kronenberger, head of the Favorite Mfg. Co., manufacturer and distributor of talking machine parts and accessories, left recently for Europe. Mr. Kronenberger will visit England, France and Germany, and in all will spend ten weeks in those countries. Before his departure, Mr. Kronenberger said that the Summer season has been far more active than was anticipated. Undoubtedly this indicates improved conditions during the Fall. Dealers and repairmen throughout the country are finding a demand for motors, springs and other necessary parts and this is credited to the revival of interest in talking machine records which have taken a sales spurt in recent weeks.

Fire Damages Music Store

HARTFORD, CONN., August 7.—A fire starting in a stock of phonograph records in the basement of the Music Box, at Pearl and Main streets, recently, threatened several buildings in the immediate neighborhood and was extinguished with much difficulty. The flames were confined to the basement of the music store, but the smoke issuing forth was so thick that two firemen were overcome before the blaze was stopped. The amount of the damage is not known.

Newark Firm Fire-Damaged

Damage estimated at \$5,000 was done by a recent fire in the music store of Matthew D. Ginsberg, located at 12 Belleville avenue, Newark, N. J.

Airo-Master

5-Tube
Radio Receiver

WE take pleasure in announcing the new, improved AIRO MASTER 5-tube, Tuned Radio Frequency Receiver in a range of fully enclosed models, from the \$60.00 chest type to the \$150.00 highboy console with built-in Loud Speaker and Thorola Unit. Complete catalog for the asking. Our values are surprising. Guaranteed—as always.

BEAUTY PERFORMANCE VALUE

combined in the new AIRO MASTER. Your jobber can give you full details—or write to us direct for name of the nearest distributor. Protected territory—honest value—clean profits—right service. It is to your interest to investigate.

Manufactured and guaranteed by

AIRO MASTER CORPORATION

227-239 West 17th St. : New York, N. Y.

**THE
GAROD
FRANCHISE**
· IS A ·
**BUSINESS
INSURANCE
POLICY**



IT is a pledge by one of the leading manufacturers in the radio industry, to a selected group of dealers. To each of these dealers the GAROD Corporation pledges carefully planned, active and generous cooperation to the end that each Authorized GAROD Dealer shall be insured a permanently successful, profitable business.

In unmistakable terms it guarantees:—

1. Territorial protection.
2. Liberal Discounts.
3. Security against depreciation of GAROD products in dealers' stocks.
4. Security against unfair competition through any act of GAROD Corporation, GAROD Distributors or GAROD Dealers.
5. An unusual type of service and guarantee of customer satisfaction, made conveniently available through Authorized GAROD Distributors.
6. Support for the GAROD Dealers' sales effort by a continuous advertising campaign which includes local newspapers, window displays, and adequate, effective consumer sales literature.

The GAROD Dealer is the leader in his community. The GAROD line with GAROD cooperation, and GAROD advertising, are proven prestige builders. GAROD RECEIVERS, conceded by the most successful merchants in the radio industry to be the finest radio products on the market, have a sales appeal that is peculiarly their own. They appeal particularly to the most

discriminating class of trade—the class that can be influenced only by superlative quality, and exceptional beauty—to whom price is secondary—whose patronage is the most valuable asset to the dealer who is building for the future.

The GAROD line is complete—four models—two entirely new this season—a model and a price to suit every buyer.

If a representative of an Authorized Garod Distributor does not call shortly to explain the GAROD Franchise to you write us for particulars.

There are a few territories in which Authorized GAROD Distributors have not yet been appointed. Jobbers who can meet GAROD requirements are invited to communicate with us.

GAROD CORPORATION

Manufacturers of the Garod Neutrodyne Receiver
Licensed under Hazeltine Patents 1,450,080 and 1,489,228

124 Adams Street

Newark, N. J.



Here is the new
 Sleeper Scout
 \$75!



The Sleeper Line

REG. U. S. PAT. OFF.

NEW AND MORE VALUE

- on sheer merit, the new Sleeper models will be the fastest selling, most profitable radio sets of the season
- powerful five-tube tuned radio frequency sets built to exacting Sleeper specifications
- a novel and highly efficient method of stabilization
- two controls recessed in silver etched panel
- improved reduction gear control to permit finest tuning for distant stations
- indirect lighting over the tuning scales
- the cabinets are exquisite pieces of furniture, of dark two-toned wood
- thirty-five inches long, eleven inches wide and eleven inches high (sixteen inches high with built-in loud speaker).
- by every standard of comparison, appearance, performance, dependability and length of service, **THERE ARE NO BETTER RADIO SETS.**

Super

RADIO

Reception

THE SLEEPER SCOUT WITH CONSOLE TABLE, \$110

The graceful proportions of this combination will appeal especially to women buyers. The table has a compartment for "A" battery and charger with switch for instantaneous change to charger. A convenient radio installation that will harmonize with the furnishings of almost any living room or library. A sure and fast selling combination at the low price of \$110.



Here is the new
Sleeper Serenader
 \$100!



The **Sleeper** Plan

REG. U. S. PAT. OFF.

EXCLUSIVE AND MORE PROTECTION

- exclusive territory and sales rights are granted to Authorized Sleeper Dealers
 - by the first manufacturer of radio sets to adopt dealer protection as a permanent sales policy
 - our dealers are protected against near-by competition, against cut prices and other illegitimate and unfair business practices
 - by a plan that has been constantly broadened as experience directed through a considerable period of practical operation
 - until it is now the safest, fairest and most profitable plan under which a radio retailer can operate
 - it offers (1) price protection, (2) exclusive territory, (3) fullest co-operation and (4) a generous expenditure of advertising money in the territories where Sleeper merchandise is for sale
- The Sleeper line is sold only by regularly appointed jobbers and enfranchised dealers.
 The Sleeper franchise is backed by the resources of the Sleeper Radio Corporation and the performance of its conditions is assured by their reputation for square dealing.

Your territory may be open. Write for literature and full details of our sales plan.

SLEEPER RADIO CORPORATION

439 Washington Avenue

Long Island City, New York



**THE SERENADER WITH
 CONSOLE TABLE, \$135**

Table may be had separately at \$35. It supplies the wanted element of convenience that is increasingly demanded by the public. No one could want a finer radio ensemble than the Serenader with console table. The low price of \$135 exerts a powerful appeal.

THE SLEEPER MONOPHON TYPE 54, \$139
 Four tubes, Grimes Inverse Duplex System, offering three stages of tuned radio and three stages of audio amplification—built-in power combined with unusual compactness and utmost simplicity of tuning. Attractively priced at \$139.



The Greatest Musical Instrument among Radio Receivers

There are ten different Day-Fan Models for 1925-1926. On this page we show only those of special interest to the talking machine trade.

Complete booklet on request.



Dayroyal, 5-Tube, Duplex Circuit, Pre-logged, Single Dial Control, \$300.00

Mahogany Vertical Type Desk Cabinet, Gold Ornaments, Panel Illuminated.

YOU are a musician. You have to be, to be a success in your business. We ask you to test the Day-Fan Radio Receiver, therefore, by this most exciting of all tests—as a musical instrument. We ask you to compare its sound, not with the sound of other radio receivers, but with the sound of human speech, with the sound of a symphony orchestra, with the sound of a violin, a cello, a harp, or any other musical instrument actually played in your presence.

In telling other people of the Day-Fan, we emphasize the fact that it is single dial control; that the numbers on its dial are the same as newspaper numbers, which means the utmost ease of station finding. We tell them of selectivity. We tell them of volume, of distance range, of ease of operation. These things are all important to the talking machine trade, but alone they would never sell a radio out of your store.

Day-Fan is the greatest musical instrument among radio receivers.

We ask that you write us at once if you are interested in territory, as all exclusive appointments for the coming season will shortly be completed.



Daycraft, 5-Tube, Single Dial Control, \$145.00. Leg Pedestal, \$20.00 Extra. Complete with Pedestal, \$165.00



Daygrand, 5-Tube, Single Dial Control, \$195.00

Drop Front Two Tone Mahogany Cabinet with Room for 11 Batteries

Day-Fan RADIO

The Dayton
Fan & Motor Co.

Dayton, Ohio

For More Than 36 Years
Manufacturers of
High Grade Electrical Apparatus



Daytonia, 5-Tube, Single Dial Control, \$300.00

Complete with All Batteries and Charger but No Tubes.

Pooley Plant Operating at Capacity to Meet Demand

National Campaign Includes Use of Women's Magazines — Artistic Folders Describe and Illustrate Line of Artistic Instruments

PHILADELPHIA, Pa., August 4.—Although still in the middle of Summer it has already become necessary for the Pooley Co., of this city, to operate its large plant in this city at full capacity, due to the large volume of orders al-



Pooley Model 1320 R-2

ready in hand. In other years it has been customary for the Pooley organization to close its factory on Saturdays during the Summer months. Orders on hand this year have made it impractical to lose this time and, therefore, the plant is working full capacity six days a week.

B. R. Stauffer, treasurer and general manager, reports that the entire line of Pooley radio cabinets equipped with Atwater Kent radio is going well. The Stuart style, known as model 1320 R-2 and illustrated herewith, has proved one of the most popular numbers of this line. This model is a particularly artistic piece of furniture, incorporating all the Pooley qualities of construction. It is made of English brown mahogany or American walnut with specially selected oriental burl, rosewood and walnut inlays. It is equipped with model No. 20 Atwater Kent five-tube receiving set mounted upon the Pooley patented sliding panel, which brings all parts of the set into view as desired. The Pooley Co. has issued two attractive folders for dealers' use, in two colors, eight pages in size, giving detailed information of the various models of the Pooley Fall line. One folder is devoted to Pooley radio cabinets, covering models 1120 R-2, 1600 R-2, 1320 R-2, 1110 R-2, and also Pooley radio table in Louis XVI

style, known as model 1400 R-1. The new Pooley radio phonograph model 1500 R-3 is treated in a separate folder where the many fine points of this model are described in detail.

As the lady of the house is usually the one who selects the furniture and as Pooley cabinets decidedly take their place among fine furniture, a large proportion of the national advertising campaign conducted by the Pooley Co. will be planned to interest the lady of the house in Pooley products. Several women's magazines have been included in the campaign which will undoubtedly create a demand for Pooley cabinets among the fair sex.

New Sonora Automatic Stop Device Patent

Frank Oberst Inventor of New Device, Patent for Which Has Been Assigned to Sonora Co.

WASHINGTON, August 7.—A patent for a new automatic stop device for phonographs has been assigned to the Sonora Phonograph Co. by its inventor, Frank Oberst, of New York. Among the three claims covered by the patent is the following:

"In a sound-reproducing device having a swinging tone arm, a turntable to carry records and a motor to revolve said turntable an automatic stop comprising a pivoting friction member adapted to make contact tending to rotate said friction member to effective position, means traveling with the tone arm and adapted to engage said pawl to cause it to release said friction member and means to hold said engaging member away from the tone arm when the latter is in its initial playing position."

Radio-Phono Freight Rate Decision Postponed

Advices From Washington Indicate That It Will Be Handed Down Before September 10

WASHINGTON, D. C., August 6.—Decision as to the freight classification to be given radio sets and radio-phonographs by the Interstate Commerce Commission has again been postponed and will be rendered some time prior to September 10.

The question is one of much controversy, the trade strenuously opposing the classification suggested by the carriers, which, it is claimed, would materially increase the expense of transporting radio sets. Hearings were held before Examiner Leo J. Flynn some weeks ago, at which both carriers and manufacturers (both radio and phonograph) presented testimony regarding the matter. Later briefs were presented by both sides, supplementing the testimony, and the matter is now being studied.

The National Music Co., of Hartford, Conn., has been opened as a branch by the Feinblum Music Store, also of Hartford.

Eddie Peabody, Banjoist, Now Making Records

First Popular Numbers on Domino, Regal and Banner Records Have Won Wide Favor

Eddie Peabody, one of the best-known banjoists in the country, is now making banjo dance records for Domino, Regal and Banner records. These records invariably have a vocal version by Arthur Fields. The first re-



Eddie Peabody

leases of this new type dance records have won immediate favor. All the dealers handling these new offerings report unusual activity and one retailer sold over 1000 of the Eddie Peabody records the first week. The first of the Peabody series included such widely popular numbers as: "Ukulele Lady," "Collegiate," "Yes Sir, That's My Baby" and "Can I See You Tonight?"

Mr. Peabody plans to offer selections each month and these will be the most popular songs of the current period. Under the arrangements with the manufacturers the records are to be widely exploited and accompanying each release will be a window display and other advertising material attracting consumer interest.

Frank Steadman Chartered

Frank Steadman, one of the pioneer retail music merchants of Yonkers, N. Y., has been incorporated under the laws of the State of New York, with a capital of \$60,000. Incorporators are F. and F. and F. Steadman.

The Fannill Radio Corp., New York City, has been granted a charter under the laws of New York State, with a capital of \$50,000.

PROTECT YOUR RECORDS BY USING
THE ORIGINAL TEN TIME NEEDLE
(EACH NEEDLE GUARANTEED TO PLAY TEN RECORDS OR MORE)



PRICE
10¢ U.S.A.
20¢ CANADA

LOW



MEDIUM



HIGH



The New Display Case Holding 100 Packages Assorted

150% PROFIT

on WALL-KANE NEEDLES

The only needle recognized as the original 10-record needle, established for over ten years, put up in handsome displays that sell themselves.

WALL-KANE NEEDLE MANUFACTURING CO., Inc.
3922 14th Avenue Brooklyn, N. Y.

Special prices on
JAZZ, CONCERT and PETMECKY NEEDLES

Run your radio



For 60-cycle 115-volt alternating current. Consumer Price...\$47.50

For 25-cycle 115-volt alternating current. Consumer Price...\$52.50

Philco Socket Power "B"—eliminates "B" Batteries

Thousands of radio owners have been asking—"Why can't we use our house current for radio power? Why can't we operate our radios as easily as we operate our electric lights?" Now they can!

Philco Socket Power "A" and Philco Socket Power "B" are the answer. Used together they make radio operation so simple that a snap of one switch does everything—turns on both "A" and "B" power and turns on the set. No more expense for dry cells. No more thought about battery charging.

Philco Socket Power "B" eliminates both dry cells and storage "B" batteries. It rectifies, filters and smooths out the house current. There's no hum—no distortion—no falling off in reception as in aging dry batteries. Once adjusted to a set it never needs changing. Cost of operation less than 1/4 cent per day.

Philco Socket Power "B" has other revolutionary features. No filaments in it to burn out—no high-voltage transformers—no ground wires running to radiators or waterpipes—no moving parts—nothing to get out of order. Assembled in an attractive Adam-brown, metal case. Can be used on any set.

Philco also builds a complete line of Philco Dynamic Rechargeable Storage Batteries for radio.

Philco Standard "B" Battery—a complete Adam-brown, mahogany-finish replacement for 90 volts of dry cells.

Consumer Price, \$19.85

Philco "A" Batteries in acid-tight glass cases—for dry-cell tubes, \$8; 6-volt tubes, \$16.

Philco "A" Batteries in panelled rubber cases, \$14.85 up.

Philco Radio Batteries are Dynamic—DRY but CHARGED. Their life doesn't start until you pour in the electrolyte. You handle them as easily as radio tubes or Victrola Records.

PHILCO RADIO "A" AND "B" SOCKET POWER

from your house current

Easy as turning on an electric light



Consumer Price, \$42.50
For 60-cycle, 115-volt alternating current.



Philco Socket Power "AB"
For Radiola Super-Heterodyne and other sets having 3-volt dry-cell tubes

Philco Socket Power "AB" is a combination of the "A" and "B" Power Units built into one case—and also controlled by one switch. Costs only one cent per day in average service. No hum. Reception at its best at all times. Automatic in operation. A touch of a finger turns it on or off.

For 60-cycle, 115-volt alternating current, Consumer Price, \$65.00
For 25 cycle, 115 volt alternating current, Consumer Price, \$68.50

Philco Socket Power "A" —eliminates all thought of battery charging

Philco Socket Power "A" is a complete "A" power unit for storage battery tube sets. Plugs permanently into a light or wall socket. Eliminates dry-battery replacements—eliminates all thought about battery charging.

Snap a button and you get a strong, steady, hum-free flow of power while your set is in operation. Snap it again and your power is shut off—your radio is silent—and current begins gently feeding back into the Socket Power from your lighting system.

Everything about the Philco Socket Power "A" Unit is automatic—so simple a child can operate it. Requires no attention whatever, except the occasional addition of water. Assembled in an attractive Adam-brown, mahogany-finished case.

You can buy Philco Socket Power Units—also Philco Radio Batteries—from your Jobber or Wholesaler at standard discounts. Order now—or fill out the coupon below and mail to us.

Philadelphia Storage Battery Company, Philadelphia

RADIO DEALERS—These sensational Philco products will be announced to the public in a two-page advertisement in color in the September 19th issue of the Saturday Evening Post and in full-page advertisements in the leading newspapers of the United States. Full-page advertisements in the Saturday Evening Post and large space in the newspapers will be used regularly through the Fall and Winter. Think of the demand this powerful advertising—backing so remarkable a product—is bound to create. Order immediately from your Wholesaler or Jobber, or fill out this coupon and mail for complete details.

Name

Street..... Town..... State.....

Mid-Summer Sales in the Cleveland Field Source of Satisfaction to Live Dealers

Important Topics to Be Discussed at Forthcoming Convention of Music Merchants' Association of Ohio—Unprecedented Demand for Portable Instruments—Store Opened by E. E. Henshey

CLEVELAND, O., August 8—July sales of talking machines in most of the Cleveland stores were very good for mid-Summer. The half-price sales drive conducted by Victor dealers had a stimulating effect at a time when normally selling machines is an uphill job because of the vacation season.

The sale in Cleveland and northern Ohio was materially aided by the Cleveland Talking Machine Co., the local distributing agency, which used much mail order literature in getting in direct touch with retailers in Cleveland, Canton, Akron, Youngstown, Elyria, Sandusky and scores of other smaller places. H. J. Shurtle, head of the company, personally pointed out to retailers selling points and emphasized the

necessity of straight-to-the-point newspaper advertising.

All previous records in sales of portable machines were broken by such dealers as the Starr Piano Co., Wolfe Music Co., Wurlitzer Co., William Taylor Son & Co., May Co. and several of the leading furniture establishments which handle lines of machines and records.

Henry Dreher Optimistic

"I consider the piano and talking machine business a barometer for the general condition of business," said Henry Dreher, head of the Starr Piano Co. and president of the Cleveland Music Trade Association. "I would like to add that during the past thirty days we have sold more expensive grand pianos and high-

grade talking machines and radio sets than in any other July in a score of years. Medium priced pianos and other musical instruments are selling very slowly, but there seems to be a great demand for the expensive instruments—especially grand pianos."

Local Trade Visitors

Harry Franklin, a talking machine dealer of Detroit, was a Cleveland visitor July 28.

Harry Thomas, representing a talking machine house of Pittsburgh, was a Cleveland visitor the last week of July. He said trade promises to be good during the Fall in the Smoky City.

James Gleason, salesman for the Victor Talking Machine, of St. Louis, was a recent Cleveland visitor.

Association to Discuss Vital Problems

Rex C. Hyre, secretary of the Music Merchants' Association of Ohio, announces that a referendum of several subjects by members of the organization has decided these six problems will be discussed primarily during the annual convention at the Hotel Sinton, Cincinnati, September 15 and 16:

"The Future of the Talking Machine"; "Financing of the Music Business," "Overhead Compared to Volume," "How to Create and Secure Trained Piano Salesmen and Musical Merchandise Salesmen," "The Carrying Charge" and "Bait Advertising."

The carrying charge will be discussed by talking machine dealers. Among other subjects which some of the association members favor are "The Copyright License Problem"—now being enforced against retail buyers of sheet music, player rolls and phonograph records. Mutual Insurance, freight rates of talking machines and other musical instruments, and radio discounts will also come in for their share of discussion. Mr. Hyre is busy getting his annual "Year Book" for the convention. The book will contain the officers' reports.

More talking machine dealers than usual are expected at the Cincinnati convention. A delegation from Cleveland—members of the Music Club which supplanted the old Talking Machine Dealers' Association of Northern Ohio—will attend.

Genola Phonograph Popular

The General Phonograph Mfg. Co., of Elyria, O., reports the manufacturing line fairly active for mid-Summer. The little Genola, made by this concern, is popular in places where the cheaper lines of talking machines are sold. As a nursery amusement feature the Genola holds a high place among toys. A. G. Bean, president of the company, recently became one of the three principal owners of the Bishop & Babcock Co., a \$4,000,000 soda fountain equipment manufacturing concern whose main factory and sales offices are in Cleveland.

Adler-Royal Line in Favor

The Adler-Royal five-tube neodyne radio-phonograph, model E, is finding much favor in northern Ohio. Efforts to obtain new retailers in this section are meeting with apparent good success. The Adler-Royal models are regarded as exquisite pieces of cabinet workmanship.

Bright Brunswick Outlook

The Brunswick-Balke-Collender Co.'s Cleveland office reports prospects for good orders for Brunswick Radiolas during the early Fall months. Many orders for the most expensive type of radiolas are being booked and dealers throughout northern Ohio report numerous inquiries from prospective purchasers who will be in the market after the first of September.

The Wright Music Co.'s new University Circle store reports a good call for super-heterodyne radio sets.

The Wolfe Music Co.'s July sale of portable talking machines was the biggest ever scored in a single month.

Elmer E. Henshey Opens Store

The new music store of Elmer E. Henshey, Elyria, O., is well supplied with talking machines and records. He is at 650 Lodi street. He formerly managed the Elyria Starr branch.

Ready to Serve You

THE BUEL DISTRIBUTING CO.

CLEVELAND, OHIO

has taken over the business of the Cheney Phonograph Sales Co. and the Record Sales Co., both of Cleveland.

In experience, ability and knowledge of the talking machine industry, the Buel Distributing Co. is admirably equipped to serve you well, for its executives have been identified with this trade for many years. The officers of the company are:

Tom R. Buel, President and Treasurer

Edw. B. Lyons, Vice-President and
General Sales Manager

We have selected a comprehensive high grade line of phonograph and radio products which we fully endorse and guarantee, and for which we assume full responsibility. You can, therefore, use our service with absolute confidence in its dependability. Our line includes

| | |
|---|--|
| Okeh and Odeon Records | Thermodyne and A C Dayton Radio Receiving Sets |
| Little Tot Records | Ray-o-Vac Batteries |
| Adler-Royal Phonograph and Radio Products | Budisco Storage Batteries |
| Caryola Portable Phonographs | Dictograph Corporation Products |
| Mastercraft Phonographs | Balkite Radio Power Units |
| Honest Quaker Phono Repair Parts | Cleveland Loud Speakers and Units |
| | Sleeper Radio |

Let us tell you more about our service

THE BUEL DISTRIBUTING COMPANY

1965 East 66th Street, Cleveland

A News Element of the Music Trade Conventions is Dramatically Presented to the General Public Through The Saturday Evening Post of August 15th. An Exceptional Opportunity for Local Tie-up and Demonstration by the Gulbransen Merchant.

GULBRANSEN COMPANY
 Give us details of local tie-up with Gulbransen National Advertising.
 Name
 Address
 City and State.....



Those who stopped in the hallway to listen did not know that he was playing her accompaniment *without touching the keys!*

It happened at the Drake Hotel, Chicago during the National Music Trades Convention in June

And now anyone—without previous training—can do the same at home

You can play roll music on the Gulbransen Registering Piano with the same control of the Keys—the same selective Touch that a pianist has in playing by hand



LHAT morning one of the visitors at the Music Trades Convention was playing roll music on the Gulbransen Registering Piano with all the expression of a brilliant pianist—yet this man could not tell one note from another on a piece of sheet music!

His audience sat and listened in amazement—among them composers, musicians and dealers in musical instruments.

It was a thrilling revelation—this instrument on which can be played roll music with all the Self-Expression—the Personal Touch—the variety of Tone Volume—that hand playing has.

Yet there are actually thousands of people—people unable to read sheet music—who play the Gulbransen easily and inspiringly. And you can do the same.

Your Undiscovered Talent

You can play the Introduction to a ballad or an operatic aria as a musician would play it—lively at first, then slowly as you near the words, then pausing for the singer, then subduing the melody to a whisper.

The vocalist carries the air. The piano plays only the accompaniment, usually in the bass or lower register. You can do this on the Gulbransen, regardless of the melody notes that are cut in the roll.

Notes accented, notes subdued, notes sustained, tone volume varied, and melody notes omitted entirely if you wish, leaving these notes for the voice or violin.

On the Gulbransen Registering Piano, you can play only such notes as you choose—bass or melody alone, or both together—and play them with your Touch—as in playing by hand.

You can play a piano solo correctly, accenting the melody or the chords.

You can play dance music in perfect time and rhythm. There are many who play the Gulbransen exceptionally well. Who play accompaniments for noted artists, but always by roll on the Gulbransen. They play for artists who would not tolerate the "mechanical" playing of ordinary player-pianos.

Do you wonder that the first time people play this

beautifully toned instrument they ask, as was asked by scores of musical folk at the Drake Hotel: "How can roll music be played on the Gulbransen equally as well as music played by hand?"

The Answer is Personal Touch

Personal Touch—selective touch—self-expression—control of keys, as in playing by hand—that is the missing art that A. G. Gulbransen contributed to roll playing.

Hand-playing had it. Player-pianos did not. So un-

trained persons could not play as musicians do. Mr. Gulbransen had spent a life time in making fine musical instruments and believed there must be a way. At last he discovered it, and gave it to the world in this masterful creation—the Gulbransen Registering Piano.

This art, that enables you to play with the same expression as though you touched the keys, distinguishes the Gulbransen Registering Piano from every player-piano in existence.

Yet anyone can play it—you, or the unexpected guests who drop in of an evening.

Your home will be known for its entertainment and charm if you own a Gulbransen—Grand or Upright. And when alone you will always have the companionship of music—music you can play yourself, to suit your mood.

FREE—color-illustrated Book de luxe "Your Unsuspected Talent—Its Discovery and Enjoyment"

Placing the Gulbransen 10 minutes at any Gulbransen show room will fill you with a realization of the glorious times you can have at home with this instrument. Won't you accept our invitation to try it?

Only mail us the coupon and we'll send free our de luxe color-book—"Your Unsuspected Talent—Its Discovery and Enjoyment"—and the address of a nearby Gulbransen show room where you can see and try all Gulbransen models. Mail us the coupon now before you forget.

Price the Same the Nation Over Pay as Convenient

Gulbransen pianos are sold at the same cash price, freight prepaid, throughout the United States. We stamp this price on the back, where you can read it. And Gulbransen dealers are prepared to deliver any model, Grand or Upright, for a small cash payment—balance to suit the purchaser. A reasonable allowance will be made for your present piano, if you own one.

Four Upright Models: Community, \$450; Suburban, \$530; Country Seat, \$615; White House, \$700; Straight Grand, \$785; Registering Grand, \$1275.

GULBRANSEN
The Registering Piano

SEND THIS COUPON
to Gulbransen Company, 2122 Chicago Ave., Chicago for Color-Illustrated Book De Luxe "Your Unsuspected Talent—Its Discovery and Enjoyment"

Name _____

Address _____

City _____ State _____

Check here if you own a piano and we will send you form enabling us to estimate value.



Easier to Sell every Radio with a



Sonora Speaker

because —

every resonant note musically wells from its seasoned wood tone chamber with all its original beauty.

Deluxe Speaker with balanced armature and mica diaphragm reproducing unit \$30

Standard Speaker with adjustable electro-magnetic reproducing unit \$20

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Sonora Phonograph Company, Inc.

279 Broadway New York City
Makers of Sonora Phonographs, Sonora Radio Speakers, Reproducers and Sonoradios

Export and Canadian Distributor:
C. A. RICHARDS, Inc.

279 Broadway New York City

Addition to the Atwater Kent Factory Completed

New Plant of Manufacturer of Atwater Kent Radio Sets Equipped With Most Modern Facilities for Radio Production Obtainable

PHILADELPHIA, Pa., August 4.—The latest addition to the large factory building of the Atwater Kent Mfg. Co., of this city, has been entirely completed and is now occupied by various manufacturing departments. This latest addition covers three acres of space and was the last remaining unit needed to complete the architect's great plans for this remarkable factory building.

The occupation of the new section was an auspicious occasion for Atwater Kent employees. In one section of the new building a full-sized stage had been erected with all the necessary scenery and settings, and a full afternoon's performance from one of the local vaudeville houses playing a prominent circuit was given. Following the entertainment the employees were the guests of A. Atwater Kent, president of the company, at dinner.

The new addition has been equipped with modern machinery for each specific purpose, many pieces of which were evolved from the experience of machinists in the Atwater Kent plant.

The new section of the Atwater Kent factory has a basement which is to be used for storage purposes. As this big factory, in spite of its tremendous production, is behind in filling its orders this section as yet has not been made use of and it would seem from the heavy orders being received daily that it would be a long time before it would be possible to stock merchandise.

DeForest Radiation Preventer Scores in Trade

The DeForest Radio Co., Jersey City, N. J., is achieving considerable success in the introduction of its radiation preventer which consists of a small enclosed Bakelite case about the same dimensions as an ordinary tube socket and which the company states not only prevents radiation but sharpens the tuning of the set as well as making its sensitivity to weak signals fully fifty per cent greater than before. The device, which is small and inexpensive, is applicable to all types of oscillating receivers. It was perfected by the radio engineers of the DeForest Radio Co. under the personal direction of Dr. Lee DeForest.

Broadcasting Station WMCA Awards Paragon Radio Set

"The Bright Lights of Broadway" is the appellation under which Leo Friedman, well-known music man and one of the directors of Radio Station WMCA, presents a midnight show every Wednesday in which celebrities from every branch of the amusement world appear before the microphone in the studio atop the Hotel McAlpin, New York City. Through the co-operation of the Adams-Morgan Co., Inc., of Upper Montclair, N. J., several Paragon receiving sets were donated to Mr. Friedman, who has been conducting various features within the hour of entertainment, which often runs into longer periods.

By special arrangement with the Western Union Telegraph Co. for rapid transmission in connection with the program of July 1, more than five thousand contributors sent telegrams. Vincent S. DeJenthis, 149 Bay 13th street, Brooklyn, was awarded a Paragon set on this occasion.

Unusually brisk business is featuring the trade in Memphis, Tenn.

ILSLEY'S GRAPHITE PRONO SPRING LUBRICANT

Ilseley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or granular. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans in retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

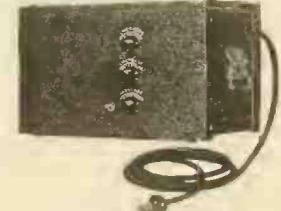
Write for special proposition to jobbers.

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

National Ad Campaign Launched by Cooper Corp.

"A" and "B" Battery Eliminator Coming In for Wide Publicity in National Campaign

The Cooper Corp., of Cincinnati, O., manufacturer of a device that delivers both "A" and "B" current from the light socket, recently ran a full page advertisement in the Saturday Evening Post. This is the first of a series of national announcements which have been pre-



Cooper Battery Eliminator

pared in order to educate and sell the Cooper "A" and "B" to consumers.

The Cooper instrument utilizing the current of the ordinary 110-volt sixty cycle house electric circuit, supplants both "A" and "B" batteries and may be used with any type of radio set regardless of the number or kind of tubes. Prior to bringing out this product the Cooper Corp. carried out exhaustive tests of the device for over a year. With its first national announcement the Cooper "A" and "B" have reached quantity production. Among the outstanding merits of this device is the absence of power line noise. Hum has been effectively disposed of by patented filters.

The installation of the Cooper "A" and "B" requires no special technical ability. The attachment requires no more time or inconvenience than used in making battery connections. Once the rheostats are set for the current requirements of a set, the voltages in "A" and "B" circuits remain fixed for all time, without readjustment or repair ever being needed. The operating cost is low. It has been estimated that the cost of running a five-tube set for a full evening would be five cents.

The Cooper "A" and "B" is housed in an attractive metal case finished in crystalline enamel. It has rubber feet which permit its being placed on a highly polished table or other wood service or it may be located in the battery compartment of the average radio cabinet.

Buys Stock of Meriden Firm

The entire stock of the Music Lovers' Shop, Meriden, Conn., has been purchased by John Fearnley, proprietor of the Fearnley Music House, also of that city.

AUTOMATIC LID SUPPORT

Finished in Nickel and Gold
Samples on request



Patented Dec. 9, 1910; Oct. 25, 1921;
Mar. 7, 1922. Canada Applied.

The Most Dependable Lid Support on the Market
Star Machine & Novelty Co., 811 Watkinson Avenue
Bloomfield, N. J.

Who said the first million was the hardest?

A LITTLE over a year ago nobody used a URECO Radio Tube. Because there weren't any.

We started making URECO Radio Tubes July 15th, 1924. Today radio fans throughout the country are using 1,175,000 URECOs. We passed the million mark June 30th of this year. *A mighty fast first million!*

And we're sailing fast on the second million. Tomorrow there'll be 3,500 more URECOs. The next day another 3,500 more. That's the way they're producing—and selling!

Why?

The answer is built into the tube—*Power, Sensitiveness, Stand-up Quality.* The jobber who's in the business to *stay*—he's the fellow who lines up with URECO, because he wants to handle a tube that will keep itself sold and make new friends by actual **PERFORMANCE.**

Every URECO Radio Tube carries a printed *guarantee* of efficiency. Either the URECO makes good, or we do.

URECO radio tubes,



Now on the 2nd Million!

United Radio & Electric Corp.
424 Central Ave., Newark, N. J.

Dealers From Wisconsin and Illinois View Music Master Line in Milwaukee

Meeting Held Under the Auspices of the American Radio Equipment Co. Proves a Huge Success—Heavy Ordering of Fall and Winter Stocks Featured the Event—Business Combined With Pleasure

MILWAUKEE, Wis., August 3.—One hundred dealers from the State of Wisconsin and northern Illinois assembled at the Milwaukee Athletic Club in this city on Friday, July 17, to view the new line of radio products manufactured by the Music Master Corp., of Philadelphia, Pa. All arrangements for the exhibition and the entertainment of the visitors were made by the American Radio & Equipment Co., 449 East Water street, of this city, who are Music Master distributors in this territory. The exhibit was the first of its kind held in this section of the Middle West and C. D. Weeks, president, and Harry M. Hahn, vice-president of the distributing firm, report themselves as

being well pleased with the number of dealers who attended and the large number of contracts which were placed at that time for the Fall and Winter.

The gathering was opened by a luncheon at noon, and the business session followed. Mr. Weeks addressed the retailers, outlining to them the business policy followed by the American Radio & Equipment Co., emphasizing the fact that his firm confines itself to a strictly wholesale business, crediting the dealer in those rare instances where a sale is made to a retail customer. He then introduced Fred D. Williams, Philadelphia sales manager of the Music Master Corp., who outlined the policy

of his firm and gave to the dealers a graphic picture of the phenomenal growth of Music Master products. Three and one-half years ago the Philadelphia firm manufactured one model loud speaker, and during the intervening space of time the line has been increased until it now embraces a variety of radio receiving sets, loud speakers, tubes and batteries.

Mr. Williams was followed by C. T. Miller, vice-president of the J. H. Cross advertising agency, of Philadelphia, advertising counsel of the Music Master Corp. Mr. Miller, in his talk, dwelt chiefly upon the Music Master advertising campaign, pointing out to the dealers that the appropriation is covering every consumer publication of value, and that Music Master advertisements will come to the attention of every reading family in the United States. He cited the city of Milwaukee as an example, showing how its 106,000 families are completely covered. He also pointed out the large number of bill-boards which are being used as dealer helps throughout the country and which are constantly bringing Music Master products before the buying public.

The exhibition held for dealers by the American Radio & Equipment Co. forms a part of an aggressive ten weeks' campaign which this jobbing firm has inaugurated on Music Master products since the middle of July. Letters, window prints and other direct by mail matter have been forwarded every week to dealers throughout the State of Wisconsin. According to the executives of the firm the drive is meeting with splendid results, which tend to instill confidence and enthusiasm in the trade.

Striking Publicity on New Jewett Receiver

To Be Distributed Through Authorized Wholesalers to Franchised Dealers—Departures in Design Result of Wide Experiments

The Jewett radio receiver, the receiving set announced recently by the Jewett Radio & Phonograph Co., Pontiac, Mich., is the subject of a very striking color advertisement published in this issue of *The World*. The set is artistically displayed, bringing out effectively the beauty of the cabinet design and its many distinctive features. This advertisement also presents an interesting message from E. H. Jewett, president of the company, who points out that the Jewett receiver and all other Jewett products will be sold only through authorized Jewett distributors. There will be approximately fifty of these distributors in the whole country, one to each important trading center. These distributors will sell only to authorized Jewett dealers and there will be only one of these dealers to each retailing neighborhood.

Referring to the constructional features of the Jewett receiver, an official of the company said: "Our set is a five-tube tuned radio frequency, two radio detector and two audio. The highlights are concentrated in the special audio frequency amplifier system. All tube noises are eliminated and absolutely no distortion is introduced to the wave form. The only current flowing through the telephone or loud speaker is supplied by the actual variations in the last tube circuit without the usual large current from the 'B' battery.

"The mechanical design introduces a number of departures from the ordinary. There are two controls, one on either side of the panel with a voltmeter in the center. A novel introductory improvement is a pilot light which lights automatically when the set is in operation. The set will be made both in desk and console models; the latter being self contained with the Superspeaker built in."

The Jewett set was eighteen months in process of building, and while it is the result of the efforts of the complete engineering staff, the bulk of the thought and work behind it is credited to Edward H. Clark, one of the laboratory group at the main plant at Pontiac.

RADIO
never had a product
with such an
Eager Market

IT isn't possible to estimate how big is the market for the Cooper A-n-B. Right in your own community hundreds are ready to buy the device that does the work of A and B Batteries—without wearing out or running down—without acid or noise. And there never is need for recharging or re-adjusting.

Radio never had a product that held such timely interest for everybody, such eagerness to buy.

The dealer with vision has long expected an efficient successor to radio batteries. He knows its immense possibilities—its certain profits.

If you are such a dealer write to us. You'll find a splendid dealer deal.

The Cooper Corporation, Cincinnati, Ohio
Founded—1904

You may want
to think it over
but get the
details now!



COOPER
A-n-B
Radio Battery Eliminator

ADV. PICTARD-GODIN, INC.

Stocks Being Moved in the Richmond Field in Preparation for Better Fall Business

Drives on Victor Reduced Price Models Cleaning Out Warerooms—Corley Co. Appoints New Dealer—Pathe Exhibit at Semi-Annual Furniture Show Attracts Attention—Other News of Month

RICHMOND, Va., August 8.—Response of the Summer trade to the drive of Victor machines in this territory has been most gratifying, according to dealers. The sale, they say, took well from the start, although it was something new in the talking machine line. All the stores have been featuring the sale, using window as well as newspaper advertising space liberally in boosting it. Sales of records have been greatly stimulated since the drive got under way, business in this line being far in excess of what it was at the corresponding period last year.

Discuss Fall Plans

Executives of The Corley Co., this city, went to Camden, N. J., early this month for a conference with executives of the Victor Co. with reference to distribution plans for the Fall. In the party were Frank W. Corley, vice-president and general manager; Fred R. Kesslich, wholesale manager; H. C. Luklard, secretary, and G. W. Greener, treasurer.

Louis I. Dunn, of the wholesale department of The Corley Co., has left for Chicago to take a course at the factory of the Cable Piano Co. He plans to be there about three months. His principal object in taking the course is to qualify himself in the piano line. Heretofore he has been specializing in the talking machine end of the business. The company, it is understood, plans to place him in charge of one of its branch stores sooner or later and consequently wants him to be thoroughly familiar with pianos as well as phonographs. Mr. Dunn is a young man of the alert, progressive type, and his friends believe that he has a big future ahead of him in the music business.

The Corley Co. announces the appointment of the following new dealers: Thomas Mercantile Co., Bluff City, Va., and Powell Bros., Boykins, Va.

Major A. Vivian, veteran salesman for The Corley Co., went to New York the early part of August to meet Mrs. Vivian when she returned from a trip abroad. She spent most of her time overseas visiting relatives in Scotland.

Pathe Exhibit at Exposition

Goldberg Bros., distributors of Pathe and other machines sold under their own brand, had quite an attractive exhibit at the Semi-annual Furniture Exposition held at High Point, N. C., recently. LeRoy Goldberg, a member of the firm, and C. G. Newman, salesman for the house, covering North Carolina territory, attended the exposition. Goldberg Bros. report the appointment in July of twenty-six new dealers in their territory, which embraces most of the South Atlantic States. Business, they say, is running somewhat ahead of last Summer, being 25 per cent better in some parts of the territory. The bulk of the trading is in popular-priced machines.

Starr Co. Closing Local Headquarters

The Starr Co. is closing out its distributing office at Richmond, which has been handling business in Virginia and West Virginia and the two Carolinas. The office was in charge of H. Wallace Carner, who died several months ago. Both pianos and phonographs were handled. Hereafter dealers in the territory will order direct from the factory. Miss Eleanor Parish, secretary to Mr. Carner, has been in charge of the Richmond office since his death. She is undecided as to her plans for the future.

Bright Outlook in Carolinas

In the Carolinas farmers have been fortunate, reasonable rains having prevailed throughout the Summer. As a result they have fine tobacco and corn crops, and the cotton crop is considerably more promising than it was a year ago.

Some dealers in Richmond report collections not so good as they would like to see them. The fact that more people than ever before have

gone on vacation trips this Summer is another reason for collections being below par.

Interesting News Gleanings

Walter D. Moses & Co., Victor dealers, recently sold a \$75 portable to a woman missionary returning to her field in Japan. In addition she bought \$50 worth of records. The machine and records were expressed to Japan and were due to arrive there ahead of her.

Radio business here is expected to be greatly stimulated when the big new broadcasting station of Larus Bros., tobacco manufacturers, gets down to work. The station is being erected at a cost of \$125,000 and will be ready for business within the next month or two.

Formal opening of the beautiful remodeled

store of the Columbia Furniture Co., which handles both radio and phonograph lines, was scheduled to be held some time about the middle of August.

W. T. Davis, special representative of the Victor Co., called on the trade here recently. He is always a welcome visitor in Richmond.

Louis F. Gruner, manager of the Biggs Music Co., has returned from a pleasant vacation trip to the Bermudas.

Opens Long Island Branch

A branch store carrying pianos, phonographs and radio has been opened recently by Gimbel Bros., New York, on West Main street, Patchogue, L. I. Ben Lax, who has charge of the four Gimbel Bros. stores on Long Island, is managing the branch.

J. Winfield Curry has been admitted into partnership in the music business operated in Lakeport, Cal., by his father, J. W. Curry.

Get this Book at Once
It Means Real Profit

Sell the Speaker That Will Speak For Itself!

THE most helpful and intensive cooperation is given dealers who carry the Bristol line. The Bristol Prospectus, shown above in miniature, contains the complete plan.

Regular Magazine advertising, including ample space in Saturday Evening Post, Literary Digest and leading Trade Publications, will reach every corner of America. The Bristol handsome, large Window Display in full color is a genuinely new idea. Striking Counter Signs, Beautiful Booklets, "Giant Ads" for windows and all dealer helps are pictured and described. See it and know just how we will help.

Dealers who offer quality trade and quick turn-overs should stock the great Bristol Line now! The season is here. This big Bristol book, page size 11x14 inches, will be sent you on application.

Four Bristol Models

Three Horn Type and One Cabinet make up the Bristol Line, retailing at \$15.00 to \$30.00. Bristol Audiophone Loud Speakers excel in the reproduction of the natural tone quality of vocal or instrumental music.

The "Voice" of the Audiophone is not a mere "phone unit in a horn but a highly developed electromagnetic device. Models "C" (the "Cabinet") and "E" are equipped with the new Bristol "Super Unit" which contains a specially designed diaphragm of broad pitch range and reproduces with equally pleasing volume and clarity, both low and high pitched notes.

Send for Bulletin 3025-BS for full descriptive matter.

THE BRISTOL COMPANY
WATERBURY, CONN.

BRISTOL AUDIOPHONE Loud Speaker



Represented by Branches in 9 Principal Cities

- Boston: Old South Bldg.
- Philadelphia: Widener Bldg.
- Birmingham: Ace-Herald Bldg.
- Chicago: Monarch Block
- New York: 111 Liberty St.
- Pittsburgh: Frick Bldg.
- Detroit: Mack Bldg.
- St. Louis: Boatman's Hook Bldg.
- San Francisco: Klatta Bldg.



MODEL 1925
The New Low Pitch Speaker
Black Velvet Mat-Finish Base With
Silvered Decoration, \$26.00

All Factors of the Trade in Kansas City Are Making Extensive Plans for the Fall

Increase in Trade Over Similar Period a Year Ago and Bright Fall Outlook Are Basis for Optimism—Portable Instruments Are Favored by Buying Public—Jenkins' Installs Audaks

KANSAS CITY, Mo., August 6.—The usual seasonal conditions are in order with excellent Fall prospects. July, as a month, was slower than June, but in comparison with a year ago statistics show an increase in trade for this territory. Consequently all sorts of plans are in the making for a good Fall and Winter.

The subject of paramount importance at this time is vacations. Two-week periods and three-week periods are being snatched at enthusiastically by employer and employed alike and every sort of enthusiasm comes back to the home office as to the sizes of fish, dearth of mosquitoes and depth of coals of tau.

Portable Radio and Phonographs Favored
Portable radio and phonographs are a constitutive part of luggage of vacationing dealers as well as their customers, which appears to be the biggest argument in favor of the instruments. Consequently the demand for rec-

ords is great and they are selling with an impetus unknown in previous July months. Light music and the single disc Red Seal Victor records appear to be the leading sales items, price and dance music being the factors in negotiating these sales.

Band Concerts Educational

The programs of the Kansas City Municipal Band have been influential in the creation of musical interest in a great many people, for the typical audience is that of families. Dealers of the city are confident that the musical interest started by training in the public schools is manifest at the public concerts and that indirectly the results should be felt in the music demand.

Victor Sales Campaign Successful

The sales campaign to sell Victrolas as conducted by the J. W. Jenkins Sons Music Co. has been successful for the period of several

weeks while it has been in operation. The city has been divided into territories each one of which is put in the hands of a salesman who makes a complete canvass of this territory. Six new salesmen have been taken on since the plan has been in operation.

Eight Audaks Installed at Jenkins'

The record department of Jenkins' has just installed eight of the Audak system booths, with the result that the established customers of the department are interested in the system and in trying it out seldom fail to find, also, a record that they cannot do without. Red Seal Victor records at the new prices are very good sellers, while light popular music is in demand more than other types during the Summer months.

Charles A. Renie, formerly with space in the Sinitz, Strober, Barnes Piano Co. store is now located on the ground floor of the W. W. Kimball Co's offices. Mr. Renie has the advantage of larger display space in the store and window fronting Grand avenue; he reports that for the Summer months the demand for the smaller instruments has been tremendous with harmonicas and ukuleles in the lead. Mr. Renie is well known as a collector of rare violins.

Plaza Music Co. Appointed Wholesaler to the Music Trade of Anseo Cameras, Etc.

New Distributor Emphasizes Value of Such a Product in Bringing People Into the Store—A Profit-Building Sideline—Sales Drive Under Way to Introduce Photographic Line

Anseo Photoproducts, Inc., the nationally known manufacturer of Anseo cameras and photographic films, has appointed the Plaza Music Co., 10 West Twentieth street, New York City, as a distributor to the music trade. The Plaza Co. will be enabled to supply music retailers with Anseo photo-products at manufacturer trade prices.

The sales department of the Plaza Music Co. has arranged a sales campaign in order to properly introduce Anseo goods, their merits and sales possibilities. A department particularly devoted to the exploitation of these products will carry out the details of the campaign and be prepared to render service to merchants interested in cameras and films. Catalogs, price lists and consumer literature are available upon request.

The Plaza Co. has pointed out that the interest in photography is not a seasonal one.

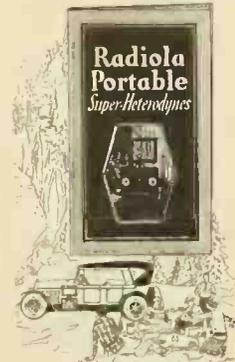
While it is true that the Summer months bring out the greatest use of these products there is an all-year-round demand. This has been particularly noticeable in recent years, due to the great popularity of the automobile, which lures millions of people to the outdoors in all seasons. The public interest in athletic and other events also is a means of creating sales for cameras and films. Anseo Photoproducts, Inc., comprises a complete line of box and folding model cameras the retail price of which ranges from \$1 to \$75. Some months ago this firm introduced a dollar camera which has had widespread popularity. It produces clear prints in miniature size and probably is the easiest method of inducing the average person to become a camera enthusiast. The use of this dollar Anseo undoubtedly creates a sale for larger models after a season's use. The other outstanding features of the line include automatic

and semi-automatic Anseos which wind the film. The film line of this company includes sizes to fit all roll-film cameras.

The Anseo Co. was established in 1842. It holds many original patents and its products have frequently taken gold medals at national and international expositions. Stocking cameras and films by the talking machine dealer is an avenue of sales and has already been profitably carried out by many dealers. The offering of such products and service through a music distributor should make possible an enlargement of these activities, bringing many people into the store who otherwise would not become known to the dealer.

Sixteen-Page Folder Features Two Radiolas

Radiola dealers are using to excellent advantage a very attractive sixteen-page folder



Artistic Radiola Folder

effectively illustrated and featuring the new Radiola 24 and Radiola 26. Over two-thirds of the space is devoted to illustrations in orange, green and black, reflecting vacation enthusiasm and its adaptability to the sale of these popular Radiolas.

Buys Partner's Interest

DUQUESNE, Pa., August 6.—Announcement has been made recently that W. F. Allen has purchased the interest of his partner, J. M. Spada, in the piano firm of Allen & Spada, 49 North First street. Mr. Spada was forced to withdraw from the business due to ill health.

Concerning

BURGESS BATTERIES

THE unique position of esteem and confidence occupied by Burgess Radio Batteries is a natural development of the conservative policy which has characterized the manufacture, advertising and sale of Burgess products.

Of interest, perhaps, to the thinking battery buyer is the fact that no Burgess product is advertised or sold until its merit has been proven, not only by our own rigid tests, but also those of the foremost radio engineers, manufacturers and experimenters in the country.

Through friendly criticism and suggestions, together with extensive research and engineering by the C. F. Burgess Laboratories the efficiency of Burgess Batteries has increased to a degree which we believe is not equaled elsewhere.

Ask Any Radio Engineer

BURGESS BATTERY COMPANY

Engineers - DRY BATTERIES - Manufacturers
Flashlight - Radio - Ignition - Telephone
General Sales Office: Harris Trust Bldg., Chicago
Laboratories and Works: Madison, Wisconsin

BRANCHES

New York Boston Kansas City Minneapolis
Washington Pittsburgh St. Louis

IN CANADA

PLANTS: NIAGARA FALLS AND WINNIPEG
Branches: Toronto - Montreal - St. John





POWER Electric Radio



Cover of Descriptive Booklet

THE ONLY ELECTRIC RADIO

That works on either
AC or DC House Current

Just Plug-in



- NO ATTACHMENTS
- NO RECTIFYING TUBES
- NO TRACE OF HUM
- NO AERIAL OR GROUND
- NO TESTING OR BATTERY CHARGING
- NO MORE BUYING A, B or C BATTERIES

The Power Electric Radio Comprises 4 Different Models

- The Standard - Model No. 160
- Console Type - Model No. 235
- Console Type - Model No. 300
- The Phono Radio Panel, Model No. 145

GUARANTEE

Every set is fully guaranteed against electrical and mechanical defects.

Power Electric Radio offers the progressive merchant a new line of radio receivers, the ultimate in Radio Engineering. Power Electric Radios are embodied in beautiful cabinets, self-contained, with the latest type built-in loud speakers, acoustically perfect.

Send for Literature, Distributor and Dealer Proposition

Manufactured by

ARGUS RADIO CORP.

25 West 18th Street

New York, U. S. A.

THE "POWER" LINE IS DEPENDABLE



Pittsburgh Talking Machine Dealers Expect Marked Sales Gains This Fall

Special Drives by Victor Dealers Featured in Extensive Advertising—Death of Clarence M. Sigler a Shock to His Many Friends—Brunswick Launches Christmas Club—Other News

PITTSBURGH, Pa., August 8.—The past month was characterized by a special drive made by Victor dealers following the action of the Victor Talking Machine Co. in making substantial reductions on all models on the floors of the various Victor dealers. The reduction in prices was widely heralded in the daily newspapers of the Steel City by the larger dealers in the Victrola line. The announcement came as a complete surprise to a number in the trade and resulted in a rather sensational rush on the part of buyers to obtain Victrolas at "greatly reduced prices."

Victor Dealers Stage Drives

Such enterprising and progressive Victor dealers as the C. C. Mellor Co., W. F. Frederick Piano Co., Kaufmann & Baer Co., Kaufmann's (The Big Store), Boggs & Buhl, Lechner & Schoenberger Co., Spear & Co., Wurliizer Co., Rosenbaum Co. and the Joseph Horne Co. featured the unusual event in talking machine circles by large advertisements in the daily newspapers with the result that some very substantial sales were made for several days afterwards. In keeping with this special sale the demand for Victor records was also accentuated and the Red Seal records at special prices also met with a very popular reception.

Looking to Fall for Business Gains

According to well-informed talking machine dealers the talking machine business has passed the low-water mark and from now on it is expected that there will be a marked increase in business. With the passing of Labor Day there is always an upward trend to business and this is reflected in a most gratifying way to the talking machine merchants.

Sales of portable talking machines the past few weeks have continued to be rather satisfactory, due to the fact that the number of campers and lovers of outdoor life this Summer have been greatly augmented over the preceding Summer.

Death of Clarence M. Sigler

Music circles here were shocked over the sudden death of Clarence M. Sigler, president of the C. M. Sigler Co., Inc., Victor dealers of Harrisburg, Pa. Mr. Sigler passed away at

Hastings, Mich., on July 17, aged 48 years. He was active in music circles in Harrisburg for many years and later founded the company of which he was the executive head at the time of his death. Martin A. Sigler, a brother, and a member of the firm, survives, together with his widow and one sister. Interment was made at Harrisburg.

On Vacation

Arthur O. Lechner, of the Lechner & Schoenberger Co., Victor, Edison and Columbia dealers, is spending his vacation with his family at his cottage at Northeast, Pa., which is located on Lake Erie.

Brunswick Christmas Club Plan Announced

Brunswick dealers in the Pittsburgh district are in receipt of samples of a letter from headquarters, designed to aid in the sales of the Brunswick Radiola or Brunswick phonograph, by means of a Christmas Club plan. This provides for the purchase to be made by means of small weekly payments. Six per cent interest will be paid to the customer on all money deposited from July 15 to date upon which delivery is made. An initial deposit of 50 cents entitles the customer to membership in the Christmas Club and the instrument desired can be selected at the convenience of the patron. The local Brunswick dealers are pleased with the program as outlined by the company and believe that it will result in a number of sales that otherwise would not have been made.

Charles C. Latus, secretary of the Pittsburgh Piano Merchants' Association and Pittsburgh representative of the Talking Machine World, sailed on July 29 on the Aquitania for a tour of Europe.

Warns Against Crooks

"All strangers are not crooks, but all crooks are strangers" is the warning that was issued by the Retail Credit Men's Association, which organization has among its members a number of talking machine dealers. This action, on the part of F. A. Caten, secretary, is in line with his plan to have the members observe care in the acceptance and handling of checks. Mr. Caten has been quite prompt in notifying merchants of the presence of bad check artists in

Pittsburgh, with the result that the risk of accepting checks is gradually being diminished.

In this connection, a few days ago, a local talking machine dealer had a close call from being victimized by a bad check artist. About 3 p. m. a rather well-dressed man called at the talking machine shop in question and asked to be shown a talking machine. After a number of demonstrations had been made he gave an order for a model costing \$150 and tendered a check for \$100, saying he would make an initial payment of \$50. The clerk passed the order and the check to the proprietor, who, after a few remarks with the would-be patron, said, "I will call up the bank, as I do not know you." To this the man readily acquiesced and stated that he would return in "ten minutes." A call at the bank over the telephone elicited the information that the man was not known and had no account there in that name. The talking machine dealer is still waiting for the man "to come back."

W. H. McConnell in New Post

W. H. McConnell, manager of the piano department of Boggs & Buhl, dealers in the Victor, Brunswick, Columbia and Chency phonographs, has taken over the talking machine department. The former manager, Henry Wood, is connected with another department of the firm. The piano department and the talking machine department adjoin each other and are located on the fourth floor of the mammoth department store.

Many Dealers Now Handling Trinity Six Radio Sets

Plan of Dealer Distribution Includes Territorial Allotment to Selected Merchants

The recent announcement by the Beacon Radio Mfg. Co., Brooklyn, N. Y., as to its plans for the production of the Trinity Six radio receiver has met with the keen enthusiasm of dealers throughout the metropolitan territory. E. J. Totten, sales manager of the company, has already appointed a number of well-known dealers to represent the line. The company's



The Trinity Six Radio Set

sales plans have been completed and the Trinity Six radio receiver will be sold direct to dealers in every part of the country.

In a chat with The World, Mr. Totten, who has been identified with the talking machine trade for fifteen years, stated that the Trinity set will be sold to dealers on an allotted territory basis. This plan of operation will give dealers an ample opportunity to take advantage of all trade possibilities in their respective territories, and will provide for intensive sales effort. The newspaper campaign to start in September is now in process of preparation and full details regarding it will be announced in the near future.

The Trinity Six radio receiver is a six-tube set listing at \$50 every part of which is made in the Beacon factories. The Beacon Radio Mfg. Co. is one of the pioneers in the radio industry and the radio parts of the company are in use the world over. Only the raw material enters the plant, and every part on the Trinity set, including cabinets, is a Beacon product. The Trinity Six may be operated either by dry cell or storage batteries and a feature of the set is the fact that ear phones and the loud speaker may be used simultaneously. The set includes in its equipment the Beacou straight line condenser, a product which is well known throughout the radio industry.

Exclusively Wholesale Service in the PITTSBURGH DISTRICT

Atwater Kent Equipment
Pooley Radio Cabinets
Colin B. Kennedy Equipment
French Ray-O-Vac Batteries
Exide Storage Batteries
Gold Seal Homchargers
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Brach Antenna Sets

Our Slogan
Service—None Better

ESENBE CO.
SWARTZ & BUEHN

909 Penn Avenue

Telephone: Atlantic 0539
Catering especially to music dealers

Pittsburgh, Pa.



Anso No. 1A Ready-sets



No. 2 & No. 2A Anso



Anso Dollar Camera



Balance Your Sales With This Nationally Advertised Photographic Line

Cameras and film combine many sales advantages that give them strong appeal as music-store merchandise. They attract a highly desirable class of trade, and because of the constant need for film and photo finishing increase the frequency of customers' calls. A music store selling cameras and film is in closer and more frequent touch with its customers, and enlarges their number.

ANSCO CAMERAS ANSCO SPEEDEX FILM

Anso cameras comprise a complete line of box and folding models retailing at from \$1 to \$75. They include the remarkable little Dollar Anso, a tested sales builder; the famous Ready-sets that require no experience or skill, and the Automatic and Semi-Automatic Anso, which wind the film themselves, with many other standard models for every picture-taking use. A finely made line, liberally advertised and very easy to sell.

Anso Speedex Film is the film in the red box with the yellow band—the film with the wider exposure range for clear, bright pictures. Fits all roll-film cameras.

The Plaza Music Company has been appointed wholesale distributors to the music-store trade by Anso Photoproducts, Inc., and can supply this better-business line of high-grade cameras and superior picture-getting film at manufacturer's trade prices. Catalog, folder, price list, and full details of dealer proposition on request.



No. 3A Folding Anso

Let us show you how you can get a good start with it on a very moderate investment

Distributors to the Music Trade

PLAZA MUSIC CO.

10 West 20th Street

New York



No. 1 Anso Junior de Luxe

Demand for Portables and Records Is Outstanding Feature of Cincinnati Trade

Business Continues Generally Satisfactory—Important Matters Discussed at Sales Convention of Kodel Radio Corp.—Direct Mail Moves Brunswick Records—Trade Activities of the Month

CINCINNATI, O., August 8.—The feature of the talking machine business just now is the fine demand for portables and records. The demand for the larger and more expensive types of talking machines is satisfactory. Practically all dealers report sales have been better in the last four weeks than they were during the corresponding period of last year.

Kodel Convention a Huge Success

At the sales convention of the Kodel Radio Corp. held in July in the company's new factory at 507 East Pearl street, Cincinnati, President Clarence E. Ogden said: "Sellers of talking machines are rapidly beginning to realize the possibilities in developing radio business and thereby increasing their profits. As a rule, the talking machine dealer has a service department, and this can give all of the radio service that is needed. But the talking machine dealer cannot afford to handle cheap radio merchandise, made by unknown and unreliable concerns." Representatives were present from all parts of this country and several came from foreign countries. There were business sessions in the different days, with entertainment features in the evenings. There was a visit to WKRC, the Kodel broadcasting station.

Direct Mail Moves Records

During the heated term the Brunswick-Balke-Collender Co. is stimulating its sales by means of direct-mail literature. The Vocalion records, which the company recently acquired, are reported to be moving splendidly. Mario Chamlee, regarded by some as the greatest tenor in the world, was a recent guest of Stanley Ries, general manager of the local house. The company reports a good demand for its new \$40 portable, in which are incorporated several improvements.

Good Portable Demand at George P. Gross Co.

It was stated at the store of the George P. Gross Co. that with them most of the demand has been for portables, for use of persons going into camps or on automobile tours, and there also has been a fair demand for used machines of other types, for the same purpose. Soon after celebrating their silver wedding anniversary in June, Mr. and Mrs. Gross departed

on a second honeymoon, going on an extended tour of Europe. It was their plan to return to Cincinnati the early part of September, in order to be present at the annual convention of the Ohio Music Merchants' Association, which opens the middle of the month and in which Mr. Gross takes a large amount of interest. Among the cities they planned to visit are Marseilles, Genoa, Rome, Venice, Milan, Berlin, Strassburg, Vienna and London.

Sales Gain at Baldwin Shop

At the Baldwin Victrola Shop it was reported that sales have been larger in the past few weeks than they were in the corresponding period of the previous year, and preparations are being made to handle a big business in the early Fall.

Brunswick Shop a Success

Louis H. Ahaus, owner of the Brunswick Shop, is proud of the fact that he has had to add another truck to his delivery equipment, because of increased business. He is proud of this because when he opened up his business about a year and one-half ago there were so many predictions that he could not succeed at the location he picked out for his store. Mr. Ahaus left the latter part of July for a few weeks' fishing in Wisconsin. Increased sales of the Vocalion records are reported at the Brunswick Shop, with other merchandise in good demand for the season.

Minor Co. to Expand

The Minor Music Co., which deals extensively in talking machines and records, will soon erect a building on property adjoining its store at 35 West Sixth street, giving it an additional frontage of twenty-seven feet.

Completing Plans for Ohio Convention

Otto Grau, president of the Grau Piano Co., which carries a large stock of talking machines in its Fourth street store, and also in its suburban store in Norwood, is back from a fishing trip to Sage Lake, Michigan. He and his committee are now completing the arrangements for the convention of the Ohio Music Merchants' Association, of which he is president. This meeting will be held in this city the middle of September, and it is predicted

that there will be an unusually large attendance at the business sessions.

All of the interior of the Grau downtown establishment has been redecorated and fine tapestry panels have been added to the big show window, making it even more attractive than before.

Important Columbia Activities

The Columbia Distributors' local branch, which for a short time was in charge of W. F. Pierce, has been discontinued and all remaining stock has been removed to the St. Louis office. The district factory branch of the Columbia Phonograph Co., which was recently established here, with Miss R. Helberg in charge, on the fourth floor of the Western Methodist Book Concern building, has moved to the floor above, occupying the quarters formerly used by the Columbia Distributors. C. E. Kraus has rejoined the sales force of the Columbia Phonograph Co., and he now is making his first trip through Kentucky and West Virginia.

Crosley Distributors Meet

Crosley distributors were entertained here by the company the latter part of July, at its annual sales convention. Complete details of the convention appear elsewhere in this issue of The World. Because radio is now stabilized as to construction, with no danger of improvements which will make present apparatus obsolete, dealers may now buy freely, for Fall demand, it was pointed out.

Portable Radios Featured in Latest RCA Window

Window Display Service Bureau of the Radio Corp. of America Supplying Dealers With Carefully Planned Window Displays

The illustration herewith shows the latest window display which is being suggested by



RCA Portable Display Suggestion

the Window Display Bureau of the Radio Corp. of America, which was established a short time ago to help the dealers make their window displays more effective. This particular display is devoted entirely to portable radio sets, taking advantage of the outdoors lure of the Summer time. A plan will soon be presented by the Radio Corp. by which dealers at nominal cost can obtain an unusual series of posters and cut-outs for use in window displays, according to an announcement which has been broadcast to the trade.

Super-Power Broadcasting

SCHENECTADY, N. Y., August 6.—A recent experiment with super-power broadcasting to determine the effect of its interference with ordinary receiving sets tuned for distance has been completed here by Martin H. Rice, manager of broadcasting for the General Electric Co. Mr. Rice concluded that interference of the signals of the super-power station, operating with a fifty-kilowatt developmental transmitter, were easily tuned out by fans with ordinary sets, living within four miles of the General Electric Co.'s station. Many listeners reported that they had successfully tuned out the powerful local signals and had brought in distant stations in Chicago and Cincinnati with good volume on their receivers.



Looking for Fall Business?

Every Dealer is.
Some know how.

Others do not know how.
Thousands sell Okeh Records.
These are the happy Dealers.

They don't have to look for Fall Business.

It will come wherever there are Okeh Records.

It pays to sell Okeh!

Through our Service you can suit the musical preferences of the four corners.

Dance, Song, Old-Time Tune and Race Music; YOU CAN'T BEAT 'EM WHEN THEY'RE OKEH.

Looking for Fall business, you say?
Go after it with Okeh Records

Okeh records delivered by our SERVICE always get to you in time for the big selling. That's what you want, isn't it?

STERLING ROLL AND RECORD CO.

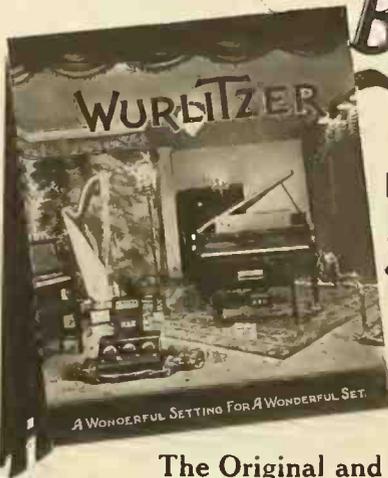
137 West 4th Street, Cincinnati, Ohio

APPROVED!

By The Foremost DEALERS

GREAT musical houses like Wurlitzer, that have tested every radio receiver on the market, are featuring the Blair as "A Better and More Efficient Radio Receiver." This should mean something to a dealer seeking a line of radio receivers that will not only safeguard, but materially enhance his reputation as a dealer in quality merchandise.

WURLITZER
REG. U.S. PAT. OFF.
 announces the addition of
A Better and More Efficient Radio Receiver
BLAIR RECEIVER
 SIX TUBES
 Resistance-Coupled Amplification



LIST PRICE

\$75

(West of Rocky Mountains \$80)



The Original and Genuine Resistance-Coupled Receiver

The Blair is the only receiver employing any new and vital improvements over the past and present seasons' offerings. It eliminates entirely the iron core transformers used in the audio circuits of other receivers, and tests prove the Blair's superiority in tone faithfulness in reproduction of broadcast programs.

Encased in a beautiful, genuine two-toned mahogany or walnut cabinet, the Blair Receiver, at seventy-five dollars, is the biggest buy in radio. It will be the sensation of the coming season.

We suggest that responsible dealers write immediately to our nearest factory representative (See list herewith) for full particulars regarding the Blair franchise on the model shown here and console types.

Blair Radio Laboratories

370 Sixth Ave.

New York City

FACTORY REPRESENTATIVES

- Arkansas—William S. Reid Sales Co., 308 E. 17th St., Kansas City, Mo.
- California (Northern)—Universal Agencies, 905 Mission St., San Francisco, Cal.
- California (Southern)—Radio Electric Distributing Co., 409 San Fernando Bldg., Los Angeles, Cal.
- Connecticut—J. L. Simon, 90 Corey Rd., Brookline, Mass.
- Illinois—C. W. Howe & Co., 21 E. Van Buren St., Chicago, Ill.
- Indiana—C. W. Howe & Co., 21 E. Van Buren St., Chicago, Ill.
- Iowa—Leonard C. Kohn, 425 Securities Bldg., Omaha, Neb.
- Kansas—William S. Reid Sales Co., 308 E. 17th St., Kansas City, Mo.
- Massachusetts—J. L. Simon, 90 Corey Road, Brookline, Mass.
- Maine—J. L. Simon, 90 Corey Road, Brookline, Mass.
- Michigan—C. W. Howe & Co., 21 E. Van Buren St., Chicago, Ill.
- Minnesota—Leonard C. Kohn, 425 Securities Bldg., Omaha, Neb.
- Missouri—William S. Reid Sales Co., 308 E. 17th St., Kansas City, Mo.
- New Hampshire—J. L. Simon, 90 Corey Road, Brookline, Mass.
- Nebraska—Leonard C. Kohn, 425 Securities Bldg., Omaha, Neb.
- North Dakota—Leonard C. Kohn, 425 Securities Bldg., Omaha, Neb.
- Ohio—C. W. Howe & Co., 21 E. Van Buren St., Kansas City, Mo.
- Oklahoma—William S. Reid Sales Co., 308 E. 17th St., Kansas City, Mo.
- Rhode Island—J. L. Simon, 90 Corey Rd., Brookline, Mass.
- South Dakota—Leonard C. Kohn, 425 Securities Bldg., Omaha, Neb.
- Vermont—J. L. Simon, 90 Corey Road, Brookline, Mass.
- Washington—Universal Agencies, 905 Mission St., San Francisco, Cal.
- Wisconsin—C. W. Howe & Co., 21 E. Van Buren St., Kansas City, Mo.

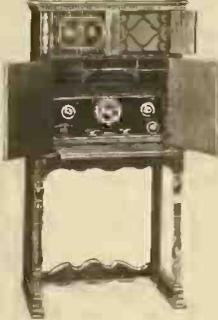
CANADA

- Alberta—Consolidated Distributors, Ltd., 216 Banatyne Ave., Winnipeg.
- Manitoba—Consolidated Distributors, Ltd., 216 Banatyne Ave., Winnipeg.
- Ontario—Vinny Supply Co., Ltd., 14 Temperance St., Toronto, Ont.

Dayton Fan & Motor Co. Publicity Which Inspires

A New Brochure Called "Day-Fanfare" Outlines Company's Products, Policy, Prices and Extensive Publicity Program

The Dayton Fan & Motor Co., of Dayton, O., manufacturer of Day-Fan products, has just forwarded to the trade a brochure under the title "Day-Fanfare" in which are outlined the products, the policy, prices, reservations as to outlets and its publicity program. It carries illustrations of the complete line of Day-Fan products with full-page illustrations of its more important models. These half-tones are reproduced

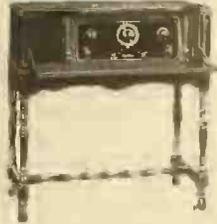


Day Royal

most clearly on a phantom background which illustrates the use of the sets in home and ballroom atmosphere.

In a recent issue of The World there appeared announcements from the Dayton Fan & Motor Co. as regards its prices, policy, dealer and distributor territory. It should prove of interest to add the publicity program for the season as outlined by this company. An excerpt from "Day-Fanfare" will best do this: "Each part of the country has its own favorite and all other radio sets are therefore judged in comparison with this favorite. If this outstanding local success has five tubes, then that section feels that a five-tube set is necessary. If it is a four-tube, then four tubes become the standard. In one locality, single dial, tone quality, selectivity or any of a number of other characteristics

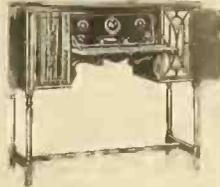
may be the dominant requirement of a successful radio set, whereas some other characteristic may dominate in another locality. This is the reason why any publicity on radio sets should be highly localized, and in no other way is this possible to so high a degree as in local newspaper advertising. The dealer helps most, of course, be of a general nature for use all over the country, but the local newspaper advertising can be made to satisfy local opinion and it may be so controlled and directed as to be up to the minute during the entire season.



Day Grand

It is for this reason that Day-Fan has concentrated on newspaper advertising and on dealers' help."

The Dayton Fan & Motor Co. has available for its dealers window strips, hangers, cut-outs, show cards for counter and window, and centerpieces for the background of window display. It will supply a window trim in full colors and all necessary materials for window dressing. It is pointed out that while it may not always be possible for the dealer to give full window dis-



Daytonia

plays to the Day-Fan products it is important that this be given at proper intervals and particularly with the opening of the first newspaper advertisement in the dealers' local terri-

tory. The advertising campaigns are to be arranged well enough in advance so that the Dayton Fan & Motor Co. dealers may all take part in a co-operative sales drive.

Besides the newspaper campaigns, trade journals of proved effectiveness are to be used. Billboard advertising in certain territories and a monthly house organ known as "The Day-Fan Dial," booklets, pamphlets, circulars and consumer literature of all kinds are also available. "Day Fanfare" is most specific as to the season's plans of the Dayton Fan & Motor Co. and will prove of constructive value to every Day-Fan dealer.

We have reproduced herewith three of the console models manufactured by the Dayton Fan & Motor Co. which will give a good idea of the high quality products this firm produces, which include nine models in all, from table machines to elaborate floor sets, ranging in price from \$75 to \$300.

Oregon Association Officers Hold Luncheon Meeting

Gathering Holds Round-table Discussion of Various Important Trade Topics—P. S. Wicks, of St. Paul, Minn., a Guest

PORTLAND, ORE., August 4.—The executives and chairman of the Oregon Music Trades Association met at a luncheon at the Hotel Portland, July 22, and held a business meeting, which was presided over by G. F. Johnson, president. A round-table discussion of various questions of vital importance to the industry was held. P. S. Wicks, of the P. S. Wicks Piano Co., St. Paul, Minn., was a guest and when called upon responded with a few remarks, complimenting the Association on its apparent success and the interest shown by the wholesalers and retailers in it. Mr. Wicks is in Portland visiting his daughter and her husband, Eric V. Hauser, Jr., prominent residents of the city. Those attending the meeting were G. F. Johnson of the G. F. Johnson Piano Co.; Elmer Hunt, manager of Sherman, Clay & Co., wholesale; Frank M. Case, manager of Sherman, Clay & Co. retail; B. R. Brassfield, manager, and Frank Raymond, sales manager of the Wiley B. Allen Co.; Frank Lucas, of Seiberling, Lucas Music Co.; H. H. Thompson, of the H. H. Thompson Piano Co.; Randall Bargell, manager Columbia wholesale; J. J. Collins of Collins & Erwin; H. H. Princehouse, of the McCormick Music Co.; G. F. Johnson of the G. F. Johnson Piano Co.; George B. Hovenden, of the Hovenden Piano Co.; Charles Soule, district manager of the Starr Piano Co.; George Cracknell, manager of the Conn-Portland Co.; E. B. Hyatt of the Hyatt Music Co.; A. R. McKinley, manager of Brunswick wholesale; Harry Quackenbush, manager of the Bush & Lane Piano Co.; P. S. Wicks, of St. Paul, and George Thompson, secretary.

New Music Store in Miami

MIAMI, FLA., August 5.—John R. Shane has opened a new music store in the Del Rio Building, at South River Drive and Flagler street, handling the Baldwin line of pianos, phonographs, records and music rolls. Mr. Shane has been a salesman with one of the well-known music stores here for the past seven years, and is well equipped for making a success of his venture in business for himself.

Has Capital of \$100,000

The Girard Mfg. Co. of Wilmington, Del., was recently incorporated with a capital stock of \$100,000 for the purpose of making phonographs.

The "Music Box," talking machine store of Hartford, Conn., recently suffered a heavy loss from fire.

P E T O F O N E

MADE IN U.S.A.

A real portable talking machine

TO RETAIL AT \$12
Usual Trade Discounts

DISTRIBUTORS

Pet O Fone is bound to be a big seller this year—the demand is already great. Good proposition open in your territory.

The Pet O Fone is a sturdy little talking machine—no larger than a camera, and as easy to carry. It has a good motor that will last; and its tone is most pleasing. See it and hear it and be convinced.

DEALERS

A display of Pet O Fones will create sales—and demonstrations will increase them. Quick sales and large profits are waiting for you.



Does all a larger phonograph will do. Ready for action in a minute.



Weights 4 1/2 lbs. Made in black, red, green or blue fabricoid.

PET O FONE MFG. CO., 557 BROADWAY, NEW YORK

The Public Decides

In a country like ours, the public is really the court of last resort. Sound business policies and action must, therefore, be influenced by public opinion. But public opinion is not always properly understood or rightly judged.

The popularity of radio had reached a point where an impression was created that the public was losing interest in Victrolas, and would no longer buy them in large quantities. Many Victor dealers accepted this impression as a fact. Some were even prepared to liquidate and go out of business.

Necessity has always been the mother of invention. To meet the necessity of restoring what appeared to be a lost interest in Victrolas, invention has produced a marvelous, new instrument—the greatest advance in the history of the industry. To prepare the market for the new line, existing stocks of present type Victrolas were offered the public at greatly reduced prices.

You, Mr. Victor Dealer, know the result. Stocks on hand were immediately sold out and so great and insistent is the demand for more that immense factory and wholesale stocks are already heavily oversold.

Public opinion was put to the test and has rendered its verdict. The people still want Victrolas and the privilege of selecting their own artists and programs free from static or interference. The Victor factory and its distributors are now wondering how to meet the tremendous demand, while dealers who were loaded a month ago with imaginary surplus are now fortifying against a certain shortage.

With Blackman, it is, as always, a case of taking care of our regular trade, so that all who co-operate may participate. We have given an opportunity to all our dealers to offset their losses on inventory by supplying them with new stock on a profitable basis.

Nothing succeeds like success. Success is seldom accomplished without first overcoming obstacles. The road to success with a revived Victrola business is before you, Mr. Victor Dealer, and Blackman is ready to help you travel it. Let us now capitalize the lessons of past history and proceed to make new history.

J. NEWCOMB BLACKMAN.



Pfanstiehl

introduces



MODEL 7—The original Pfanstiehl 5-Tube Over-tone Receiver whose proven performance justifies your confidence in any radio equipment bearing the Pfanstiehl name. Price \$140.00 (less accessories).



MODEL 8—A low priced 2-Dial 5-Tube Receiving Set. Pfanstiehl quality throughout. Price \$85.00 (less accessories).



MODEL 8C—Two-dial 5-Tube Receiving Set, demountable from console stand, permitting use on floor or table. Overtone speaker built in. Price \$135.00 (less tubes and batteries).

LAST year Pfanstiehl perfected the Overtone Receiver—an accomplishment of the first importance, which radio engineers had vainly attempted hitherto. He did so by eliminating all clashing of radio energy inside the set, thereby insuring a smooth, forward flow of the radio stream from circuit to circuit. The super vibrations of radio energy are thus kept intact, exactly as received, and there is no blurring or marring of the resulting overtones which bring out the beauty of voice and music.

This year he went a step further. He still further protected the overtones by an overtone loudspeaker inbuilt and sympathetically adjusted to the receiver itself. Modulation is made perfect. Even through a detached speaker the tone was far superior to any other obtainable in long distance reception. Now it is supreme.

Single Dial More Efficient Than Any Multiple Control

His single dial control immeasurably simplifies radio. It will give it a new popularity with the great mass of home users who are inexperienced and dislike complicated tuning. It has been made possible by the very same mastery of radio energy in and between circuits which perfected overtone reception. With no leakage of energy to disturb the electrical characteristic of the radio stream on its way through each circuit, THERE ARE NO INEQUALITIES. Each circuit is electrically like every other. They can all be tuned by one turn of the Pfanstiehl triple unit condenser.

Without the simple, equalized circuit of the Pfanstiehl system, no efficient one dial control is possible in a radio frequency set. Stray energy and the devices employed to neutralize it create inequalities in the circuits which THEN REQUIRE SEPARATE TUNING.

It thus becomes apparent how important an advance Pfanstiehl made in simplifying the radio frequency circuit and eliminating all compensating or neutralizing devices. It made possible perfect overtone reception, simple and dependable operation and now—single dial control.

The Pfanstiehl Line Embraces Five New Models

They range in price from \$85 to \$450, with intervening models at \$135, \$155, \$200. All but the lowest priced are overtone receivers. The \$85 cabinet model has as clear and beautiful a tone as can be

Single Dial 6-Tube OVERTONE Receiver

*With Translucent
Station Finder*

produced by any other long distance receiver, second to none but the overtone itself, and it has a two dial control. In console form with inbuilt loudspeaker, the price is \$135.

The overtone receiver in cabinet form may be had with or without loudspeaker at \$200 and \$155 respectively. In console form the price is \$450.

The console is entirely unique. It is the completest assembly of radio equipment ever brought together in compact and unified form.

A single panel drop door conceals the interior when closed. When open, the drop door slides back into a groove and serves as a desk. A surprisingly simple arrangement. A handsome piece of furniture, of stream line grace and simplicity, made in duo tone black walnut.

*An Unique Feature—
Illuminated Station Finder*

An unique feature of the overtone panel in all models is the illuminated station finder disc which revolves with the tuning knob and registers in actual wave-lengths rather than in arbitrary numbers. The disc is concealed except for a small opening in the panel where the wave-length appears, the disc being translucent and illuminated from behind. Extremely convenient; enables tuning to be done in the dark; shows whether power is on or off; adds a brilliant touch to the panel assembly. Panel is of wood, five ply construction, finished like rest of cabinet. Much handsomer than bakelite or rubber. Control and volume dials of inlaid wood. All exposed metal parts gold plated.

An Exclusive Franchise

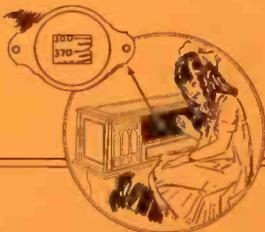
The Pfanstiehl line is sold through exclusive dealers and jobbers who are thus protected against unfair competition and price cutting. Whatever good-will the dealer or jobber builds up for Pfanstiehl is his own. He enjoys a liberal profit and is expected in return to push the line aggressively with the cooperation of the maker.

For further details, address

PFANSTIEHL RADIO COMPANY

11 South La Salle Street, Chicago, Illinois

*Prices
West of the Rockies,
Slightly Higher*



MODEL 10C—A complete 6-Tube Single-dial Console Receiver with Overtone Speaker, Control Board, Battery Charger and compartments for Battery built in. Price \$450.00 (less tubes and batteries.)



MODEL 10—An Overtone Single-dial 6-Tube Receiving Set. Price \$155.00 (less accessories.)



MODEL 10S—Overtone Single-dial 6-Tube Receiving Set with demountable console stand. Overtone Speaker built in. Price \$200.00 (less tubes and batteries.)

NO-DIAL Radio's Greatest Sensation!



~ Revolutionizing Radio Operation ~

The radio business is now ready for stabilization. You dealers who have gone through the worry and grief of "radio troubles" have a solution in NO-DIAL Receivers.

FOR NO-DIAL Receivers are just what their name implies. Dials on sets are now old-fashioned and obsolete.

The public has been begging for a *simple* set to operate. Now you can give it to them. Merely rotating the cover brings in station after station, at its own particular point on the visible station record, far and near—loud and clear.

Tube for tube, the NO-DIAL recognizes no superior, and on test it has out-performed many higher priced receivers. For fine volume, clarity of tone and long range NO-DIAL excels.

WHY A NO-DIAL FRANCHISE IS SO VALUABLE

An extensive advertising campaign in all the leading magazines and metropolitan newspapers is being released, starting with September issues. Big, dominant NO-DIAL messages will be carried into millions of homes to real prospects who have been waiting for **SIMPLICITY** in radio such as NO-DIAL offers.

Furthermore we are providing a close protective policy that will insure sales protection, and eliminate unfair trade practices. Finally we are behind every dealer, backing him up with our tremendous organization, dealer helps, etc., insuring him of success.



Permanent Visible Station Record



NO-DIAL without cover



A touch of the finger brings 'em in!



THE HOME OF NO-DIAL
Licensed under Blackmore Patents
and Patents Pending. Heuser Patent
No. 1614002.

The Ohio Stamping and Engineering Company
Dayton, Ohio, U. S. A.

Fill out the coupon and make application for a NO-DIAL franchise today.

The Ohio Stamping & Engineering Co.,
Dayton, Ohio. Dept. 178.

Gentlemen:
Send me all the details regarding a NO-DIAL FRANCHISE.

NAME

ADDRESS

CITY STATE.....

Hornless Loud Speaker to Be Introduced to Trade

William H. Vidor, Maplewood, N. J., Inventor of New Type of Radio Loud Speaker.

An entirely new type of hornless loud speaker will shortly be introduced in the radio field. The product is named the Gloria and is the invention



Gloria Loud Speaker

of William H. Vidor, of Maplewood, N. J. The product is of most attractive design mounted on a metal stand suitable for placing on the table or other places in the home. The speaker consists of an elliptical gun metal hoop held in a vertical plane by a heavy base. At the centre of the top of the hoop is a housing for the unit. The stylus of the unit drops down from the housing and on its end is suspended the vibrating surface centrally located with respect to the hoop. There are some novel principles used in the designing of this product and the laboratory tests which it has passed have met with the approval of both radio and acoustical engineers.

Hank's Music Shop recently opened at 132 Jones street, San Francisco, Cal.

Six Tube "Clearfield" Is Introduced to Trade

Sherman Radio Mfg. Corp. Releases New Six-tube Glass Enclosed Receiver

The Sherman Radio Mfg. Corp., New York City, recently introduced a six-tube set, known as the "Clearfield." Besides having a circuit carrying some late developments in radio reception the set makes its first impression through the fact that it is housed in a plate glass cabinet. This allows the set to be operated with the internal mechanism always in view of the operator. The base of the cabinet is of mahogany with wood carvings.

The manufacturers state that the interest the set has aroused since its introduction has far exceeded the expectations. The plate glass cabinet has met with widespread approval.

The manufacturers of the "Clearfield," the Sherman Radio Mfg. Corp., plans both national and local advertising campaigns to create further interest in the set. The company has associated with it some well-known radio engineers, and in addition the other officials of the company are radio pioneers who have had experience in both the retail and manufacturing departments.

Besides its standard sales policy and its distribution guarantees the company also extends a guarantee to the consumer which allows authorized dealers to sell the Clearfield De Luxe, unconditionally, that the product will meet every claim made for it or the purchase price will be refunded in full.

Buys Old Music Business

The music store of Buckingham & Moak, Utica, N. Y., in existence for the past 104 years, was recently taken over by Charles Henry Sambalino. The establishment is located at 119 Genesee street

Harry Cohen Appointed Wall-Kane Co. Secretary

Son of President N. Cohen, of the Wall-Kane Needle Mfg. Co., Also General Manager

N. Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, New York, has announced the appointment of Harry Cohen as secretary

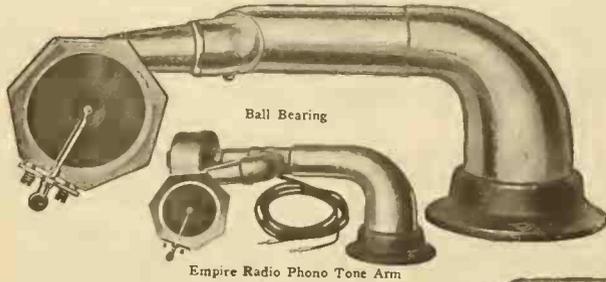


Harry Cohen

and general manager of the Wall-Kane Co. Harry Cohen is the youngest son of President N. Cohen and prior to his appointment to this important position had given more than satisfactory evidence to his father of his well-developed sales ability. The new Wall-Kane general sales manager recently made his initial trip throughout the trade, visiting dealers in Southern territory. As a result of this trip many substantial orders were received from the South. Mr. Cohen will soon leave on a trip through the Northern territory.

EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Excel In Every Important Feature



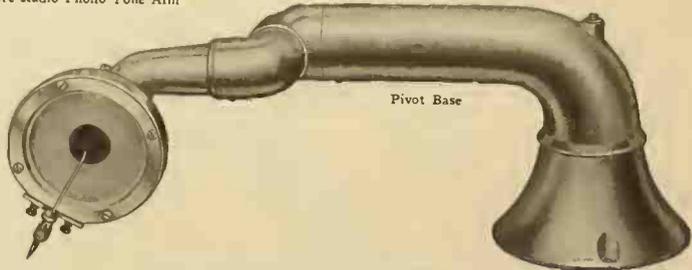
Empire Radio Phono Tone Arm

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

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



Pivot Base

EMPIRE PHONO PARTS COMPANY 2261 East 14th St., Cleveland, O.

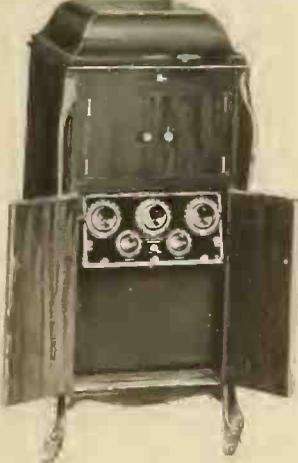
Established in 1914

W. J. McNAMARA, President

1925-26 A-C Dayton Sets Introduced to the Trade

A-C Electrical Mfg. Co. Has Completed Extensive Advertising Plans in Connection With Marketing Its New Fall Line

The A-C Electrical Mfg. Co., of Dayton, O., which introduced its line of radio receivers to the talking machine trade during the 1924 season and which created widespread comment with its "Phono Set Model," now announces its 1925-26 models. This includes a new console model known as XL-15. It carries a standard A-C Dayton receiver with built-in loud speaker with compartments for "A" and "B" batteries,



A-C Phono Set Model Installed

with a lining of asphaltum in the "A" battery compartment so that acids or fumes cannot affect the other equipment. The cabinet is of mahogany, has two-tone finish and its size is adaptable for both large and small homes.

Another important model is XL-10. This table model comes in both mahogany two-tone finish and in plate glass cabinet, operating on either dry cell or storage battery. The glass enclosed model makes a particularly attractive counter or window display. It is a valuable aid in increasing interest and hastening sales.

The A-C Dayton Phono Sets can be installed in either the upright or console phonographs. It is a complete five-tube receiver and is generally placed in the record compartment of upright phonographs and lends itself readily to other positions in the console type. Its use does not impair the operation of the phono-

graph, both radio and records being available at all times. In regard to marketing this product the sales department of the A-C Electrical Mfg. Co. says: "The installation of our phono sets in phonographs now in the homes of the country saves not only the cost of a loud speaker and the price of cabinet or stand, but places the combination in the home at a comparatively low cost and conserves the space necessary for the instruments in the living or other rooms of the purchaser. The fact that there are over ten million phonographs in the homes of the United States makes the market for this phono set exceptionally large and responsive."

The A-C Dayton receivers are engineered by R. S. Copp, one of America's foremost radio engineers. They carry some exclusive patented features all of which have proved their merit in both laboratory tests and in months of use by consumers.

The advertising and sales plans of the A-C Electrical Mfg. Co. for the season have been arranged and the details are available to its



A-C XL-15

present outlets or interested members of the trade. The Summer campaign inaugurated in April in which the Phono Set was featured produced an active demand for this particular product in recent months. The company has received numerous letters from retailers in which

Prominent manufacturer about to engage in the manufacture of radio kit, radio set and loud speaker wants financially responsible exclusive distributors.

The set has exceptional quality and individuality.

The loud speaker is without question the best on the market.

Price and quality will be maintained and exclusive territory given distributors and dealers.

Write fully, giving territory desired and stating financial responsibility, etc., to Box 1521, Talking Machine World, 383 Madison Ave., New York

DISTRIBUTORS WANTED

favorable comment was made as to their success in carrying out house to house canvass and a mail order business through the introduction of the Phono Set to present owners of both upright and console model talking machines.

The Man Behind "Pete Dale and His Ukulele" Records

It is not generally known that "Pete" Dale, who recently signed a contract to record exclusively for the Columbia Phonograph Co., Inc., is Peter Dale Wimbrow, of Whaleyville, Md., whose family have been pioneers in that section and are well known for their interest in the Petey Manufacturing Co. Pete Dale is popular throughout the Peninsula from Wilmington, Del., to Cape Charles, Va., and he is remembered by residents of that section as one of the most capable performers in amateur theatricals. Mr. Dale is billed by Columbia as "Pete Dale and His Ukulele," and he is the proud possessor of a specially constructed ukulele which he uses to accompany himself while singing the songs he has composed. Mr. Dale's voice is particularly adaptable to the type of songs he sings and his first Columbia record, "Black Sheep Blues" and "So Long, North—I'm Headin' South," has been very favorably received by the trade.

Plaza Music Co. Soon to Announce Line of Radio

The Plaza Music Co. will shortly announce a complete line of radio products. This will include panels for talking machines, loud speakers of several designs, radio receiving sets in table and console models and in phonograph and radio combination as well as separate cabinets.

The catalog and supplementary publicity material for the introduction of these new radio products to be presented by the Plaza Co. will shortly be forwarded to the trade and samples of the various products will closely follow.

E. M. Streich, Merrill, Wis., dealer, is remodeling his store this Summer. He features DeForest and Freed-Eisemann lines.

Van Veen Wareroom Equipment — WORKMANSHIP —

The workmanship that has been put into Van Veen wareroom equipment is apparent in the finished product. Each part carefully selected for its fitness and carefully matched and joined has produced wareroom equipment that represents the best in the woodworking art.

Notwithstanding the quality, experience and workmanship to be found in Van Veen equipment through concentration in this field we are able to offer it at an unusually attractive price.

Write for details and catalog

VAN VEEN & COMPANY, Inc.

413-417 East 109th Street, New York City

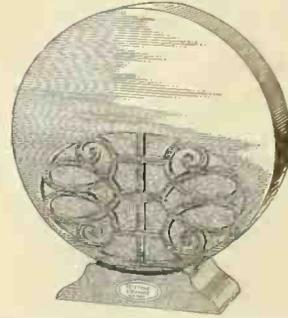
Phone Lehigh 5324-4540

New! Teletone Cabinet Speaker

All Wood Construction
 Inside—Spruce Outside—Walnut

New DESIGN (*Drum Shape*)
 New PRINCIPLE (*See Illustration*)
 New ORGANIZATION
 (*General F. T. Hines, Chairman*)

General Frank T. Hines, Director of the United States Veterans Bureau, is Chairman of the Board, the chief executive, responsible for carrying out Teletone Corporation's policy—which is one of strict co-operation with the Jobber, and protection of the dealer against price cutters.



Beautiful Walnut Finish

15 inches High

3 1/4 inches Deep

Teletone Cabinet Speaker pleases the ear with its sound, delights the eye with its appearance, and pleases the purse with its price. Beautifully finished in Walnut it stands 15 inches high and is only 3 1/4 inches deep. A handsome piece of furniture, fits on top of any receiving set, or any 3/4-inch space. **\$32.50**
 Ready to Listen

NOW IS THE TIME TO GET THE TELETONE Franchise!

JOBBERs are urged to write, or wire us at once for details of the Teletone Franchise, which includes a guaranteed advertising campaign over the local dealer's name and address.

Interior View of Teletone Cabinet Speaker



Represents a New Principle in Sound Wave Conduction and Amplification

The sound wave emanating from the Teletone Unit "A" is amplified through the orifice "B" until it reaches the conducting area "C" whence it is again conducted to the point of greatest amplification "D".

The interior construction of the Teletone is of seasoned spruce, the same wood used in violins—hence the sweet resonant tones of Teletone Walnut Cabinet—all wood construction.

Teletone gives you clarity of tone, large volume, and no distortion at either high or low tones.

Teletone is an acoustical achievement that the trade and public are quickly acclaiming—and buying.

Advise when you wish to see Teletone Representative

TELETONE CORPORATION
 OF AMERICA

449-453 WEST 42nd ST.
 NEW YORK CITY

Intensive Drives on Talking Machines by Toledo Retailers Result in Big Sales

Price Concessions in Victor Instruments Followed by Unprecedented Demand for This Season of the Year—Hub Kuebler Elected President of Toledo Radio Association—Other News

TOLEDO, O., August 8.—Perhaps never in the history of the local phonograph industry has a situation paralleled the present one. Not alone have Victor prices been cut in half, but other machines have in most instances been reduced to meet the competition. Hence, sales plans and promotion work have been greatly curtailed if not entirely suspended for the present. What the effect on future buying will be remains to be seen. However, dealers are selling a swath of machines for immediate delivery.

Taking Advantage of Victor Price Cut
The Lion Store Music Rooms, Victor and Brunswick dealer, is taking full advantage of the Victor 50 per cent price reduction to corral a large talking machine volume. Manager Lawson S. Talbert stated big newspaper ads are being relied upon to bring prospects as well as new faces into the store, hence more than a score of machines are being delivered every day. The house has ordered large lots from jobbers' stocks several times since the cut went into effect.

Harry J. Reeves, manager of the radio department, is vacationing at Clarks Lake, Mich. Plans are formulating for handling the largest radio trade in the history of the store this Fall. Zenith, Atwater Kent, Radiola and Kennedy sets are dealt in.

Radio Association Officers Elected

The Toledo Radio Trades Association was organized recently with a membership of about thirty-five retail radio merchants. The following officers were elected: Hub Kuebler, president, Kuebler Radio Co.; Harry J. Reeves, vice-president, Lion Store; Harold Miehl, secretary; Frank Morrison, assistant secretary, and Edgar A. Kopf, treasurer, J. W. Greene Co. Meetings will be held monthly at which matters pertinent to the industry will be taken up. At the first meeting, which was held in the rooms of the Retail Credit Association, terms were discussed and certain recommendations were made. Among them, 25 per cent down payment on sets priced at over \$100 and 3 3/4 per cent on sets under \$100. Thirty days' free service to be rendered with each outfit, after that \$1.50 per hour will be charged. Length of demonstrations, two good nights. As soon as the organ-

ization is functioning smoothly jobbers and manufacturers in this vicinity will be invited to join. The Association will actively support the coming radio show here.

To Tie Up With County Fairs

At the J. W. Greene Co. plans are maturing for participating in several county fairs in this section, which will begin their season about the middle of August. Displays and demonstrations at these events are excellent advertising mediums, E. A. Kopf, manager, stated. It is reported here that it is already becoming difficult to purchase a full assortment of Victor models. The three lines dealt in by the house, Brunswick, Victor and Cheney, have each profited in a sales way through the general price slash. In fact, the department is cleaning house by offering discontinued and obsolete models of all makes at a figure to induce buying. The entire prospect list was solicited by mail and urged to buy while the price is low and the stock fairly complete.

J. Harold Beat, Dorothy MacIlheny and Jacob Beat are vacationing at Michigan Summer resorts. E. A. Kopf will motor East for two weeks. He will visit the Victor factory on the trip.

Grinnell Bros. Co-operating With Trade

Grinnell Bros., who control the Victor jobbing situation in Michigan and operate a large retail music house here, are apparently endeavoring to help their dealers unload present stocks with minimum loss. The house is carrying on an aggressive merchandising policy but is not employing circus methods to accomplish sales results.

Harold Roth and Percy Thomas are new members of the sales staff here. Henry Stuecke, general manager, and Doane Vinson, sales manager, have returned from Michigan vacation trips, which were greatly enjoyed.

Adds Brunswick Line

The Whitney-Blaine-Wildermuth Co. has added the Brunswick Radiola to its line of radios and phonographs which is one of the most complete in the city and embraces Zenith, Atwater Kent, and other products. Fred Stewart is manager of the department. W. V. Wolf is a new member of the sales force. The house

is plugging portables among the cottagers along the lake near the city. The Peter Pan small machine was added recently. Record sales are gratifying considering the season of the year, according to Henry C. Wildermuth, treasurer.

Exhibit at Food Show

The Cable Piano Co. is taking part in the Summer Food Show by exhibiting Victorolas, Brunswicks and Radiolas. Audak record demonstrating machines are used by the house. Chas. Hickman and Wm. Birmingham are now members of the sales staff here.

Frazelle Co. Pushing Portables

The Frazelle Piano Co. is plugging portables through canvassers, newspapers and distinctive window displays. Pal, Columbia, Lyon & Healy and Pet-O-Fone models are featured. The Sonora is given more than ordinary prominence on account of the reasonable dealer tie-up which the factory is fostering. Frank H. Frazelle reported. The Zenith radio was taken on recently by the house—it will be given a special demonstration room where concerts will be arranged later on.

Columbia Activities

F. W. Gumaer, Columbia representative for the Toledo territory, is attending a special sales meeting at the Columbia branch office in Cleveland.

Carl Kramer in the future will cover southern Ohio and West Virginia with the Columbia line. He is well known in the trade.

Janette Furniss, formerly with the Columbia Phonograph Co., is now managing the C. C. Baker, Rich avenue, music store, Columbus, O. Mr. Baker is vacationing at Lost Lake, Canada.

The Home Furniture Co., Toledo, is doing a big business with Art Gillham's record, "You May Be Lonesome," also "Yearning" by Kitty O'Connor, girl baritone's first Columbia recording, and Ted Lewis's new disc, "I Miss My Swiss." Miss Gertrude Hoffstatter, in charge of records, is spending her vacation in Chicago.

Pushes Records Through Window Displays
A. B. Sauer Music Co., Lorain, O., Columbia dealer, depends for its business success upon the windows. Hence Sauer trims them with an eye to sales. He plugs one number at a time and works it hard. Recently Ted Lewis's "Aha" was used—the title was painted all over the window and store front and played over and over. Then, when Blossom Seeley's disc, "Yes Sir, That's My Baby" was pushed, he had Mrs. Seeley's son at the store. This week "China Girl" is the record feature. A large China figure is the window attraction which is drawing attention to the disc. Through this method the same customers are induced to purchase the new numbers every week, Mr. Sauer stated.

Brief but Interesting

At the Goosman Piano Co. record sales are on the climb. Columbia and Starr phonographs are featured. Miss Ruth Winkelman is now in charge of records and music rolls.

The United Music Store, according to Harry L. Wasserman, proprietor, is experiencing a considerable volume of Victor and Brunswick trade. Young folks are buying records in quantities, seldom are less than two or three selections sold to a person. The foreigner is taking advantage of the reduction in price to satisfy his desire for machine ownership.

Drop in Radiotron Prices

An important reduction in the price of the Radiotrons made by the Radio Corp. of America went into effect the first of this month. Radiotrons, styles WD-11, WD-12, UV-199, UV-200 and UV-201, are now retailing at \$2.50. This move is indicative of the company's policy of lowering the cost of radio replacements whenever possible. In order to insure the dealer and save him any loss from the stock on hand, merchandising credits are being extended to dealers for the Radiotrons purchased during the month of July.

MacFadden & Co., Philadelphia, Pa., have been incorporated to deal in radio.

Fast Workers for You!

THESE two instruments can accomplish more in building up customer acceptance of your dependability as a dealer than any two other radio products on the market.

Model 489 Radio Table Voltmeter prolongs the life of radio tubes (by which you get steadier and more profitable customers), indicates the value of both "A" and "B" batteries, insures by the simple watching of the dial, the operation of the set at proper voltage and turns dissatisfied customers into long-time radio enthusiasts.

The Weston Radio Plug makes the fastest known change from headset to loud speaker and it can now be sold at only sixty cents.

For your own profit write for "Weston Radio Instruments" today

WESTON ELECTRICAL INSTRUMENT CORP.

190 Weston Avenue

Newark, N. J.



STANDARD THE WORLD OVER

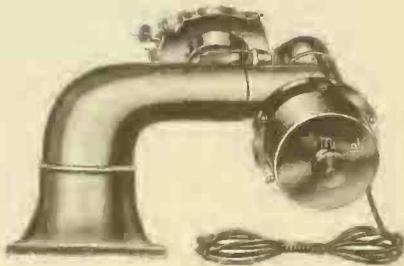
WESTON

Pioneers since 1888



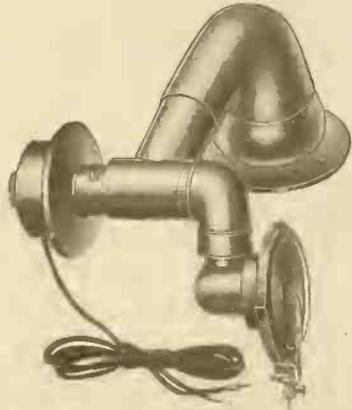


Mutual Sales Continue to Mount!



No. 6 radio arm with No. 4 reproducer

A genuine High Quality combination which sells at a truly reasonable price.



No. 4 radio arm with No. 4 reproducer

A phonograph today is not complete unless combined with a radio combination tone arm.

By using these outfits you are assured of perfect interpretation of both the phonograph and radio reproduction!

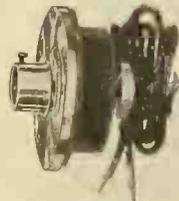
ADJUSTABLE UNIT



Greatly increased space and production facilities guarantee you prompt service.

Jobbers: Write today for our exclusive propositions.

NON-ADJUSTABLE UNIT



Hear the Mutual Units in side-by-side comparisons with other units and be convinced of its merits.

Address our Executive Office at
149-151 Lafayette Street New York City

MUTUAL PHONO PARTS MFG. CORP.

| | | |
|-------------|---------------------------------------|---|
| DISTRIBUTOR | Canadian Acme Screw & Gear, Ltd. | 1209 King St. West, Toronto, Can. |
| | Industria Unidosa, S. A. | Salvador 110, Mexico City, Mexico |
| | Torg & Dinner Alois Co. | 219 W. Randolph St., Chicago, Ill. |
| | Arthur Brand & Co. | 1815 Vine St., Cincinnati, Ohio |
| | Shespigler Hardware Co. | 4th St. and Washington Ave., St. Louis, Mo. |

Retail Dealers in Twin Cities Making Early Plans for Their Fall Activities

Business Generally Is Satisfactory—Dealers Pleased With Fine Adler-Royal Window Display—Brunswick Salesmen and Managers Hear Talk by T. C. McKelvey, Brunswick Representative

MINNEAPOLIS AND ST. PAUL, August 7—Music dealers here are already casting up accounts for the summer and making prophecies for the fall. Trade visitors from the East have been few, but with the vacation season at its height there have been quite a number of Northwest dealers in the Twin Cities.

E. R. Dyer, president of the Metropolitan Music Co., is in the East. He will visit relatives at Oak Bluffs, Mass., and go from there to New York and other seaboard points. H. H. Witstruck reports business very satisfactory. The piano sales are ahead of last year and the sheet music department is going strong. The company has cleaned out its stock of Victrolas in preparation for the new models. Manager Simon, of the sheet music department, is in Mille Laes on his vacation, and Mr. Witstruck plans to leave for the North as soon as Mr. Dyer returns.

Mr. Sayward, of the Aeolian Co., was in the Twin Cities on his way back to New York after an extended trip through the Middle Western States.

Mr. Jewett, of the Starr Piano Co., was also a visitor here. Manager Hoch, of the Cheney Co., has just returned from a company conference in Chicago. He says the Cheney Co. has enjoyed a remarkable business, and up to the time of the price war was 100 per cent over other years. Mr. Hoch is very optimistic over the prospects for the fall.

The Adler-Royal Co. is making a very attractive window display and the dealers are highly pleased with the attention it has received. Mr. Warren, of the Sprague-Warren Co., Adler-Royal distributor, is on a trip through Michi-

gan and Wisconsin. A number of new accounts were opened in July. Walter Lampros, an Adler-Royal dealer, St. Petersburg, was a visitor.

Mrs. Helen D. Beggs, manager of the Columbia Co., is on her vacation in northern Minnesota. Mr. Gunyo says that the new electrically recorded records are having big sales and the record business generally is excellent.

Edison business is good and J. Unger says the salesmen on the road are sending in very satisfactory reports.

The Howard-Farwell Co. reports an excellent record business with pianos holding their own. The stock of Victrolas is sold out and the company will stock the new lines. G. A. Skomars, manager of the company, expects to go North the middle of August.

W. S. Collins, of the Cable Piano Co., has gone to Boston to meet Mrs. Collins, who has just returned from a tour of Europe. She was accompanied by Mrs. Arthur Helriegel, whose husband is manager of the St. Paul branch of the Cable Co.

T. C. McKelvey, special Brunswick representative, met sixty Brunswick retail managers and their sales forces of the Twin Cities on the evening of July 27. His talk on constructive sales efforts was very well received by his audience. He illustrated his remarks with phonograph and radio demonstration.

Lew Miller, who for some time has been the Brunswick representative in Montana, has gone to Florida. No one has yet been appointed in his place. W. C. Hutchings, Chicago assistant sales manager of the Brunswick Co., with Mrs. Hutchings, passed through the Twin Cities on their way to Glacier Park.

Brunswick reports fine sales returns on Charlie Chaplin's new record. Abe Lyman's California Orchestra, which played the record with Charlie as guest conductor, is expected in Minneapolis next month. Both numbers on the record are featured in Chaplin's new film, "The Gold Rush."

Brunswick business is excellent, says "Doc" O'Neill, with collections unusually good.

H. M. Hershey, Brunswick dealer of Litchfield, is ill at the Swedish Hospital in Minneapolis.

R. E. Thompson Secures Right to New Speaker

R. E. Thompson, the well-known radio engineer, announces that the R. E. Thompson Mfg. Co., of which he is president, has been licensed to manufacture the cone type of speaker under the Lektophone Corp. patents. The Thompson Co. will use the cone principle for an enclosed speaker in a new compact set known as the Thompson Minuet model.

The Thompson Co., which is well known throughout the trade for its Thompson neodyne receiving sets, Thompson horn speaker, and the new Fuller speaker in attractive cabinet form, now has speaker products meeting the tastes of various radio enthusiasts which can be exploited in conjunction with the Thompson sets. Mr. Thompson pointed out that the Lektophone Corp. has kept the manufacturing requirements of licensees up to a very high standard and has turned down innumerable applications for such licenses.

Hazeltine Dividend Declared

The Hazeltine Corp., of New York, on August 1, declared a dividend of twenty-five cents a share on the capital stock, payable August 24 to stockholders of record August 4.

THE NATURAL VOICE TONE

Only One Phonograph Produces It—

"THE NATURAL VOICE"

No matter how complete your line is this marvelous machine will bring you new business.

THE MOTOR—Noiselessly perfect—fully warranted for two years.

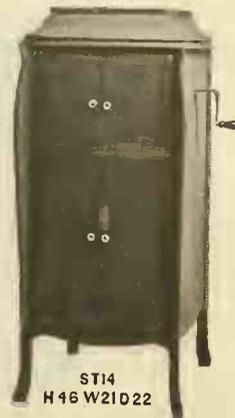
ANNOUNCING

The Natural Voice Loud Speaker. The tone is pure and clear, with plenty of volume.

JOBBERS—Write us today for our proposition and catalogue. Your territory may be open.

"The Natural Voice Phonograph and the Natural Voice Loud Speaker are a great combination."

Natural Voice Talking Machine Co.
ONEIDA, NEW YORK



THE GYPSY MODEL can be had in Black, Brown, Blue, Green, Gray and Spanish.

THE ARISTOCRAT comes in two toned Blue, Gray and Ivory.

THE DE LUXE ARISTOCRAT in Black, Shark Grain and Genuine Pig Skin.



The Gypsy



Genuine Du Pont Fabrikoid-Embossed

The Aristocrat

Genuine Leather-Sewed Edges



The De Luxe Aristocrat

Pioneers of Policy

CASWELL pioneered the idea of a sales policy built on fair, equitable lines that would protect and assist both jobber and dealer.

This policy was not forced upon Caswell. It was formulated when the company began and it has been adhered to ever since. Now, through its effectiveness in stabilizing volume business and profit for jobbers and dealers it is becoming one of the beacon-lights of the industry.

In addition to Caswell's well defined policy, this company also set a new standard of tone and quality in the portable phonograph field.

The jobber who stocks the Caswell Line knows that he is being protected from cheap competition and is receiving the regular—and only scale of discounts.

The dealer who ties up his future with the Caswell Line knows that he is getting quality—quality, from the genuine Du Pont Fabrikoid covering to the Heineman motor; that the instruments possess matchless tone, and that he is protected from the fly-by-night, business-wrecking methods of itinerant, one-night-stand merchants.

All these factors of profit and permanency are yours with the Caswell Line. Why tread the path of doubtful quality and doubtful methods when the safe, sane, way to permanent profit is open to you with Caswell? Write for the story of how Caswell is putting the portable phonograph business on a right basis.

PRICES: GYPSY MODEL, List Price \$25.00. Far West and South \$27.50.

THE ARISTOCRAT, List Price \$30.00. Far West and South \$32.50.

THE DELUXE ARISTOCRAT, List Price \$45.00. Far West and South \$50.00.

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS & DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.



Catering to Music Lovers Builds Profits

Repeat Sales to Customers Are the Basis of Good Merchandising
—People Who Have Real Liking for Music Are Worth Cultivating

The appetite for music is like the appetite for tobacco; it grows by what it feeds upon. There is no such thing as saturation with music to the music-lover who has acquired that appreciation and understanding which comes from familiarity with the choicest of the products of musical art. A music-lover, one may say with complete confidence, never gets too much music and never feels that his or her collection, in whatever form, is too big or even big enough.

Whatever guesses there may be about the ways of consumers, there is no need to make any guess-work about the above truth. No fact is more certain than the fact that he or she who loves music desires always more of it, is never satisfied with a mere little bit of it, and invariably buys of it as liberally as opportunity presents and purse allows.

The Unfilled Want

I say "as liberally as opportunity presents and purse allows"; and the statement is made advisedly. The retail talking machine business ought to be blamed, for it is blamable without doubt, because to this day there remain thousands of men and women there more or less knowledge of musical art, with some little skill in playing or in singing, or with at least the desire to hear all the artistic music available, who yet are unable to satisfy their desires. Thousands of them are far away from the centers of musical performance.

Not only is this so, but there are other thousands able to attend concerts and recitals, whose appetite for good music cannot be satisfied with mere weekly visits to concert hall or opera house. For the appetite for music, once it is aroused, is very similar in its effects to the appetite for dancing; the more one has, the more one wants.

Set Doubts at Rest

Considerations like these, so obviously sound, set one's mind quickly at rest when doubts are suggested as to the future of the phonograph business. The plain and simple truth is that neither recording nor reproduction have yet been brought to measure up either to the level of public taste or to the mechanical possibilities of the apparatus. For many years we

have been content with forms of apparatus involving the production of frictional resistance to an extent fatal to satisfactory musical results. Now it is announced that great and even radical improvements are on the way, that the direct-contact mechanical methods of the past are to be swept aside, and that distortion or contracted intensity are to be things of the past.

Well and good, however it may turn out in the end; but whatever else happens, let the dealer and the salesman clearly understand that the real question is as to the soundness of the principle on which the phonograph trade has been built up.

Safe and Sound

The principle is sound. The talking machine record is not only safe but certain. It is as much a staple to-day as is the violin. It is absolutely essential to music-loving people of to-day because it alone can preserve forever the finest work of the finest artists, done under test conditions, that is to say, done under conditions which cannot be approached in casual performance. The record and the talking machine of course are crude and imperfect still; but improvement is possible and practicable to an extent hardly dreamed of by most men; and if only such improvement does continue, even though slowly, the commercial future of the phonograph business is completely safe.

Meanwhile the market for good records is as great as ever. The talking machines already in existence number millions. Hardly one of them has a sufficiently large library of records attached to it. Few owners possess as many as one hundred records. Yet the appetite for good music is greater than ever. Thousands of music lovers all over the country have talking machines, with only a few records and those badly chosen. Among these thousands every dealer in the land can find choice prospects for the sale of fine albums containing complete sets of musical works, of fine violin and piano solos, of notable orchestra overtures and fantasies; and, in fine, of all the many wonderful items in the catalogs which to-day so many dealers seem to think ought either to sell themselves or else to be ignored altogether.

When one hears a dealer say, as I heard only a few days ago, "those who want 'highbrow' stuff will call in and ask for it; the others don't know and don't care," one feels inclined to ask what is the matter with some men's thinking. How is it possible, one asks, to be so stupid or so blind? How is it possible that a man should be willing to sit down in a store with a whole community of musical talent and appreciation around him and wonder why he is not making money?

How Is It Possible—?

Have such men ever stopped to think that all sorts of agencies are working for their benefit, without charge, every day in the year? Have they stopped to realize that the public schools are teaching music to all, by forming bands, glee clubs and orchestras, and so getting children in every street, almost in every house, started on the road to music appreciation and often on the road to professional or amateur musicianship? Have they ever stopped to think of the open-air concerts, the open-air municipal opera, the amateur bands, the amateur choral societies? Have they even considered that radio is working for them too, that when it gives good music it is virtually inviting the talking machine dealer to go in with his records and show music lovers how much they need them? In a word, have they ever stopped to think at all about the matter?

At home my family and I rejoice in the pos-

session of a player-piano, a talking machine, 600 music rolls, about 600 talking machine records and a nice radio receiving set. We can hear all that radio can give us, and we do hear it, gladly. Does that satisfy? Of course not! We use our talking machine and our player-piano too. Why? Because we want what we want when we want it; and we have rolls and records to enable us to satisfy our desires. Is not this just as much true of thousands of others? Indeed, are not those dealers who recognize and build on these truths, selling records—yes and machines too—successfully and satisfactorily? Yes, they are! This business of ours needs thinking, good, cool, sober thinking; more than it needs anything else in the wide world.

Gets Some Fine Publicity

The New York Album & Card Co., New York City, manufacturer of the Nyacoflex radio receiving sets, recently received a fine piece of free publicity on its Nyacox R P-1, which is a portable radio phonograph combination. In order to reach campers and tourists the New York Album & Card Co. included in its national advertising campaign the "Motor Camper and Tourist". In a recent issue the front cover depicted an automobile camping scene around a fire and it so happened that included in the drawing was the Nyacox R P-1 providing the entertainment for the evening. This model has proved an exceptionally good sales number during the Summer months and it would seem that its popularity would continue straight through the season ahead.

The popularity of the combination talking machine and radio has led the New York Album & Card Co. to make a special drive during the coming months on Nyacoflex panels.

Turner Music Co. Chartered

The Turner Music Co., Tampa, Fla., was recently incorporated with a capital stock of \$330,000 preferred and \$170,000 common stock. The Turner Music Co. operates a chain of retail stores in Florida, and is one of the leading retail houses in the South.

The Le Roy Music Co., Paducah, Ky., recently suffered a loss of about \$5,000 from fire.

Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most
Celebrated Swiss Phonograph
Motors

There has always been a steady demand for Thorens phonograph motors. We are able to deliver the famous Thorens specially designed portable phonograph motors, in quantity.

Write for descriptive matter and prices on portable motor numbers. 36 single-spring motor, 24BC and 28BC double-spring motor.

L. H. JUNOD & CO.

104 Fifth Ave. New York

Sole Agents for the U. S. A.

100%
of the firms who tryout
COHOES
(PRONOUNCED KO-HOES)
RECORD
CARRYBAGS
become Regular Users
and Carry feature are
EFFECTIVE

Mfrs of Straps and Button Bags as well

Cohoes Envelope Co., Inc.

Sales Office
N. Y. and Vicinity
342 MADISON AVE.

Home Office
and Factory
COHOES, N. Y.

A Good Reputation

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Successful dealers and Manufacturers owe their prosperity chiefly to their reputations. While it is certain that the Dealer's best advertisement is the satisfied customer so is it true that the dissatisfied customer is his greatest peril. The disgruntled buyer will judge the Dealer's entire stock by one inferior article and will pass his opinion on to others.

Appreciating that confidence is the basis of all Trade and that confidence is earned through long and satisfactory performance our policy has always been to employ the highest type of labor and to use the best materials obtainable.

We know that the substantial Dealer wants and recognizes Quality and we have unbounded faith in the continued buying by the Public of real high grade Talking Machines.

SILENT MOTORS represent the highest quality of Talking Machine Motors and insure the Dealer of his customers' satisfaction and good will. Dealers who want the best insist on SILENT MOTORS.

THE SILENT MOTOR CORPORATION

321-323-325 DEAN STREET

BROOKLYN, N. Y.

Price Reduction in Talking Machines Boosts Sales in All Lines in St. Louis

Feeling Is Prevalent That Price Slash Will Not Affect Normal Talking Machine Business — Columbia Phonograph Co., Inc., Establishes Factory Branch—New Post for Miss Golda Airy

St. Louis, Mo., August 8.—The reduction in Victor prices has tended to stimulate retail talking machine sales. For one thing, the competitors have been called upon to try to keep their prospects from being stampeded. They say that in the case of those who are planning to buy high-grade machines they have been able to hold them steady, at least, until the new Victors come out, when it will be the best salesman and the best machine that will win, with prices on an even keel. It is believed by many dealers that most of the buying now is by those who have had cheap machines and that the sales will not affect the normal demand for high-class machines when the new models come out and that the market will absorb the instruments with advantage to all concerned.

Columbia Co. Opens Factory Branch
The Columbia Phonograph Co. now has a factory established at 1213 Pine street, in the building formerly occupied by the Artophone Corp. It is under the management of P. S. Kantner, formerly in charge of the Kansas City branch, who will hereafter have charge of both branches. Each will be a complete unit and in each will be carried complete lines of phonographs and records. George L. Fuhri will be city man for St. Louis and F. H. Brandt will cover the territory assigned to the St. Louis branch, southern Illinois, part of Indiana, western Kentucky and Tennessee, eastern Missouri and Arkansas. W. V. Ockenden will be local manager at Kansas City and cover the territory of Nebraska, Kansas, Oklahoma, eastern Arkansas, eastern Missouri and southern Iowa. C. C. Embry will be city man at Kansas City. The Kansas City branch is to be moved from 2006 Wyandotte street to the Kansas City Life Building, 804 and 806 Grand avenue, in the heart of the retail music district, which will enable it to give dealers better service. Manager Kantner announces that in spite of the upset conditions July showed a very good increase over May and June in both machines and records. In phonographs the greatest effort has been put behind the Harmony console, and Mr. Kantner says that in spite of price cuts on other machines there have been good sales

at regular prices, while the new records are being received with enthusiasm by the dealers. A. G. Bolts, formerly in charge of the office and credits at Kansas City, has been brought to St. Louis to take charge of the office and credits here.

W. H. Fowler, manager of the Bungalow Music House, Taylorville, Ill., was here last week and arranged to take on the complete line of Columbia phonographs and records.

Miss Golda Airy in New Post
There is grief at the Koerber-Brenner establishment and among St. Louis Victor dealers over the loss of Miss Golda Airy, who has worked herself out of a St. Louis job by being so good that they want her at Camden. For five years she has been with the Koerber-Brenner Co., coming here from Des Moines, Ia., where she had charge of the music department of the Chase-West Furniture Co. Most of the time here she has been handling the dealers' promotional department, and there is not a Victor dealer in St. Louis but who has derived advantage from her efficiency and energy. She is taking a month's vacation now and will leave August 10 for Camden and will take up August 15 her new duties as assistant to Mrs. Frances E. Clark, director of the educational department.

Columbia Distributors Busy

C. R. Salmon, general manager of the Columbia Distributors, has returned from a visit to the company's branches at Cincinnati and New Orleans and also from a business trip to Chicago. He announces that the Distributors have had an excellent business during the past month on portables, consoles and upright models at special reduced prices. Attractive new console models are promised for the Fall.

The change in the St. Louis Columbia situation, consisting in terminating the arrangement with the Columbia Distributors and the opening of a factory branch, has culminated in suit being filed in the Circuit Court by the Columbia Distributors, Inc., against the Columbia Phonograph Co. for alleged violation of contract. The Distributors Co., which has been located for some time at 1327 Pine street,

will continue in business, other nationally known lines being featured.

Artophone Corp. Completing Organization

The Artophone Corp., with which the Wholesale Musical Supply Co. was recently consolidated, is perfecting its selling organization under the new conditions. R. G. Craig, of Memphis, Tenn., formerly in charge of the music department of the Bry-Block Co., will travel in the Tennessee and Kentucky territory, with headquarters at Memphis. Cliff Rogers, formerly in business for himself at Springfield, Mo., will travel in Missouri and Arkansas, with headquarters at Springfield. Louis Marks, formerly with the Adler-Royal Phonograph Co., Louisville, Ky., will cover southern Illinois and Indiana, with headquarters at St. Louis. The Artophone Co. has taken on the Adler-Royal line of phonographs and is building up its line of small merchandise.

Brief but Interesting

E. E. Fay, vice-president of the Fay-Bueharian Music Co., has returned from a Southern trip. He reports a good demand for the line of fifty-cent Gennett records, new series, which came out May 1.

R. S. Peer, head of the record department of the General Phonograph Co., New York, was here recently, returning East from a trip through the West and South.

Mrs. Hazel McCommons has been employed by the Columbia Distributors as secretary to General Manager Salmon.

H. G. Koerber, president, and E. C. Raueh, vice-president, Koerber-Brenner Co., have gone to Camden, N. J., to attend a conference of Victor jobbers.

Frank Horning, manager of the Stix, Baer & Fuller talking machine department, and his wife, are spending a month at Atlantic City.

J. H. Bennett, branch manager of the Brunswick Co., has returned from a vacation trip. E. F. Stevens, Jr., has gone on a vacation trip to Chicago and Michigan.

R. F. Novy, for the past six years with the Brunswick St. Louis establishment, has resigned. Miss Marie Compton, of the Wurlitzer talking machine department, is spending a two weeks' vacation at Memphis, Tenn.

J. B. Moran, manager of the Wurlitzer Co., has returned from a trip to Cincinnati, O.

Miss Birdie Crane, of the Lehman Piano Co., has returned from a trip to Colorado.

Mrs. Catherine Hake, greeter at the store of the Baldwin Co., was married recently to W. L. Hinton, manager of the Mid-West Auto Travel Agency, and will give up her position soon.

Mrs. A. S. Engelmann, Miss Mabel Stone and Miss Marie Bressler, of the Kieselhorst Piano Co. talking machine department, have been away on vacations.

John P. Costello, manager of the Lehman Piano Co., will leave August 15 for a vacation trip to Buffalo and Canada.

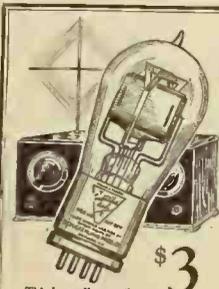
Miss Viola Keisker, of the Aeolian Co., has been spending a three weeks' vacation in California. Miss Dorothy Williams has returned from a motor trip to Chicago.

Working to Improve Radio Broadcasting Programs

MINNEAPOLIS, MINN., August 5.—The North-west Radio Trade Association recently appointed a committee who will keep in close touch with the broadcasting situation in the Northwest. This committee will take whatever steps are possible to improve the quality of the broadcast programs and it is soliciting suggestions from the general radio public as to ways and means of securing the desired end.

Store Changes Hands

The Eagle Rock Music Co., 2144 Colorado Boulevard, Glendale, Cal., has been purchased by William G. Bode. A complete line of music goods is handled.



Talk about popularity!

Schicklerling tubes have simply stampeded the tube market. These are the ONLY tubes with the 4th element—the triangular plates that eliminate distortion and tube noises, so that D.X. stations can be heard more clearly. Sell Schicklerling tubes with your radio sets. They make a good set better, keep your customers "sold", and are decidedly profitable!

Write or visit today for dealers' terms

SCHICKLERLING PRODUCTS CORP.

Executive Offices and Factory: 401-407 Mulberry St., Newark, N. J.

Chicago Sales Office:

Consumers Gas Building, 220 South State Street

Philadelphia Sales Office:

Jefferson Building, 1015 Chestnut Street

Authorized Phonograph Distributor-Dealer:

RUDOLPH WURLITZER CO., 120 West 42nd St., New York City

Mail orders filled from Newark factory or nearest branch office

**SCHICKLERLING
RADIO TUBES**
With the Stabilizing Triangular Plates

This best seller retails at

MODEL S-4000

5 volt Standard Base, ¼ amp.
Detector-amplifier with full,
noise-free distortionless volume

All models sold with a
10 day written guarantee

OTHER MODELS

RETAIL AT

5 volt—½ amp. Standard Base
Model S-100 Detector . . . \$3.00
Model S-200 Special Oscillator,
Detector, Amplifier and Power
Tube for all Models—Tube sets . . . \$1.00
3 volt—1/10 amp. Miniature Base
Model S-600 Dec. Ampl. . . . \$1.00
5 volt—1/16 100 amp. Standard Base
Model S-1000 Dec. Ampl. Osc. . . \$4.00
3 to 4 volt—
8 100 amp. Miniature Base
Model S-8100 Dec. Ampl. Osc. . \$4.00

SOLD TO Authorized FRESHMAN Dealers only!



FRESHMAN MASTER "B" BATTERY ELIMINATOR

Accurately designed parts are used in the filter circuit to eliminate hum and assure the highest operating efficiency. It is of perfect mechanical and electrical construction.

MODEL A.C.

\$20

MODEL D.C.

\$17.50

The Master "B" is approximately 6 inches square and weighs but 7½ pounds. Encased in genuine Bakelite and neatly grained black metal. Plugs into any electric light socket of 110 to 120 volts, A. C.—and rectifies it into D. C.—costing less than one-tenth of a cent per hour to operate.

A ONE PIECE CONSOLE

Model 5-F-7



This new and improved Freshman Masterpiece Receiver is encased in a rugged inlaid console cabinet, desk type. It contains a wonderful built-in loud speaker of great volume and superb tone. In the lower compartments there is plenty of room for storage battery, eliminator and chargers, not a wire being visible.

This massive console model of conservative and stately appearance will attract more attention, displayed in your window, together with our display signs, than any other radio outfit on the market. It is just what people want for their homes—in these radio days of progress and refinement.

\$89⁵⁰



MODEL 5-F-4

The Perfect Receiver
Genuine solid mahogany.
Sloping panel.

*These models
are equipped with
the new Straight Line
Wave Length low loss units*

\$49⁵⁰

New and Improved FRESHMAN MASTERPIECE

*and
how!*



MODEL 5-F-5

Full throated loud speaker
built-in. Genuine mahog-
any. A tremendous value.

\$60

The new Freshman Masterpiece straight line wave length condenser with vernier attachment, illustrated here, assures hair-line selectivity and sharper tuning. It permits one to tune in the station wanted without interference over the entire wave length range.

This is merely one exclusive feature of the new and improved Freshman Masterpiece 5 Tube Tuned Radio Frequency Circuit, which has been scientifically perfected, and each and every single part strengthened and co-ordinated.

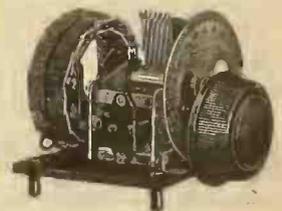
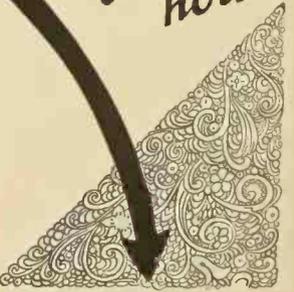
*It fits in either of our
sizes for complete literature—
illustrating and describing
the balance of our wonder-
ful line.*



FRANKLIN CONSOLE
Genuine mahogany, every-
thing self-contained. The
most beautiful radio on
the market.

\$115.

Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240-242 WEST 40TH ST.—NEW YORK NY
CHICAGO OFFICE — 117 & LA SALLE ST

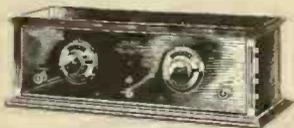


Two New Music Master Distributors Appointed

American Furniture Co., El Paso, Tex., and O. D. Tucker & Co., Little Rock, Ark., Now Music Master Wholesalers—Good Outlook

KANSAS CITY, Mo., August 5.—The American Furniture Co., of El Paso, Tex., and O. D. Tucker & Co., of Little Rock, Ark., have been appointed distributors for the Music Master radio line in their respective territories, according to A. A. Trostler, Western sales manager of the Music Master Corp., with headquarters in this city.

Mr. Trostler, who is well known to the talking machine trade, during the latter part of last month attended a sales conference at Little Rock where, he states, he found a great deal of enthusiasm over the outlook, which, insofar as the Music Master line is concerned in the Western territory, is extremely bright at this time.



Mu-Rad Triplex

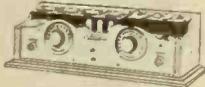
3 Tube—Dry Cell Receiver

\$75

ADVANTAGES that ordinarily cost twice the price of the *Mu-Rad Triplex Receiver*. That's value—value that speeds turnover, increases profits, and builds good-will.

Four-tube efficiency with only 3 tubes. Sweeps the continent. Can be logged; highly selective. Most conveniently portable; all batteries contained inside the handsome mahogany cabinet.

Plenty of "cheap" sets but the *Mu-Rad Triplex Receiver* is the quality product of a quality manufacturer, selling at a popular price.



Other dealers have had to repeatedly reorder their stock of this receiver to keep up with demand. You're missing some valuable business.

Write for details of the *Mu-Rad Dealer Policy NOW*

MU-RAD LABORATORIES, INC.
813 FIFTH AVE ASBURY PARK, NEW JERSEY

Crosley Radio Corp. to Limit Number of Franchises

Extensive Survey of Retail Field Being Made to Secure Only Reputable Representation

CINCINNATI, Ohio, August 4.—The Crosley Radio Corp. recently announced its new sales plan, whereby the selling of the Crosley radio receivers will be in the hands of none but reputable merchants. An extensive survey of conditions in the retail radio field is being made by Crosley representatives and the franchise to represent the Crosley line is being granted to substantial business firms only. The number of franchises to be granted is limited. In this manner it is planned to make the possession of a Crosley franchise a more valuable possession to those dealers fortunate enough to be chosen as an "Authorized Crosley Sales and Service Station."

Many Radio Shows During Remainder of the Year

Among the Radio Shows scheduled during the remainder of Summer and Fall in important cities throughout the country are the following:

August 22-28.—Third Annual Pacific Radio Exposition, Civic Auditorium, San Francisco. Pacific Radio Trade Association, 905 Mission street, San Francisco.

September 3-12.—Third Annual National Radio Exposition, Ambassador Auditorium, Los Angeles, auspices Radio Trades Association of Southern California. Carl A. Stone, manager Commercial Exchange Building, Los Angeles.

September 12-19.—National Radio Exposition, Grand Central Palace, American Radio Exposition Company, 322 Fifth avenue, New York City.

September 14-19.—Second Annual Radio World's Fair, 28th Field Artillery Armory, New York City. Radio World's Fair, Times Building, New York City.

September 14-19.—Pittsburgh Radio Show, Motor Square Garden (postponed from January 19). J. A. Simpson, 420 Bessemer Building, Pittsburgh.

September 14-19.—Winnipeg, Canada, Radio Show. Royal Alexandra Hotel. Auspices Associated Radio of Canada. C. W. Wilcox, manager, 204 King street East, Toronto, Canada.

September 21-26.—Omaha Radio Trade Exposition. City Auditorium. Auspices Omaha Radio Trade Association. H. R. Edwards, president, care McGraw Company, Omaha, Neb.

September 25-October 3.—National Radio Exposition. American Exposition Palace, Chicago, 440 South Dearborn street, Chicago.

September 28-October 3.—Calgary, Alta. Canada Radio Show. Memorial Hall. C. W. Wilcox, manager, 204 King street, Toronto, Canada.

October 3-10.—Philadelphia Radio Exposition. Arena. Auspices Philadelphia Radio Jobbers and Public Ledger. G. B. Bodenhoff, manager, Public Ledger Building, Philadelphia.

October 5-10.—Second Annual Northwest Radio Exposition. Auditorium, St. Paul. H. H. Cory, secretary, 815 Tribune Annex, Minneapolis, Minn.

October 5-11.—Washington. Radio Show and Convention. R. N. Craig, secretary, Room 233, Woodward Building, Washington.

October 12-17.—Boston Radio Show. Mechanics' Hall Sheldon Fairbanks, manager, 209 Massachusetts avenue, Boston.

October 12-17.—The Southwest National Radio Exposition. Coliseum, Radio Trades Association. T. P. Convey, manager, 737 Erieo Building.

October 12-17.—Second Annual Montreal Show Windsor Hotel. C. W. Wilcox, manager, 204 King street East, Toronto.

October 17-24.—Brooklyn Radio Show. Twenty-third Regiment Armory. Joseph O'Malley, 1157 Atlantic avenue, Brooklyn.

October 19-25.—Second Annual Cincinnati Radio Exposition. Music Hall. G. B. Bodenhoff, manager, care Cincinnati Enquirer.

November 27.—Second Annual Toronto Radio Show. King Edward Hotel. C. W. Wilcox, manager, 204 King street East, Toronto.

November 3-8.—Detroit Radio Show. Arena Gardens. Auspices Radio Trade Association of Michigan. George W. Russell, manager, 103 West Atwater street, Detroit, Mich.

November 9-15.—Milwaukee Radio Exposition. Civic Auditorium. Sidney Neu, chairman, Julius Andrae & Sons, Milwaukee, Wis.

November 7-13.—Cleveland Radio Show. Public Hall. G. B. Bodenhoff, manager, 2091 Baxterly avenue, Lakewood, Ohio.

November 17-22.—Fourth Annual Chicago Radio Exposition. Coliseum. Herrmann & Kerr Exposition, Carl Theatre Building, Chicago.

Attention

RADIO MANUFACTURERS

Have you something in the Radio line that you want put over either in New York City (Metropolitan District)—which includes—New York City proper, Brooklyn—Long Island—Jersey—Bronx and Westchester—or in Chicago and Milwaukee?

We are in a position to sell direct to the radio and musical retailer or handle your line through the best-known radio and Victor jobbers.

We travel ten men, all five wires, who call on the leading jobbers and seven hundred radio and musical dealers whose credit can be checked O.K. and are not fly-by-night dealers.

We are also in a position to obtain unlimited publicity for your line.

We were the first to sell the *Holets* on the idea of Radio, having sold the Famous Billmore Hotel in New York City who purchased and are now using twenty-five of the radio sets in their suites.

If we can't put your line over, you don't pay us a nickel. Get in touch with us.

MAURICE RADIO CORPORATION

Exclusive Representation
New York Office, Chicago Office,
113 Madison Ave., 373 No. Wabasha

These years calling on retail trade and jobbers.

New Battery Charger Is Announced by Interstate Co.

The Interstate Electric Co., 4339 Duncan avenue, St. Louis, Mo., recently announced a new addition to its line of battery chargers in the form of a product designated as the Twin Bulb Handy Charger. In the initial announcement to the trade the manufacturer states that the new charger is absolutely quiet in operation and that it charges efficiently and at a fast rate. It charges both "A" and "B" batteries and will charge "B" batteries 24, 48, 72, 96, 120 voltage in series.

It employs the advanced "push-pull" principle, using both halves of the A C wave.

In the Twin-Bulb charger no moving parts, liquids or vibrators of any kind are used and thus adjustments, corruptions and sticking troubles are eliminated. The charger is fully enclosed in a beautiful mahogany finished case, with a nicked handle and nickel trim ammeter, and in its design it is devised to harmonize with the finest radio equipment.

The charger weighs seventeen pounds and will retail for \$17.00 without the bulbs. Ease of operation is an outstanding advantage of the new Interstate charger, according to the manufacturer, as the battery need not be disconnected from the receiving set and operating is merely a matter of throwing a switch.

A branch of the Burton Music Co., West Palm Beach, Fla., has been opened in the Ingram Arcade, Hollywood, Fla.

BEL-CANTO PRODUCTS

Superior in Material, Workmanship and Performance. Bel-Canto Adjustable Loud Speakers, with massive, mahogany-finish cabinet, at \$17.50. Goose-Neck Fibre Horns, at \$10.00 and \$15.00. Loud Speaker Units, patented Flexible Reed Tone Chamber. The Bel-Canto Recording Dial, \$2.00. With magnifying glass \$2.50.

BEL-CANTO RADIO & TEL. EQUIPMENT CO., INC.
872 Broadway, New York City

Nationally distributed by Robert S. S. Co., Inc.
Home Office, 715 Call Bldg., San Francisco, Cal.
Branches in Los Angeles, Calif.; Portland, Ore.; Seattle, Wash.; Vancouver, B. C.; Salt Lake City, Utah; Denver, Colo.; Chicago, Ill.; Buffalo, N. Y.; New York City



Watch for the
Crosley PUP!
“It’s a Sky Terrier”

THE CROSLLEY RADIO CORPORATION
CINCINNATI, OHIO
POWEL CROSLLEY, Jr., President

Sales of Talking Machines Increase in Buffalo as Dealers Stage Big Drives

Reduction in Prices of Certain Instruments Has Awakened the Dealer and Public, Says Leading Wholesaler—Record Portable Summer Business Draws to a Close—Trade Is Optimistic

BUFFALO, N. Y., August 7.—What seemed to have been a buyers' strike in the talking machine trade here has been broken by an unprecedented volume of business done since the announcement of the reduced prices on Victrolas. "Value of action of the Victor Co. is fourfold," said Curtis N. Andrews, Victor jobber. "It has stimulated sluggish sales to a degree that a month or so ago was unthought of. It has awakened the dealer who had allowed himself to get into a pessimistic frame of mind, stirred him to some real action, and through the great volume of business in Victrolas, he has secured a vast throng of new record customers. It has turned what was apparently a dealer's loss into a profit that, had not this action of the Victor Co. been taken, the dealer could not have known. Scores of dealers in this territory cleared their floors of stock, and oversold to such an extent that they made up for losses in a few days, and through new orders were able to make a profit that scored above any previous month of the year. Buying at the reduced price of the jobber, the dealer makes up for the loss sustained through sales made of stock he had on hand."

Mr. Andrews told of one dealer in the city, who operates a comparatively small store, selling 104 Victrolas in one day. On the following day he sold 56, and the two succeeding days 50 and 35 instruments were sold.

O. L. Neal, of the Buffalo Talking Machine Co., also cited a number of incidents of where the dealer had made a good "cleaning" on the new price rate. He told of one dealer who had become quite pessimistic through dull conditions in the trade early in the season, and who had done such a tremendous business since the new price became effective, that he has taken an altogether new view of the proposition. "I am thoroughly convinced," he said, "that the Victrola is still in the public mind, and buying was simply a matter of time." This dealer is now one of the most optimistic in the trade.

A good portable Brunswick business has kept the local distributing office in a very optimistic frame of mind. It has been a record

Summer in the sale of portable Brunswicks. Record sales have been good also.

C. O. E. Curtiss is planning a big Fall season for the Brunswick Radiola. He started his campaign the first of this month. Mr. Curtiss has secured a great volume of new business through a gift method, that is, presenting customers who have made purchases of a certain amount with picture theatre tickets. He has also stimulated his record business through a 15c offer for old records.

Harry G. Russell has been made manager of the J. N. Adam & Co. Music Store. He was formerly manager of the phonograph and radio department of the Outlet Co., of Providence.

"B" Battery Eliminator Announced by Martin Co.

CLEVELAND, O., August 5.—The Glenn L. Martin Co., of this city, manufacturer of the well-known radio-equipped Martin Aircraft, has announced a "B" battery eliminator, which will be known as the "Aero B" and which was perfected by the company's engineers after a long period of research and investigation. Since 1909 the Glenn L. Martin Co. has been building aircraft for the United States Army, Navy and Post Office departments. A large portion of this aircraft has been radio-equipped and the company's entrance into the radio field will undoubtedly be of keen interest to the trade.

The Radio Temple of Music, Paterson, N. J., was recently granted a charter of incorporation.

Mr. Russell was for some time salesman for the Victor Talking Machine Co. He comes to the Adam store highly recommended. He has planned an exploitation on records for the month of August. The store is also doing a remarkable Victor business.

Floyd Barber, Kenmore dealer, has been elected president of the Kenmore Business Men's Association.

M. O. Grinnell, of the Buffalo Talking Machine Co., has returned from his vacation with relatives in the southern part of the State. He made a tour of western New York and eastern Pennsylvania, visiting dealers of the territory, and found them in a very optimistic frame of mind concerning early Fall and Winter business.

The Brunswick Music Shoppe, Main street, will be repaid for a radio set which was stolen by a former employe. He was arrested and sentenced to make restitution, and serve a year in Auburn prison.

Brunswick Artists Bid Marie Dressler Bon Voyage

When Marie Dressler, famous comedienne, motion picture and vaudeville artist, sailed on



Carl Fenton's Orchestra at the Pier

the S. S. "Paris" recently there was a crowd assembled at the dock to bid her bon voyage which included members of the American Woman's Association and Carl Fenton's Brunswick Recording Orchestra. As Miss Dressler stepped from the elevator at the French Line pier the Brunswick artists played "Little Miss Robin Crusoe."

Bosch Magneto Earnings

The report of the American Bosch Magneto Corp. for the first half year shows net income of \$241,895 after interest and depreciation, but before Federal taxes, equivalent to \$1.75 a share on 138,266 shares of no par stock. This compares with \$176,980, or \$1.84 a share, on 96,000 shares outstanding in the first half of 1924.

Net income for the quarter ended June 30 was \$165,263 before Federal taxes, equivalent to \$1.19 a share and comparing with \$76,632, or 55 cents a share in the corresponding quarter of 1924.

C. L. Price on Vacation

Clarence L. Price, of the Silas E. Pearsall Co., radio distributor, New York, is spending a month in the Maine woods where he is playing a busy rod, luring the elusive trout from their streams. He is accompanied by Mrs. Price and their two daughters.

The Meyer Music Store, Kalamazoo, Mich., handling Gulbransen pianos, talking machines and other musical instruments, has moved to larger quarters on Main street. Growing business made the move necessary.



"HIS MASTER'S VOICE"

It has always been the policy of this house to build "good will" by rendering a service that is at all times dependable and cooperative. The number of Victor dealers we are now serving regularly, and who depend upon us for their supply, is constantly increasing. There must be a reason for their preference. This not only applies to local and nearby dealers, but many at more distant points find our service dependable. Our shipping facilities out of Buffalo are unexcelled. Try us and be convinced.

CURTIS N. ANDREWS

Victor Distributor
Exclusively Wholesale

Court & Pearl Sts.
BUFFALO, N. Y.



2600 /
Dealers
Signed up in
4 /
Weeks

—here's a record never before equalled in Radio Merchandising

In less than four weeks' time, after the announcement of the David Grimes new selling policy, notwithstanding the so-called "off season," there have been established retail connections from coast to coast.

Every live Dealer not yet acquainted with this most interesting of all Radio propositions, will be quick to investigate what is behind this unusual record. *First of all*, and of Great Importance to the Dealer is that the

David Grimes Radio

represents a very decided step forward in Radio development.

Next and of still greater importance, is that the dealer enjoys both the wholesaler's and retailer's profit.

He gets all there is in it over the manufacturer's price. In other words he enjoys the attractive return of

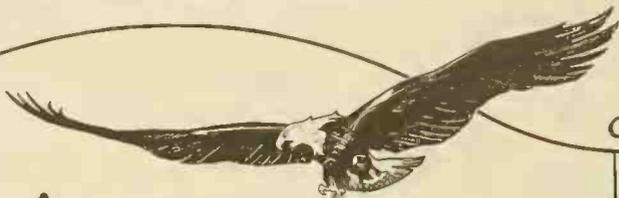
40, 10 & 2%
DISCOUNT

To all of this add to your consideration this irresistible fact—that the David Grimes Radio will be backed by one of the most intensive advertising campaigns ever launched in the musical instrument field.

If you are not in on the Grimes franchise, you may yet acquire the exclusive agency in your community.

Write today for our proposition

DAVID GRIMES, Inc.
Strand Theatre Bldg. 1571 Broadway, N. Y. C.



EAGLE

Know Ye All Men By These Presents



New Models-

Superlatives and adjectives are not adequate to describe

THE NEW EAGLE RECEIVERS

Suffice Therefore to State That

In APPEARANCE, PERFORMANCE and STABILITY
THEY HAVE NO PEER

Write for our beautiful booklet entitled

Radio At Its Best

From its descriptive, illustrated pages you can select models most adaptable to your trade
Our distributors will show models after AUGUST 10, 1925

Old Policies

- ☒ A careful selection and limited appointment of dealers—thereby making a *feared Eagle Campaign profitable to you.*
- ☒ Production in harmony with quality, which sets a *Standard of Excellence* on each individual Receiver.
- ☒ A *Sales and Service Campaign*, the combination of which insures against a depreciation of your investment.
- ☒ A *Weekly Broadcast of Talented Artists* who furnish *QUALITY Entertainment*, under the title of *EAGLE Neurolytic Trio* from station *WEAF*, New York City.

The Trade-Mark That
Stands for Dealer Co-
operation and Profits



Ask Any
Eagle
Dealer

Eagle Radio Company

16 BOYDEN PLACE,

NEWARK, N. J.

Sales of \$500,000,000 Are Expected for Radio

Copper and Brass Research Body Estimates 5,000,000 Sets in Service at End of 1925—Public Interest Gaining—Industry Has Grown From \$50,000,000 in Value in 1922, Says Review

The retail value of radio receiving sets and parts to be sold in 1925 is estimated at \$500,000,000, compared with a value of \$50,000,000 for sets sold in 1922, according to a survey of the radio industry just completed by the Copper and Brass Research Association. In 1922, it is pointed out, there were hardly 100,000 radio sets in use. In 1923 the number had increased to 2,000,000 and by the close of this year it is estimated that 5,000,000 sets will be in service. These figures illustrate the remarkable expansion in the radio industry during the past four years.

Public interest in radio has gained rapidly and apparently has continued unabated, according to the Association. Only a year ago the demand was far in excess of the manufacturers' ability to supply. At that time home-made sets exceeded the factory-made, and there was a correspondingly large retail market for radio parts. The last year has seen the beginning of stabilization in the industry. The trend is now away from the home-made set toward the set purchased as a complete unit.

The present rate of manufacture, according to the survey, indicates that 1925 production will be 2,000,000 sets, in which the consumption of copper and brass will be about 7,500,000 pounds. These metals are used for aerials, ground connections, coils, condensers, tube sockets, panels and miscellaneous parts.

Radio, it is added, now appears to be as universal in its appeal and as much a necessity as the automobile, so there is no reason to look for any falling off in sales in the next few years. The radio purchaser is not only a good customer for tubes, batteries, plugs, jacks and other parts, but almost generally he is ready, after using a set for a year or two, to scrap it and replace it with another which has a more stylish cabinet or a newer "look-up" or more tubes.

The Einselen Music Co., San Francisco, Cal., has moved its principal store to the downtown section and has discontinued its branch at 3285 Mission street. The new location is excellent and good business is expected.

Plans Fall Sales Drive on "Ful-Wave" Charger

Extensive Advertising and Publicity Campaign to Be Launched by the Liberty Electric Corp.

The Liberty Electric Corp., 342 Madison avenue, New York City, manufacturer of the "Ful-Wave" battery charger, built especially for radio use, has arranged a Fall sales program, which assures an active demand for battery chargers for "Ful-Wave" dealers. These plans include an intensive advertising and publicity campaign. The Liberty Corp.'s products are in two models, "A-B" charger "A" and "B" storage batteries simultaneously, a feature of this charger which has met with widespread approval. The model "A" charges "A" storage batteries only. Its compact shape, its portable size and the speed with which it charges batteries has given the "Ful-Wave" product an entry into many music stores throughout the country which previously felt that battery chargers were a difficult item to handle.

According to E. P. Knapp, the sales manager of the Liberty Electric Corp., the "Ful-Wave" charger, besides its merit, has won its earliest recognition from the fact that it is backed by the manufacturer's full guarantee. Mr. Knapp states that this has appealed particularly to the talking machine dealer who wants to handle products of the highest class and goods behind which his establishment can stand.

Both the Silas E. Pearsall Co. and H. B. Shontz Co., Inc., of New York City, who are Eastern distributors of the "Ful-Wave" battery chargers, have found the talking machine dealer enthusiastic over the sale of the product. Since it was introduced in Eastern territory at the radio shows last Fall the "Ful-Wave" charger has steadily increased in popularity. Plans for a heavy increase in the demand for this product during the coming Fall season have been arranged and the Liberty Electric Corp.'s factory will be enabled to make prompt deliveries throughout the coming months.

The "Ful-Wave" battery, besides being introduced to the consumer through newspapers, radio publications and consumer literature, has also been frequently presented to radio set owners by a series of broadcasting talks by H. B. Shontz. These talks brought hundreds of inquiries to retail establishments and assisted in making many initial sales of the "Ful-Wave" product.

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.
Phila. Office: 335 PHILADELPHIA, PA. Calif. Office: 1111

According to the distributors, the talking machine dealer during the Fall will get his full share of battery charger sales. The dealers, it is said, realize that the sale of a simple device for recharging batteries will be active; that there is a permanent demand for such a product and that the sale not only means giving service to the radio owners to whom the dealer sold the receiving set, but assures the merchant of an added profit that would not otherwise be produced.

Stromberg-Carlson Long in Voice Transmission Field

Manufacturer of Voice Transmission and Voice Reception Apparatus Over Thirty Years—Radio Sets Among the Leaders in Trade

The Stromberg-Carlson Telephone Mfg. Co., which is now a leading manufacturer of radio receivers, is one of the pioneers in the field for



Stromberg-Carlson Switchboard

the manufacture of voice transmission and voice reception apparatus, having been engaged in this business over thirty years. In spite of the fact that its radio business reaches large proportions the Stromberg-Carlson Co.'s other products, such as telephone apparatus, cables, supplies, etc., represent approximately 80 per cent of the output.

The accompanying illustration shows a Stromberg-Carlson switchboard which has been installed in the offices of the Mueller Co., manufacturer of bathroom fixtures, Decatur, Ill. It is such organizations as the Mueller Co., who desire high class products, together with big telephone public utilities, who consume approximately 80 per cent of the products made by the company.

Incorporation

The K. L. King Music House, Fort Dodge, Ia., was recently incorporated at Des Moines to deal in musical instruments, with a capital stock of \$25,000.



Wasted Energy

WHY use up a lot of useful energy selling a customer a bunch of excellent records and then send him out of the store with a package of inferior needles that are going to ruin those records? Your energy is wasted—and future record sales to that customer are jeopardized.

Protect your customers and the growth of your record sales by selling needles of proven quality. In other words, sell only

Okeh and Truetone Needles

Products of the

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, President

New York City

VOLUME!

And
Richness of Tone Too!



CONCERT GRAND MODEL
Covered with rich reproduction of beautiful hand-tooled leather. Overhanging curved top. Dimensions 16 1/2 x 10 x 9. **1.1ST PRICE \$35**

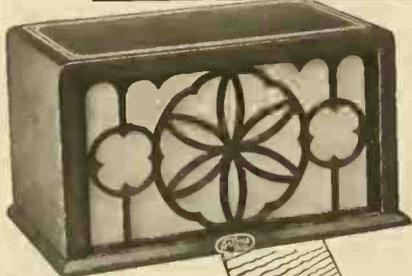


THAT combination in loud speakers for which the radio public has been waiting; namely, volume plus richness of tone is now available in the Berg Artone Cabinet Speaker, equipped with a patented super-unit which, in competitive tests with 42 other units, was the unanimous choice of five recognized acoustical experts.

STUDIO MODEL
Covered with rich reproduction of beautiful hand-tooled leather. Round edge, flat top design. Dimensions 16 1/2 x 10 x 9. **1.1ST PRICE \$25**

Ten Day Free Try-Out Offer

Order one or both models of the Artone Cabinet Speaker at the list prices here quoted, less 40%. Try them out; display and demonstrate them. If, after 10 days, you do not feel that they will sell, return them to us collect and your money will be refunded.



BERG AUTO TRUNK & SPECIALTY CO., Inc.
"Designers and Makers of Fine Cases For 20 Years"
LONG ISLAND CITY NEW YORK
(New York City Showrooms, 353 Fifth Avenue)

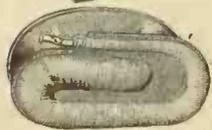
The Why and How of Artone Volume and Tone

The Artone amplifying horn or tone chamber is constructed of a special non-metallic, non-vibrating composition scientifically moulded under great pressure. This prevents any reduction in sound volume and eliminates all interfering noises due to metallic contacts and tone chamber vibrations.



RADIO TABLE
Without Unit **\$42**

Covered with beautiful reproductions of hand-tooled leather harmonizing with any furniture, decorations, or any style needs. The set, including legs for elliptical speakers, plenty of room for all batteries, chargers, eliminators, etc. "A" battery compartment is 4 1/2 inches high. Dimensions: 22 inches high, 38 inches long, 15 inches wide. With unit **\$55.00**



This is the Artone amplifying horn or tone chamber. It is 4 1/2 inches high—almost twice that in other speakers.

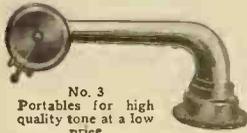
Berg Artone Cabinet Speakers

BRASS TONE ARM

for
RADIO
and
PHONOGRAPHS



Speaktube Tone Arm available for all loud speaker attachments in radio cabinets



No. 3
Portables for high quality tone at a low price



No. 4
Universal full size
Priced for quick
turnovers. Good
volume—clear tone



No. 5
High Class Universal.
Latest model.
Acoustically perfect
for finest machines

Tone Arms and Sound Boxes and All Parts for These Products in Raw or Finished State

All Globe Products are Manufactured in Entirety From Raw Material to the Finished State, on the Premises. The Savings Assure Low Quotations



"Specialists in Plating and Finishing"
75-77 Winthrop St. Newark, N. J.

Indianapolis Retailers Optimistic as Favorable Factors Create Better Demand

Cooler Weather and Reduction in Prices Result in Marked Stimulation of Record and Machine Buying—Victor Dealers Clearing Their Floors of Instruments—News of the Month

INDIANAPOLIS, IND., August 5.—Talking machine sales have shown an impetus the latter part of July due to several reasons. First, the unusually cold weather for this time of year, which has driven the trade to the confines of their homes and thus an added interest in records, and secondly, the "One-Half Price" sale that Victor dealers have been conducting the past two weeks.

Victor dealers report that such a sale has aided not only the obsolete models, but augmented the sale of their latest models as well. Likewise, dealers have been able to push record sales to their advantage. Optimism pervades the outlook for the late Summer and Fall business. A number of the Victor dealers are closing out their stock of single-face Red Seal records, with a greater demand evident. This is particularly noted at the Indianapolis Music House and the Pearson Piano Co.

Miss Minnie Springer, manager of the talking machine department of the L. S. Ayres Department Store, reports that record sales are comfortably ahead of last year. The Car-

ryola, Victor and Brunswick portables have moved especially well the past month at this store.

"The Edison line at the Indianapolis Music House has been moving well the past month, and from present indications will better their last year's record," states Hal. P. Shearer, president.

Much interest has been created among radio enthusiasts in this territory by WFBM radio broadcasting station, which is operated by the Merchants Heat and Light Co. This is the only broadcasting station in Indianapolis and it has greatly helped the radio dealers in this territory. Thomas C. Polk, director, announced July 29 that WFBM radio broadcasting station will be closed during the month of August. Reports indicate that WFBM has been heard in forty-four States and in Canada, Mexico and Cuba, and Belfast, Ireland.

Visitors in this territory the past week included Mr. Wilson, of the Chicago Talking Machine Co., and Mr. Reynolds, of the Brunswick Talking Machine Co.

Gould Storage Battery Co. Announces New "Unipower"

New Unit Provides Continuous "A" Power and Automatically Replenishes Itself—Eliminates Need of Charging Batteries

The Gould Storage Battery Co., New York, has announced that the new Gould Unipower is now ready for delivery. This newest development of the Gould Storage Battery Co. is said to provide continuous, unflinching "A" power from a single compact unit that automatically replenishes itself. The Gould Unipower is an "A" battery which is plugged into any socket in the house wiring system. It is particularly unique in this respect—when the radio set is on the house current is off and when the set is off Unipower is automatically replenishing itself from the house current. It entirely eliminates all thought of charging storage batteries and the only attention which it requires is the occasional addition of water. The compactness of the Unipower allows it to be installed in cabinet sets with limited battery space.

The Gould Unipower is well known in radio circles and this new addition to the line has been presented in time for Gould dealers to reap the benefit throughout the entire Fall season. The radio set owner is being apprised of this new development in "A" batteries through an intensive national advertising campaign using the Saturday Evening Post and several radio publications. This will undoubtedly arouse a substantial interest in and demand for the Gould Unipower and Gould dealers are energetically getting ready to satisfy this demand. The Gould Storage Battery Co. has adopted the slogan "Every owner of a multi-tube radio set is a logical prospect for Gould Unipower." This visualizes the wide field in which the Gould dealer may operate.

Work Nights to Meet Demand

A. P. Frangipane, secretary of the Mutual Phonograph Parts Mfg. Co., New York City, reports that night work has been in effect at the factory of the company for some time. The steadily increasing Fall demand for Mutual tone arms and sound boxes has made this necessary. Several improvements and enlargements have been made to the Mutual factory which have permitted increased production, but in order to fill orders it is necessary that overtime be in effect at least for the balance of the year.

Amplion Corp. Officials on European Business Trip

S. B. Traimer, President, and W. H. Lynas, Vice-President, to Collect Data on Radio Products, Including Amphion Speakers, in Europe

S. B. Traimer, president of the Amplion Corp. of America, and W. H. Lynas, vice-president of the company and commercial manager of Alfred Graham & Co., manufacturers of the Amplion loud speakers, of London, England, sailed recently for Europe, where they plan to spend a number of weeks.

The purpose of the trip is to collect data and information regarding radio products generally, and Amplion speakers in particular. The Amplion Corp. has companies all over the world and it is the purpose of Mr. Traimer and Mr. Lynas to confer with the parent company on ways and means to facilitate the co-operation between the manufacturer and the branches. Considerable time will be spent at the company's branches at Brussels, Belgium, as well as at the Amplion factory and plant in Paris. The trip will also include a visit to Italy for a survey of the Amplion market in that country.

The Amplion Corp. of America has extensive plans under way for a sales and advertising campaign to begin in the latter part of August. Among the Amplion products to be advertised for distribution among the phonograph trade are four different models of loud speakers, the Dragon, a wooden horn; the Junior De Luxe, also a wooden horn; the Junior model, metal horn, and the Dragonfly, metal horn. Two phonograph units will also be vigorously pushed in America, consisting of the concert and standard types. Mr. Traimer and Mr. Lynas both expect to arrive in this country in time to supervise the Amplion campaign. With the interesting data which they will have on conditions in the foreign radio market, both will be in an excellent position to direct the sales and advertising campaign of the company in this country.

Victor Co. to Exhibit

Judging from the fact that more than two million square feet of space has already been reserved for the Sesqui-Centennial International Exposition, which is to be held in Philadelphia next year, the industrial exposition, the first since the war, will be a decided success. Among the concerns who have already reserved space is the Victor Co., Camden, N. J.

In Recognition of the Reputable Radio Retailer

let it be said . . .

FEDERAL would be remiss in its obligation to the reputable radio retailers throughout the country if it failed to make this public acknowledgment of its indebtedness to them for the assistance they have given in upholding the "standards of excellence" in radio reception.

With its quarter-century experience as the leading manufacturer of electrical communication devices, Federal entered the field of radio with very definite standards, but with equally definite misgivings. It saw an unknowing public grabbing at the super-superlative claims made by manufacturers of lesser responsibility and it was forced to ask itself whether there was sufficient stability in the retail outlets to justify the manufacture of radio equipment in keeping with Federal's standards of manufacturing integrity.

In recognition of the reputable radio retailer let it be said that Federal has come through these first years of radio manufacture with flying colors. The good work of these reputable radio merchants has brought about an ever increasing public appreciation of Federal's standards and Federal equipment.

And now Federal Retailers stand ready to reap the reward of their adherence to these higher ideals. The public has sobered. In the approaching season, superlative claims will not lure buyers from *provable* performance. The new Federal set, backed by the Federal iron-clad performance guarantee will stand out like the Rock of Gibraltar in this new era of more conservative consumer purchasing.

As promised, Federal offers local leadership to the reputable radio retailer.

FEDERAL TELEPHONE MANUFACTURING CORP.
BUFFALO, N. Y.



Federal

Standard **RADIO** Products

Successful Demonstration of Kellogg Radio Receiver

Recently Introduced Product of Kellogg Switchboard & Supply Co. Shown Under Auspices of D. F. Boley & Co. in New York

The Kellogg Wave Master radio receiver, the latest product of the Kellogg Switchboard & Supply Co., of Chicago, was demonstrated recently under the auspices of D. F. Boley & Co., 1440 Broadway, New York, Eastern representatives of the company. The demonstration



Kellogg Wave Master Radio

was very successful and there is every reason to believe that the Kellogg Wave Master receiver will attain the same degree of popularity accorded the telephone and radio products made for many years by the Kellogg Switchboard & Supply Co.

The Kellogg Wave Master is a five-tube tuned radio frequency receiver with only one selector dial and a zoning system for tuning that has met with the enthusiastic praise and approval of the dealers who have listened to the new set. It is stated that in the Kellogg Wave Master there are available approximately sixty degrees of movement for each forty meters in the broadcast wave length. As there are nine wave zones of forty meters each there are approximately 540 degrees of movement resulting in a considerably less critical positioning of the tuning dial than exists where only 180 degrees of movement are available. The demonstration of the set served to introduce its many exclusive features to excellent advantage, particularly its selectivity, tone quality and simplicity of operation. The cabinet work is exceptionally fine and the dealers who have placed initial orders for the product are planning to feature the Wave Master extensively in their advertising campaigns this Fall.

It was stated by D. F. Boley, head of the company bearing his name, that Kellogg Wave Master receivers would be marketed direct to

the dealers through a comprehensive plan of sales co-operation and a publicity campaign now in process of preparation. Mr. Boley is well known throughout the electrical trade and the members of his organization are paying particular attention to the appointment of Kellogg Wave Master dealers in the talking machine trade. It is planned to give dealers an allotted territory that will provide for expansion and development and which will enable the retailers to derive the full benefits of their sales and publicity work.

Among the other products made by the Kellogg Switchboard & Supply Co. are the Symphony reproducer, audio transformers, radio transformers, rheostats, condensers, lead sets, plugs and other parts. For many years this company has been one of the world's largest manufacturers of telephone equipment, and the organization is therefore admirably equipped to manufacture and market a radio set.

Urges That Radio Displays Be Made at County Fairs

Such Affairs Afford Unusual Opportunity for
Placing Radio Properly Before the Farmer,
Says Radio Corporation of America

In order to emphasize to the music merchant, handling radio in the smaller cities, the importance of capitalizing the County Fair as a sales outlet during the Summer, a broadside has just been issued by the Radio Corp. of America to R. C. A. jobbers and dealers. The suggestion is made that with over fifty million people residing on farms or making their abode in the rural sections of the country, the farm market offers splendid field for exploitation.

The broadside contains numerous suggestions for attracting attention to the radio booth at the County Fair, which are practicable to any merchant, regardless of the limitations he imposes on himself in the way of publicity expenditures.

Opens Branch

The Dixie Music Co., has opened a branch store at 434 North Miami avenue, Miami, Fla., with H. B. Parker as manager.

Saul Karantz recently opened a new music store at 411 South Boots avenue, Marion, Ind.

Revenues Under Postal Rates Gain \$9,000,000

Gain in Postal Earnings Expected to Supply
Salary Increases of Postal Employees

WASHINGTON, D. C., August 3.—Revenues received under the new postal rates during June were approximately \$9,000,000 greater than those obtained in the same month a year ago under the old rates, and this fact brought into question to-day the accuracy of the prediction made recently by Postmaster General New, that a deficit of \$40,000,000 a year would be faced by the Post Office Department under the new rates.

Mr. New met this situation with the statement the large increase in June was accounted for by various developments which probably would not apply to all months, and that apparently it was too early to form an accurate opinion.

The new rates, which went into effect April 15, 1925, were adopted by the last Congress to supply revenues to meet an annual salary increase of about \$68,000,000 granted to the postal employees. For May, the first test month, the new rates produced about \$3,000,000 in excess of the revenue for the same month last year under the old rates. If this ratio were kept up throughout the year it was obvious that the salary increases of \$68,000,000 would not be met.

Following the poor showing in May, Mr. New suggested there would be a deficit of about \$40,000,000 for the year. His suggestion caused a deal of talk in political circles and demands for further rate increases. When the returns for June began to come in, however, the picture was changed. The figures showed that total computed revenue from all sources for June of this year was \$51,809,901, as compared with \$42,770,451 in June, 1924, a clear gain of more than \$9,000,000. The figures for May of this year were \$50,530,501, as against \$47,117,065.

May and June are not record months in the matter of business done, but combined they showed an increase under the new rates of approximately \$12,500,000 in revenue over the same two months a year ago. On this basis some of those who questioned Mr. New's earlier estimate of a \$40,000,000 annual deficit contend that the new rates actually will provide the \$68,000,000 needed for salary increases and leave the Post Office Department a comfortable surplus rather than a deficit.

Visitors Admire the Big Stromberg-Carlson Plant

ROCHESTER, N. Y., August 5.—During the past few weeks the Stromberg-Carlson Telephone Mfg. Co. has entertained quite a few visitors from New York, including Herbert A. Brennan, Gross-Brennan, Inc., the company's Eastern representatives; Hugh C. Ernst, manager of the John Wanamaker radio and talking machine departments in New York; Harry Davega, of the Davega stores, New York; S. Shearn, one of the most successful New York radio dealers, and Ralph Austrian, vice-president of R. B. Rose & Co. These visitors were given an opportunity to inspect the first wing of the new Stromberg-Carlson plant in New York State. The total area of the new plant when completed will be 280,000 square feet to be used for the production of Stromberg-Carlson radio products and telephone equipment. There is a parking space for more than 300 automobiles belonging to the employees, a baseball diamond and other conveniences for the employees' organization. A mammoth electric sign illuminated at night attracts the attention of thousands upon thousands of travelers on the New York Central Railroad, for the plant faces the main line of this road.

Okeh Records

A specialty of New York
Distributing Division IS
SERVICE; so concentrated
on to give every order im-
mediate shipment.

New York Distributing
Division gives details for
becoming an Okeh Dealer
upon request.

General Phonograph Corporation

New York Distributing Division

15-17 West 18th Street

New York City

IT'S A
Dymac
PRODUCT



The New DYMAC Selecto Five Receiver
List. \$75.00

DYMAC List.
Type G Headset \$5.00

DYMAC List.
Speaker \$9.50

To the DYMAC Line of Guaranteed Radio Products
We Add **The DYMAC Selecto Five**



DYMAC Type E Headset
The same quality headset at low price to meet popular demand. 2200 or 3000 ohms as preferred. List. \$3.00



DYMAC Vernier Dial
Same as on DYMAC Selecto Five Receiver. Provision for both coarse and fine tuning. 4" diameter; vernier ratio 12 to 1. Easily mounted on any condenser. Adds much to the performance and appearance of any set. List. \$2.50

Other DYMAC Accessories and Parts
Loud Speaker Unit, \$5.00
Audio Frequency Transformers, \$2.50 to \$4.00
Soldering Set (standard), \$2.50
Sub-panel Socket, 75c
Jacks, 50c to 90c

The DYMAC Selecto Five represents a new and improved principle in set construction.

A receiver you can offer your customers with this assurance--that it will out-perform any other set on the market under the same reception conditions.

It is NOT an assembled set, but is made exclusively of DYMAC parts which already have established a national reputation for quality construction, adaptability and dependable performance. Encased in a handsome mahogany cabinet finished in walnut, with ebony panels, the DYMAC set is a thing of beauty that harmonizes with any interior.

The DYMAC Selecto Five represents the outstanding sales opportunity in radio this season. Feature it--build the sale of the DYMAC Line around it--profit by the permanent good will already gained for the DYMAC name.

The buyer of a Selecto Five also will want a DYMAC Loud Speaker, whose wide range, perfect modulation and crystal clarity gave it such a wide sale last year. The DYMAC Speaker now lists at \$9.50.

Every set owner needs headphones for tuning distant stations. The tone-tested, lightweight DYMAC Type G Headset, listing at \$5.00, is just the thing for you to sell with the DYMAC Selecto Five and Loud Speaker.

ELECTRICAL PRODUCTS MFG. CO.
Providence, Rhode Island

New York Office: Metropolitan Tower
Export Office: Ad. Auriema, Inc., 116 Broad Street, N. Y. City

**DYMAC
Factory
Sales
Agents**

Chicago—E. V. Finson
Cleveland—Factory Sales Co.
Boston—Hastings Elec. Sales Co.
Washington—W. Lester Baker
Atlanta—Barnes & Co.
Minneapolis—Twin City Radio Sales Co.
St. Louis—H. F. Bisbee Co.

Kansas City—Wm. S. Reid Sales Co.
Denver—Schmidt Sales Co.
Omaha—Leonard Kohn
Fort Worth—C. B. Savage
Seattle—Fred L. Tomlinson Co.
San Francisco— " " "
Los Angeles— " " "
Vancouver, B.C.—John E. T. Yewdall

Ask nearest Factory Sales Agent for catalog of complete line of DYMAC Guaranteed Radio Equipment.

EVERY **Dymac** PRODUCT
GUARANTEED FOR ONE YEAR



The SAAL^{Soft} SPEAKER

THOSE who have objected to loud speakers because of their harshness will welcome the Saal Soft Speaker. It has no blare, no blast, no metallic ring. It is not a trumpet. It is a faithful reproducer of radio programs. It combines volume with a velvet tone. It removes the objection to loud speakers.

SAAL Jr.

The same in every respect as the Saal Soft Speaker except it is smaller. Measures 18½ in. instead of 21½ in. in height.

\$20



The Saal Soft Speaker Unit is of the floating armature type exclusive with the most expensive reproducers. It maintains its tone with any volume, and cannot be harmed or "blasted" by the loudest receiver. It will not break down with the longest or most constant use. All metal construction—aluminum diaphragm—no rubber gaskets—nothing to deteriorate or wear out. This unit is used as standard equipment by many leading manufacturers of line radio receivers in built-in reproducers.

and resoundant of all radio materials. There is no wood, no tin, no composition. It has nothing to warp, crack, or deteriorate. It will last indefinitely.

The basis of Saal volume with tone quality is the reproducing unit described to the left. In appearance the Saal, with its large black bell, black stippled throat and graceful lines, is the aristocrat of horns. Also furnished with a brown bell and gold or silver stippled throat at \$5 extra.

The Saal Soft Speaker is manufactured by a company long experienced in the music business. It will be thoroughly advertised throughout the season. A large plant insures prompt delivery. Order from your jobber. Jobbers write to us.

SAAL^{Soft} SPEAKER

Volume with Tone Quality

Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Ave., Chicago, Ill.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 6242

LEONARD P. CANTY

Aggressive Tactics of Mid-West Dealers Result in Very Satisfactory Retail Sales

Soundness of the Industry Emphasized During Last Four Weeks and All Branches of Trade Are in Good Condition for Fall Drives—Portables Lead in Sales—Trade Activities of Month

CHICAGO, ILL., August 7.—The four weeks' period, extending from July 15 to August 15, is generally considered a "between season" period, a time when business in general is at a low ebb, and all lines of merchandise move at a slow rate. A phase of business which is particularly sensitive to varying economic conditions would naturally be expected to suffer seriously during such a period, and both the phonograph and radio industries are usually placed in that category.

However, a survey of all three divisions of both industries, the manufacturing, distributing and retailing, reveals the gratifying fact that, despite predictions and expectations, neither branch is experiencing a serious depression. Retail talking machine merchants throughout the Middle West are taking advantage of the so-called dull period to clear their stocks, are advertising quite extensively, and the results have been in the majority of cases very good. The reduction in price of all models of Victrolas has served to bring about an increased interest on the part of the consuming public, and dealers in the Central West report steady sales and an expectation of clearance of all old Victor machines by the end of the next four weeks.

The Phonograph and Record Situation

The portable phonograph still continues to cling to its tenacious hold on the top position in the sales column, as far as the number of phonograph sales is concerned. Both the manufacturers and dealers in portable phonographs are planning to continue the splendid record made during the Summer months throughout the Fall and Winter, stressing the advantages and possibilities of the smaller machines for use in compact homes and apartments of the present day.

It is an interesting commentary on the results which can be achieved through the use of aggressive and energetic sales methods when it is noted that a prominent phonograph manufacturer in Chicago has been shipping 1,000 machines a week since July 15. This statement was made by the head of the company after a careful tally of the company's shipping receipts. This company has been established for a num-

ber of years, maintains a competent sales organization and goes after business day in and day out without taking the time to enter complaints and laments as to the business situation.

The majority of dealers report July and the first part of August as having brought gratifying returns on record sales. The exceptionally fine classical recordings offered in the form of libraries, the many refinements which have come about in the mechanics of recording, are given as two outstanding causes, and a number of retailers advance as a very logical reason the fact that the Middle West is rapidly approaching a healthy economic condition. This situation, sensed in a season ordinarily considered dull in every sense of the word, would appear to be the vanguard of a prosperous Fall and Winter.

Optimism and Confidence Predominate

The demand for radio receiving sets, reproducers and accessories has been gratifying, and the trade is looking forward to the approaching season with optimism and confidence. A number of leading radio manufacturers, usually in conjunction with their territorial distributors, have held conferences with dealers in practically every section of the Middle West, outlining to the retail merchants the policies to be followed, and the aid and co-operation to be extended by the manufacturer. At these conferences the new lines of merchandise have been displayed and the initial orders placed by dealers have been both great in number and substantial in amount. The radio industry, in its distribution plan, appears to be automatically cutting down the number of retail outlets and confining itself to several well-defined and established channels, among the foremost of which is the music trade.

The present season is marked by the entrance of several new figures into the radio manufacturing field, and by a number of firms, already established, laying especially heavy stress upon the music merchant as one of their strongest outlets. Refinements in cabinet design, simplicity of operation, selectivity and tonal quality appear to be the qualities upon which em-

phasis is to be placed in the marketing of radio receiving sets, while the reproducers are enhanced by a number of improvements, both in the design of the product and in the quality of the instrument's tone.

A Move for Standardization

Tone arm, radio loud speaker and cabinet and loud speaker unit manufacturers in the Middle West are paying considerable attention to a problem of manufacture which bids to awaken interest of a national character in the radio and talking machine fields. A number of manufacturers of all three divisions listed above have received communications from the trade, citing instances where the loud speaker unit would not fit the tone arm connection or the reproducer connection. The matter was brought up for discussion at the July meeting of the Phonograph Manufacturers' National Association, and the consensus of opinion indicated that a standard size would be set, and manufacturers urged to adhere to it in order to give satisfaction and minimum trouble to purchasers.

The size specified at the Association meeting is seven hundred and six one-thousandths of an inch diameter. The secretary of the organization, Henry A. Otis, was authorized to advise the trade press of the movement, and to communicate with all parties concerned, urging adherence to the standard size mentioned above. Standardization of size in connections will aid in simplifying distribution problems, for it will aid the dealer to move his stocks quickly, and will avoid embarrassment on his part, and the subsequent dissatisfaction with the product.

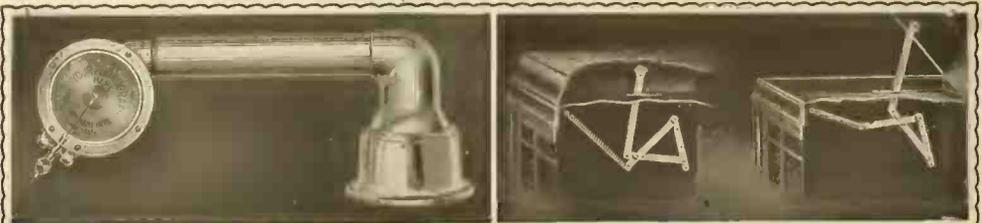
Visitors to Gulbransen Co. Plant

A number of visitors have stopped off at Chicago recently and visited the large plant of the Gulbransen Co., manufacturer of registering pianos. Among the visitors was Milo Barrett, of the Frazelle Piano Co., Toledo, O., who returned from a two months' vacation in California, where he attended the Shrine convention. Other visitors who made the trip through the Gulbransen plant during the month of July were J. A. Rix and son, Ralph, of the Rix Furniture & Undertaking Co., Big Spring, Laimesa, Lubbock, Tex., and M. Baron, of the Sheeter Music Co., Cumberland, Md.

WJAZ on Broadcasting Tour

The portable broadcasting station, WJAZ, owned and operated by the Zenith Radio Corp. of Chicago, now on a broadcasting tour from

(Continued on page 124)



Scottford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scottford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8 1/2 inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes



Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial.

The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stops, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with each-ten plate and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

town to town on its way to the Pacific Coast, recently climbed to the summit of Pikes Peak and broadcast two separate concerts—a general concert at ten o'clock in the evening and an attempt at one o'clock in the morning to send messages to the MacMillan Arctic expedition which is now nearing the most westerly inhabited point in the world, Etah, Greenland.

A series of tests have been made by this portable broadcasting station on its tour, and it has proved the practicability of transporting a station, without dismantling, as a complete installation constantly in readiness for instant use. It has proved the worth of portable broadcasting apparatus in time of disaster, when ordinary means of communication are completely cut off, and proving that connections with the outside world can be re-established with even greater efficiency.

WJAZ, in its cross-country tour, will continue to conduct its tests and experiments on the conditions which prevent consistent reception of Eastern stations by Pacific Coast listeners. Tests will be made while the station is in the Rocky Mountains which may aid in solving the various theories regarding the interference existing on both sides of the large mountain range.

Prominent Jobbers Renew Acquaintances

Several prominent Victor jobbers from the Western and Northwestern sections of the United States passed through Chicago during the last few days in July enroute to the conference held at the headquarters of the Victor Co., at Camden, N. J., the first week in August. Many of them stopped off in Chicago to renew acquaintances and to visit friends in the trade, and among those who called at the headquarters of Lyon & Healy and other stores along Music Row were Charles Bennett, secretary and manager of George C. Beckwith Co., Minneapolis, Minn., Victor jobbers in Minnesota and North Dakota, and L. W. Sturdevant, manager of the radio department of Sherman, Clay & Co., San Francisco, Cal., prominent Victor Coast distributors.

Vacationing in the Woods

Walter P. Roche, director of Lyon & Healy, and manager of the retail division of that firm, is spending his vacation at Sayner Lake, in northern Wisconsin. He has as his companions, William F. Walsh, of the piano department of Lyon & Healy, and W. Fickey, traffic manager of the firm. The three are "roughing

CARTER "TU-WAY" PLUG



Half Size

Now 60c.

The original plug for satisfactorily taking more than one head set (or head set and loud speaker). The majority of set owners are prospects for "TU-WAY" plugs. Sell them the best and make friends as well as satisfied customers.

In Canada—Carter Radio Co., Limited, Toronto.

Any jobber can supply

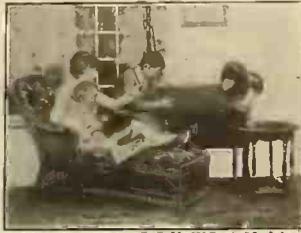


Write us for information on other Carter Radio products

it" in the north woods and advise their friends that they are coming back shortly to commence a Fall and Winter sales program in a two-folded manner.

Grigsby-Grunow-Hinds Co. Starts Big Drive

The Grigsby-Grunow-Hinds Co., 4534 Armistage avenue, this city, manufacturer of radio loud speakers, is starting an intensive drive for



Listening to the G-G-H WG-10 Model music trade distribution. Several weeks ago an attractive four-page pamphlet was mailed to the trade throughout the United States showing the complete line of Grigsby-Grunow-Hinds reproducers and descriptions and prices of each model. The last two pages of the folder were devoted to enthusiastic reports from over three hundred jobbers of the tests which they had made with the new G-G-H Majestic reproducer and also a number of testimonials which the firm received from dealers in all parts of the United States.

The G-G-H reproducers are manufactured in solid DuPont Pyralin, under a direct license both for the use of the trade-mark "Pyralin" and patents pending. The manufacturers state

that the natural period of vibration of Pyralin is so low as not to be able to produce a sound and therefore cannot impress a false note upon that set up by the diaphragm.

Another feature of G-G-H reproducers is the constant tension diaphragm of "Stannifer" Alloy. This diaphragm is said to have the essential elastic properties to respond instantaneously to the delicate variations in the reproducing circuit, thus eliminating harshness and adulterated reproduction.

G-G-H Majestic reproducers are furnished in a number of models at a very attractive range in price. The line is composed of models WG-10, in ebony finish, WG-20, in shell mahogany, WG-40, in Japanese pearl; WG-50, in mother of pearl; BG-Baby Grand, of DuPont Pyralin, and model BT portable Baby Grand. This portable speaker is designed especially to fill the demand of auto tourists, campers and picnickers for a reproducer which is practically unbreakable. Model BT portable is furnished complete with a traveling case of Fabrikoid.

Big Gulbransen Publicity Campaign

These are busy days in the advertising department of the Gulbransen Co., which is under the direction of Walter Kiehn. While the Gulbransen national advertising program continues steadily throughout the year there is always extra activity in connection with the Fall schedules particularly on account of the agricultural advertising which starts in at that period of the year. It is rumored that not only will the usual amount of advertising for the Gulbransen be done this Fall, but that plans are afoot to increase it materially. It is understood the schedules are being enlarged and that new mediums will be added to the extensive Gulbransen advertising program. A full announcement of the company's advertising plans for the Fall will probably be ready in the very near future.

Portables Featured by Lyon & Healy

The display windows of Lyon & Healy, prominent music house located at the corner of Wabash avenue and Jackson boulevard, held out a beckoning hand to Chicago citizens generally and especially those planning their Summer vacations during the latter part of July. The large corner window and the one adjacent to it on Jackson boulevard were entirely devoted to portable phonographs and portable radios, and the display was one of the most artistic and striking to be seen in this city for some time.

The small window contained a number of Caswell Gypsy portable phonographs finished in a variety of colors, in addition to Operadio and Nyacoflex portable radio receiving sets. The background was composed of silk hangings of a light green hue, supported by varicolored pillars and a golden archway.

The spacious corner display window was a reproduction of a mountain glen, with a young man and girl, dressed in hiking suits, listening to music from the outside world with an Operadio portable receiving set. The young man was seated upon a tree stump, while the girl sat in front of the set, listening with rapt attention. The reproduction of the mountain glen attained a high degree of realism, for the peaks appeared to rise to great heights, and

(Continued on page 126)

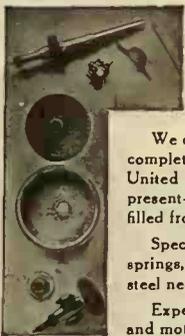
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.



TRADE MARK "CONSOLA"

EST. 1912

HEADQUARTERS
Consolidated Talking Machine Co.
Grand Talking Machine Co.
Hornum Talking Machine Co.
W. H. Jones Co.
Arthur Co.

Manufacturers of
Gramophones, Disc Records,
Talking Machine Supplies, Etc.

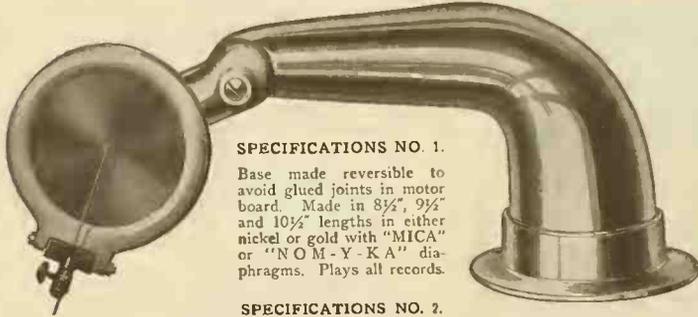
227-229 W. WASHINGTON ST. CHICAGO, ILL.

1121 Nicollet Ave., Minneapolis, Minn.

Branches: 2357 Gratiot Ave., Detroit, Mich.



The Jewel Reproducers and Tone Arms



SPECIFICATIONS NO. 1.

Base made reversible to avoid glued joints in motor board. Made in 8 1/2", 9 1/2" and 10 1/2" lengths in either nickel or gold with "MICA" or "N O M - Y - K A" diaphragms. Plays all records.

SPECIFICATIONS NO. 2.

Write For Our New Quantity Prices

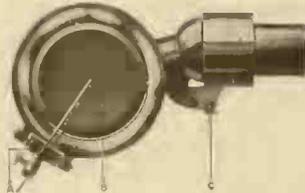
Jewel Tone Attachment for the Victor



Showing Jewel Victor Attachment in position for playing Edison and Parlo Records

Quickly and easily attached to the gooseneck in place of the regular Victor soundbox.

Jewel Tone Needle Equipment for the New Edison



Showing Jewel Needle Equipment in position for playing Victor and all lateral cut Records on the New Edison Phonograph

A perfectly balanced reproducer which can be inserted in a few moments in place of the regular Edison reproducer.

The Jewel Tone Mute



A Jewel invention built in the reproducer, that controls the volume of sound at its source and functions in such a way that the length of the vibrations are minutely regulated and the tone reduced without interference with clear articulation. Operated by means of a thumb screw instantly adjustable and practically fool proof.

The Jewel Tone Automatic Stop



Strong and substantial in construction. Easily installed. No parts to attach that damage or deface the tone arm. The simplest, most efficient, most positive stop ever devised.

THE JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

were covered with ferns, moss, flowers, and miniature pine trees. A subdued lighting scheme shed a soft pink glow on the snow-capped mountain peaks, giving the impression of a beautiful sunset.

The window was constantly the center of an interested group of pedestrians, and its arrangement and artistic effects have been the cause of many favorable comments.

Samuels Now Vice-President Vitonola Co.

News of considerable importance reached the trade about the middle of July when the an-

January he was elected vice-president of the firm.

Mr. Samuels actively took charge of his duties with the Vitonola Talking Machine Co. on July 13, and he has spent a considerable share of his time in covering the Middle West territory, where he achieved an outstanding success.

Since the death of Samuel S. Schiff, president of the Vitonola Talking Machine Co., M. S. Schiff, who succeeded him, has been on the alert for a sales executive who could ably fill the position of the deceased firm head, and he believes that he has secured such an executive in Mr. Samuels. During the past few weeks, both Mr. Samuels and the Vitonola Talking Machine Co. have received numerous congratulations from members of the trade, and Mr. Samuels is starting his new work with the well wishes of a large following of friends and business associates.

Radio Dealers Institute Radio Week

Plans are going forward by the Radio Dealers Association of America for a Radio Week to be held in the Mississippi Valley the week of September 28, during the tenure of the Radio Exposition, which is scheduled to be held in Chicago at that time. In connection with Radio Week the following resolutions were adopted:

Whereas, the season for the sale of radio merchandise in the mid-West States starts six weeks later than on the Atlantic Coast;

And whereas, we believe this is due in a large measure to the lack of proper support of the manufacturers in exploiting their merchandise in the Mississippi Valley;

And whereas, we have been reliably informed that the Radio Exposition held during the month of September in New York City proved to be a great stimulus to the sale of radio equipment;

Therefore be it resolved, that we designate the week of September 28 as Radio Week and furnish each one of our members a suitable announcement card to display in the members' stores and display windows during the week of September calling attention to Radio Week;

And be it further resolved, that the secretary be instructed to write all manufacturers advising them of the dates of Radio Week and request the manufacturers to lend their fullest co-operation in all their advertising, including proper educational demonstration in the National Radio Exposition to be held in Chicago the week of September 28;

And be it further resolved, that we will reciprocate whenever possible and stock the merchandise of all manufacturers who co-operate with us in making Radio Week a success;

And be it further resolved, that a copy of these resolutions be mailed to every manufacturer of radio sets or other equipment and to the thousands of dealers who should assist in putting over Radio Week.

KSL on the Air From Salt Lake City

On September 1 a new radio station, to be known as KSL, will be on the air, broadcasting from Salt Lake City, Utah. The station will be operated by the Utah Radio Service Corp., of Salt Lake City.

According to Henry Forster, sales manager of the Utah Radio Products Co., 1421 South Michigan avenue, Chicago, Ill., recently returned from a four weeks' business trip to the firm's headquarters in Salt Lake City, the new station will have such stars on the opening night as Louise Yates, vocalist, in addition to the mighty Mormon Tabernacle pipe organ, the largest in the United States. KSL is a 1,000 watt station and the opening program will be relayed throughout the United States. Programs will be broadcast one or two nights each week, consisting of organ recitals, choruses from the Mormon Tabernacle and other fine talent.

Attractive Vitonola Literature Just Issued

The Vitonola Talking Machine Co., 666 Lake Shore Drive, this city, mailed to the trade a few days ago a very attractive circular showing a number of their talking machines in upright and console models and also two radio tables recently introduced by the firm.

The first page of the folder is devoted to an editorial under the head of "Who Brought the Phonograph Business Back to Life?" It deals with the fact that the public has begun to realize that nothing can take the place of the phonograph, since it gives you any kind of music or oral entertainment when you want it, regardless of time or weather conditions. Another thought contained in the article is the fact that the only reason phonograph sales suffered with the advent of radio and did not revive as soon as should have been the case, was because the manufacturers and dealers themselves did not see that both the phonograph and radio deserved a rightful place in the scheme of things, one complementing the other.

Florida Visitor to Gulbransen Plant

B. T. Safford, piano tuner for Harwood & Wilson, Gulbransen dealers in West Palm Beach, Fla., visited the factory of the Gulbransen Co., manufacturers of Gulbransen registering pianos, the last week of July. Mr. Safford is a piano man of long experience, having spent forty years in tuning instruments. He

(Continued on page 128)



L. C. Samuels

nouncement was made from the executive offices of the Vitonola Talking Machine Co., 666 Lake Shore Drive, Chicago, Ill., to the effect that Leon C. Samuels had accepted the position of vice-president and sales manager.

It is interesting to note in this connection that Mr. Samuels was the first salesman in the Vitonola organization at the time of the formation of the firm in 1915. Prior to that time, Mr. Samuels had been engaged in retail furniture sales work. From the outset Mr. Samuels made rapid progress with the Vitonola products and succeeded in building up a following in the trade which he has continued to hold.

In 1920 Mr. Samuels resigned from the Vitonola organization, but still remained in the wholesale phonograph field. For the past few years he has represented the Vincennes Phonograph Co., Vincennes, Ind., as distributor, maintaining his headquarters in Chicago, and in



Excel Phonographs

and

Radio-Phonograph Combinations

The illustration shows one of many late models of our line, which has been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit. Characterized by

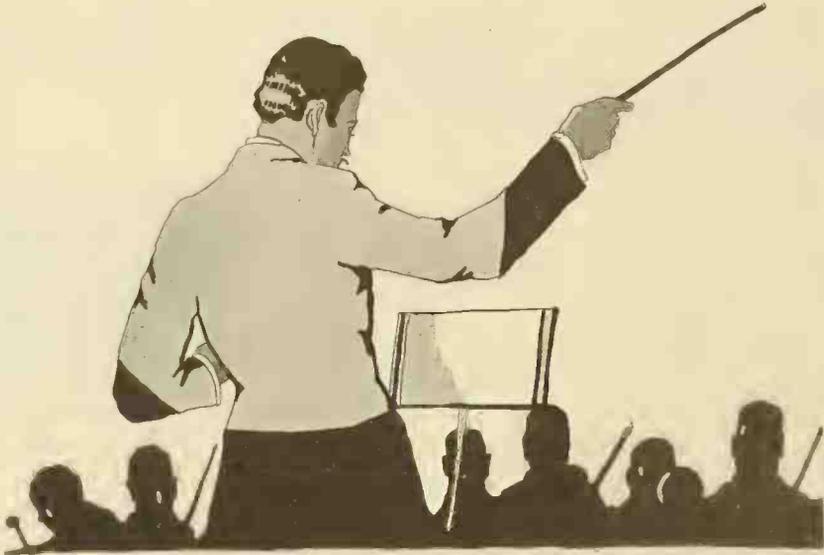
Beauty of Design, Finish and Tonal Quality

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

EXCEL PHONOGRAPH MANUFACTURING COMPANY

402-414 West Erie Street

Chicago, Illinois



Music of Quality

Always heard on

OKeh Records

Everybody buys them

Consolidated Talking Machine Co.

227-229 W. Washington St., Chicago, Ill.

Branches:

2957 Gratiot Avenue, Detroit, Mich.

1121 Nicollet Avenue, Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

A Better Fibre Needle Cutter for Less Money
RETAIL PRICE \$1.00

The ALTO



Manufactured by
ALTO MFG. CO.
 1647-51 Wolfram St. CHICAGO, ILL.

came to Chicago to visit his son, and in the course of his trip made stops at Jacksonville, Atlanta, and Cleveland.

Oro-Tone Co. Forces Enjoy Delightful Picnic
The members of both the sales and the manufacturing divisions of the Oro-Tone Co., prominent Chicago tone arm manufacturer, threw their business cares to the winds on Friday, July 17, and spent the day picnicking at Diamond Lake, Ill. A motor bus and automobiles conveyed the entire force to the resort where the day was spent in dancing, bathing, boating and other sports. A feature of the program was a number of races for which attractive prizes were offered. Committees chosen from the entire staff had charge of the arrangements for the outing and the day will be one long remembered by Oro-Tone employes.

Music Master Dealers Hear Addresses
A new note was sounded on the evening of July 22 at a meeting held at the Congress Hotel in the movement to stabilize retail radio conditions in Chicago. Fred D. Williams, general sales manager of the Music Master Corp., Philadelphia, Pa., addressed a gathering of the leading radio retailers and jobbers of Chicago on the all-important subject of retail radio merchandising. "Conditions have brought out the necessity for all retailers to study their market,"

said Mr. Williams, "to find out what their own trade problems are, and then apply old-time tried and proved methods by which all important concerns have progressed in times past."

C. T. Miller, vice-president of the J. H. Cross Advertising Co., Philadelphia, Pa., advertising counsel of the Music Master Corp., clearly demonstrated the tremendous value of advertising in the matter of rapid turnover of dealers' stocks. He also took up the matter of advertising and its connection with the sales plan of any retail dealer, showing how it assists him to reach and hold his own customers.

After dinner there was a first showing of the complete line of Music Master products.

C. F. Baer Injured in Fall From Horse
C. F. Baer, manager of the Chicago branch of the Columbia Phonograph Co., Inc., suffered a broken leg several weeks ago when he was thrown from the back of a horse at Antioch, Ill., a Summer resort near Chicago. Mr. Baer spent three weeks in the hospital and is now convalescing at his home in Chicago. His many friends in the trade will be glad to learn that his condition is steadily improving and that he will soon be back at his desk.

Columbia Artists Returning East
Ford Rush and Glenn Rowell, Columbia record artists and radio stars, have started on their homeward journey from the Pacific Coast, where they have been broadcasting from the principal radio stations. They are traveling by motor, visiting the principal cities and broadcasting nightly, and will reach Chicago about August 15.

Harry Alter Baseball Club Scores
Teamwork has been found to be a winning factor in either the world of sport or business, and the fact that every member of the Harry Alter & Co. organization, prominent Chicago radio jobbers, is keyed up to getting orders out on time has been a great help in making the Harry Alter baseball nine a wonder of teamwork. The club shown in the accompanying

Burns
THE PERFECT REPRODUCER
 Tone loud and pleasing
 Handsome material and design
 Black—22.50, Shell—25.00
American Electric Company
 State and 64th St. CHICAGO



photograph, besides being a contender for the championship in the radio jobbing field, is also a member of the Northwest Manufacturers League of Chicago. Every Saturday afternoon



Harry Alter Baseball Club
the Harry Alter sluggers mingle with the best of them on some local baseball lot.

Inaugurate the "Klassic Corner"
In the July issue of its monthly bulletin the Gulbransen Co., manufacturer of the Gulbransen Registering piano, inaugurated a new department known as "Klassic Corner." In this column the story of one of the Klassics will be published each month in order to increase the interest in the number when it is played on the Gulbransen Registering piano. The first number to be reviewed is Chopin's "Minute"
(Continued on page 130)

EXCELLO

Radio Consoles



Combine highest quality cabinet work with the latest developments in Wall Consoles.

The Console shown here is made of Butt Walnut with matched panels in duo-tone finish. Loud speaker and unit included.

The Excello Line includes all types of cabinets from small table type to Wall Console type illustrated.

Write for complete catalog sent free on request

Excello Products Corporation
 4824 W. 16th St., Cicero, Ill.

No. R-16



IF YOU WILL TAKE THE TIME TO EXAMINE CRITICALLY A

UNITED *ENCLOSED* MOTOR

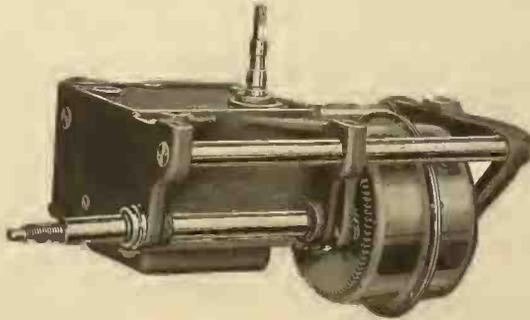
for the purpose of comparison, the superiority of UNITED design and workmanship will instantly be apparent to you.

In designing the UNITED MOTOR our engineers did not follow the "beaten path," but taking advantage of the oversights made in previous designs (old style open type motors without provision for proper lubrication) they enclosed the working parts of the motor in an air-tight, dust-proof case. This construction keeps out dust, dirt, slivers, saw dust, needles, etc., during the process of installing the motor in the cabinet and afterward.

A good phonograph motor must not only run evenly when it is new, but it must continue to run that way during the life of the motor. If a motor is permitted to collect dust, lint, etc., it cannot run smoothly. Not only that, but it is absolutely essential that the motor run without noise. Enclosing the working parts in an air-tight, sound-proof case eliminates all these possibilities. Further, UNITED engineers, taking advantage of the mistakes of others, provided an oiling system that keeps just the right amount of oil on the working parts at all times.

These are but two of the exclusive features in UNITED Motors. There are many others. All in all, the originality of design and the perfection in workmanship make the UNITED Motor

The *REAL* QUALITY MOTOR



UNITED MANUFACTURING AND DISTRIBUTING CO.
9705 Cottage Grove Avenue, Chicago, Illinois, U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

Waltz," which is described most interestingly by T. W. Perkins, Gulbrausen salesman in Illinois, who is the editor of the new department.

Jack Kapp Enjoyed Southern Trip

Jack Kapp, manager of the record department of the Chicago branch of the Columbia Phonograph Co., Inc., spent two weeks during July on a pleasure trip through the South. Mr. Kapp visited a number of the cities in Florida, including Miami, and also spent several days in Havana, Cuba. While his trip was mainly a vacation, he took the time to glance over the phonograph situation in Florida and reports that the talking machine business is keeping up with the fast pace which is being set in other lines of commercial activity in the boom State.

Jewell Portable Phonographs Popular

The present season for portable phonographs has been very gratifying to the Jewell Phonographs Co., of Chicago, according to A. H. Davis, sales manager, who states that the

Jewell portable phonograph has enjoyed a good demand throughout the Summer. During the course of a chat with The World representative, Mr. Davis said that the July sales figures were considerably ahead of those for June and that his firm was well satisfied with the amount of business transacted on this popular Jewell product.

Gulbrausen Saturday Evening Post Publicity

The national advertising campaign of the Gulbrausen Co. continues with striking force, bringing its message of Gulbrausen registering pianos before the public at frequent and regular intervals. In the Saturday Evening Post, issue of July 18, a handsome full page advertisement appeared, featuring the registering grand, and telling in an effective and convincing fashion, the superior quality and performance of the instrument. The illustration shows a young man seated at the registering grand piano, and the heading of the advertisement carries out the main thought in these words "The First

Grand That Plays Roll Music With Your Own Expression."

The advertisement points out a way for Saturday Evening Post readers to obtain information regarding the various Gulbrausen models, by sending a coupon printed in the



One of the Artistic Gulbrausen Ads

lower right hand corner of the page. National prices of the complete Gulbrausen line are also listed. The advertisement is one which is being successfully used locally by Gulbrausen dealers throughout the country.

Spent Vacation in West

William Tures, representative of the Jewell Phonographs Co., Chicago, portable phonograph and tone arm manufacturer, spent a three weeks' vacation in the West during the month of July. During his trip Mr. Tures visited Yellowstone Park, Rocky Mountain National Park, climbed Pike's Peak and visited other places of interest in that part of the country.

A. H. Davis, sales manager of the Jewell organization, is at present spending his vacation in northern Wisconsin on a motor trip.

John Casagrande on Business Trip

John Casagrande, vice-president of the Caswell Mfg. Co., Milwaukee, manufacturer of Caswell Aristocrat and Gypsy portable phonographs, spent the second week of July on a business trip through the East. He visited Toledo, Detroit, and several other important trade centers during his eastern swing.

U. J. Herrmann Off to New York

U. J. Herrmann, manager of the annual radio show, which will be held in November in the Coliseum, left Chicago last week for New York City, where he will spend the next four weeks in preparation for the second annual Radio World's Fair, of which he is also the managing director. The exposition will be held from September 14 to the 19th in the 258th Field Artillery Armory, the largest building of its kind in the world.

To Do a Wholesale Business

O. G. Thomas & Co., 218 South Wabash avenue, Chicago, has been incorporated in Illinois with a capital stock of \$15,000, for the purpose of buying and selling at wholesale all kinds of musical instruments and radio sets. The incorporators are O. G. Thomas, Glen F. McMahon and Charles H. Warner.

Unique Use of Broadcasting Studio

A reversal of the attitude exhibited by many theatrical managers when radio first rose in popularity is shown by the action being taken by Balaban & Katz, prominent Chicago motion picture theatre magnates. An elaborately equipped radio broadcasting studio, placed in full view of the audience, is one of the unique features of the new Uptown theatre, being built by this firm at Broadway and Lawrence avenue. Movie patrons will be given an opportunity to see the radio artists as they broadcast through

(Continued on page 131)

Announcing the Balkite Trickle Charger at \$10 and the new Balkite "B" at \$35



Balkite

Trickle Charger

Charges both 4 and 6 volt radio "A" batteries at about 5 amperes. Usable in 3 ways: (1) As a regular charger with a low capacity storage battery for any now using dry cells. (2) With storage battery sets of few tubes. (3) As a "trickle" or continuous charger for storage battery sets of as many as 8 tubes. Size 5 1/2 in. long, 2 1/2 in. wide, 5 in. high. Operates from 110-120 AC 60 cycle current.

Manufacturers are offering switches which turn on Balkite "B" and turn off the charger when you turn on your set. This makes the current supply for both circuits automatic.

Price \$10
West of Rockies, \$10.50
Slightly higher in Canada



Balkite

Battery Charger

The most popular battery charger on the market. It can be used while the radio set is in operation. Charging rate, 2.5 amperes. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$19.50
West of Rockies, \$20
Slightly higher in Canada

The Balkite Battery Charger is today the most popular charger on the market. It is the only charger commonly used while the set is in operation. Balkite "B" II is also well known. It replaces "B" batteries entirely and supplies plate current from the light socket.

We now announce the Balkite Trickle Charger at \$10. This low-rate charger is especially adapted to use with sets of relatively low "A" current requirements—any dry cell set and storage battery sets with few tubes. Owners of dry cell sets can now make a very compact and economical installation with a Balkite Trickle Charger and a low capacity storage battery of the type offered by battery manufacturers this fall.

We also announce the new Balkite "B" at \$35. This new model will serve sets of five tubes and less. It fits in your present "B" battery compartment.

Noiseless—No bulbs—Permanent

All Balkite Radio Power Units are entirely noiseless in operation. They have no moving parts, no bulbs, and nothing to adjust, break or get out of order. Each is a permanent piece of equipment with nothing to replace. They require no other attention than the infrequent addition of water. They require no changes or additions to your set.

Manufactured by
FANSTEEL PRODUCTS COMPANY, Inc.
North Chicago, Illinois

FANSTEEL Balkite Radio Power Units



Balkite "B"

Eliminates "B" batteries. Supplies plate current from the light socket. Operates with either storage battery or dry cell tubes. Keeps "B" circuit always operating at maximum efficiency. Requires no attention other than adding water about once a year. Will serve any set of 5 tubes or less. Occupies about same space as 45 volt dry "B" battery. Operates from 110-120 AC 60 cycle current.

Price \$35
Slightly higher in Canada



Balkite "B" II

Same as the new Balkite "B" but will fit any set including those of 10 tubes or more. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$55
Slightly higher in Canada

The Gould Unipower is equipped with a special Balkite Radio Power Unit

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 130)

Station WEBB. According to the announcement of Balaban & Katz, the establishment of the radio studio as a part of the theatre is due to "the theatres taking cognizance of the value of radio to help sell tickets."

Gulbransen Co. Makes Interesting Exhibit

The Gulbransen Co., of Chicago, Ill., manufacturer of Gulbransens registering pianos, maintained a complete exhibit of its various models at the convention of the National Association of Piano Tuners, which was held August 3 to 6 in Detroit. The display, which was located in Room 1332, Statler Hotel, was under the supervision of H. A. Stewart, sales manager of the Gulbransen Co.

M. B. Witter, salesman for the Gulbransen Co. in the State of Michigan, assisted Mr. Stewart. Mr. Witter, in addition to being a salesman with both wholesale and retail experience, is also well versed in matters relating to construction and piano tuning.

Zinke Co. to Sell Entire Mohawk Line

Announcement is made by the Mohawk Electric Corp. of Chicago that it has recently completed arrangements with the Zinke Co. of Chicago to sell the entire line of Mohawk products. The Zinke Co., which has been established for 20 years, will maintain its policy of selling through the jobber Mohawk receiving sets and Mohawk parts. An extensive selling campaign is planned for the sale of the Mohawk one-dial receiving sets.

The World and Its "Pulling" Power

The following interesting letter, a real tribute to the "pulling" power of advertising in The World, has been received by the Tomofone Co., this city, manufacturer of phonograph needles:

LEON C. FARR,
Moonongah, W. Va.

July 17, 1925.

The Tomofone Co.,
Chicago, Ill.

Well, "Feller" Citizens: It appears that the older a man gets, the more bother and worrytime he becomes. I used to be in the game as a dealer and gave same up about twelve years ago, but am at heart yet a full-blooded "fistener" to real good music of the "canned" variety.

I am past 61 now and my hearing is somewhat impaired. Consequently, I am always on the lookout for a help such as a Nipper to give louder tones, etc. Having been one of the "constant readers" of that good old Talking Machine World ever since its birth about twenty years or more, I am always highly pleased to sit in my old rocker and say "howdy" to one and all of the old timers. Your company has advertised in same for several years and now I am simply introducing myself as a probable customer for a mess of your needles, providing they can help me out as far as loud tones are concerned.

The only "talker" I ever was acquainted with is the Victrola, same can be sold about the record side of the question, and one and all belong to the red seal family, so maybe this will give you some idea what is what and if applicable to function with your Tomofone needles.

I cannot locate same in this lilly country of our State, and perhaps if you do not wish to make a sale direct, then you could let me have the name of a dealer close by who can connect, etc. With best wishes in your company, I am,
Very truly,
H. C. FABER.

Important New Oro Tone Products

The Oro-Tone Co., tone arm manufacturer, 1000 George street, this city, introduced to the trade about two weeks ago a new radio tone arm, designated as No. 70. The new product is of the throw-back style, with the usual concealed radio connection, and plays all records. When not in use a cap covers the opening which connects with the radio unit. The connection for radio is of standard size, namely, seven hundred and eight one-thousandths, plus or minus one one-thousandth of an inch. The new radio tone arm, which is cast and molded in the recently enlarged Oro-Tone plant, will accept any one of several styles of reproducers manufactured by the Oro-Tone Co.

Another new product which was placed on the market August 1 is a new Oro-Tone lightweight reproducer equipped with a face guard.

Downward Revision of Prices

The Mohawk Electric Corp. of this city has announced a revision downward of prices on its line of receiving sets. The Model VA, now known as Model 100, is priced at \$100. Model

\$25.00
Regular Discounts

The Oro-Tone Junior No. 250

Height, 7 1/4 inches; Width, 11 1/4 inches;
Length, 15 inches; Weight, 15 pounds.

Produced for the Merchant who Desires to Give His Trade Quality Throughout.

CABINET CONSTRUCTION—Body construction of 1/4 inch stock. Dovetailed corners, 3/8 inch veneer top and bottom panels. Glued and nailed throughout and covered with a durable waterproof leatherette material.
MOTOR—American manufactured, housed in cast frame to insure perfect alignment and withstand rough handling, single spring, easy winding, plays two sides of a ten-inch lateral cut record or more than one side of an Edison record at one winding.
TONE ARM IS NOT REMOVED when lid is closed. Ready to play in five seconds. Convenience itself.

Order Sample on Ten Days Approval.

The Oro-Tone Co.,
PACIFIC MUSIC CO., Distributor
137 Turk St., San Francisco, Cal.

1000-1010 George St.
Chicago, U. S. A.



Loud Tone

Plays All Records

X is reduced from \$250 to \$175, while Model X11 was formerly sold for \$300, now \$275.

New House on Chicago's Music Row

Chicago's Music Row received a new addition on August 1, when the retail store of C. H. Taylor & Co. opened at 228 South Wabash avenue. This firm, which recently completed its third year, was formerly located at 218 South Wabash avenue, and in order to accommodate the increasing business, the larger space was taken. It now includes a retail store on the main floor, stockrooms in the basement and offices on the second floor balcony.

C. H. Taylor & Co., of which C. H. Taylor is president and general manager, will handle three grades of straight and combination model phonographs, the Lortay, Rolyat and Taylor, and three grades of upright and grand pianos, straight and registering, under the same names. In addition, Ludwig & Ludwig drums, Deagan

xylophones, Lortay, Rolyat and Taylor wood instruments, violin and other musical merchandise will be carried. The firm will conduct both a wholesale and a retail business, having the exclusive distribution rights in Holton band instruments, and Harmony five, six, seven and eight tube radio receiving sets, manufactured by the Harmony Radio Corp., of Chicago.

The display window of the store was very attractively arranged for the opening, containing specimens of each line carried, and large photographs of famous artists and orchestras using the various instruments.

In fact, the window was so attractive that within two days after the opening date thugs broke the glass and departed with a number of valuable brass instruments. Chicago daily newspapers devoted considerable space to the burglary, one publication running a cartoon of the

(Continued on page 132)

BROADCASTER CORPORATION ANNOUNCES A SPECIAL



MODEL A RADIO CABINET
Walnut or Mahogany

Priced Very Low to Feature For a Summer Sale

The Broadcaster Corporation

2414-2420 W. Cullerton St.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

local police force diligently searching for a burglar band of musicians.

J. F. Ditzell on Vacation

John F. Ditzell, manager of the record sales department of the Brunswick-Balke-Collender Co., left on August 1 for an extended vacation in the West. He planned to visit a number of cities and places of interest on the Pacific Coast and will return to his desk in Chicago about the middle of September.

New Music House Organized

A new music house, known as O. G. Thomas & Co., was recently organized in this city and is now located at 218 South Wabash avenue, on the second floor. This most recent addition to Music Row will conduct a national business of both wholesale and retail character.

The firm will carry a complete line of musical merchandise, including talking machine and radio combination instruments, Harmony five-tube radio receiving sets, pianos, Helton band instruments, Weymann banjos, a full line of Dea-

gan merchandise, Ludwig & Ludwig drums, etc.

O. G. Thomas & Co. will conduct a series of musical programs in the settlement districts and orphan asylums of Chicago by means of which the poverty stricken will hear and enjoy entertainment which they otherwise could not obtain. Orchestras will be organized and contests be held among the poor children of the city and the State of Illinois, the winners to be given a musical education by music instructors free of charge. The plan will be placed in operation this Fall, and O. G. Thomas & Co. will have the aid and co-operation of Chicago newspapers, the Kiwanis Club and similar civic and fraternal organizations.

O. G. Thomas, president of the firm, has been connected for some time with both the New York and Chicago Wurlitzer offices, in the advertising and mail order departments, and has spent a total of twelve years in the music industry. His associates in the new firm are Glen McMahon, secretary, and Charles H. Wag-

Rob't Devlin Establishes Many Erla Distributors

Robert Devlin, general sales manager of the Electrical Research Laboratories, 2500 Cottage Grove avenue, Chicago, returned to the firm's headquarters on August 6, after having made a swing through the middle West and South, in the interests of the Erla organization. He visited Omaha and Minneapolis, establishing distributors in both cities, and also spent some time with the Erla distributor in Memphis, Tenn. The trip was made with the idea of giving the distributors the advantage of close co-operation of the Erla organization, and to aid them in launching their Fall sale programs.

Mr. Devlin, who became associated with the Electrical Research Laboratories about the middle of April, in the position of general manager of sales, has brought to the organization a fund of merchandising knowledge, gleaned from years of experience in many phases of business. In the past he has been associated with such prominent sales organizations as the Columbia Phonograph Co., and the Charles H. Fuller Co., advertising agency.

During the course of an interview with The World representative, Mr. Devlin stated that his firm expected, and was laying plans for, a Fall and Winter radio business whose figures would exceed greatly those of past seasons. "We have adopted," he continued, "a constructive merchandising program which is bound to produce results, and if we are to believe outside authorities consulted, Erla radio receiving sets represent phenomenal values."

ner, treasurer, a musician of some prominence.

Carl D. Boyd Again at His Desk

Carl D. Boyd, radio sales manager of the French Battery Co., 11 So. Des Plaines street, spent the last two weeks of July at Mikana, a resort in the northern part of Wisconsin. He returned to his headquarters early in August.

Another Example of Zenith Dealer Enterprise

Pursuant with its policy of offering the dealer maximum co-operation and aid in moving merchandise, the Zenith Radio Corp., of Chicago, manufacturer of Zenith radio receiving sets, announced shortly after the middle of July a plan whereby Zenith dealers may own their own newspapers. By means of this scheme an eight-page newspaper is mailed by the dealer on the first of each month to his customer and prospect lists, containing late news of happenings in the radio world, and particularly at this time, of the MacMillan Arctic expedition.

The Zenith dealer newspaper allows for the name of the dealer exclusively at the head of page one, and one entire column is reserved on the front page for copy which the dealer will prepare, dealing with any subject which he may elect. On the back page of the publication will appear a full-page Zenith advertisement, the dealer's name appearing at the bottom. The editing of the newspaper will be in the hands of the Zenith Radio Corp.

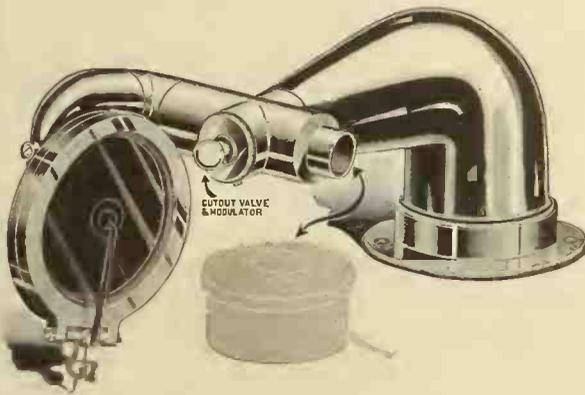
Zenith executives, in commenting upon the new dealer publication, state that it will stand out exclusively as the dealer's own newspaper, eliminate confusion in the customer's mind, and advertise the dealer's name and place of business only, popularizing it in the community. The plan evidently is proving successful, for by August 1 over four hundred Zenith dealers had taken advantage of the opportunity, and it is expected that by October 1 over one-half million people will receive the Zenith paper.

Gulbransen Business Shows Gain

The month of July showed an increase in the total sales of Gulbransen player-pianos compared with the same period of last year. It was announced last month that June showed a 40 per cent increase over 1924 and while July shows a smaller percentage of advance, the evidence is convincing that there is a sharp upward trend in demand.

USED ALL OVER THE WORLD

There Is a Reason



A Blood Tone Arm on your Phonograph assures you the best. The natural tone reproduction insures the sale of your cabinet.

Dealers Demand Them

BLOOD TONE ARM CO.

BAY CITY, MICHIGAN

Central West Distributor, BLOOD TONE ARM CO., 222 W. Madison St., Chicago

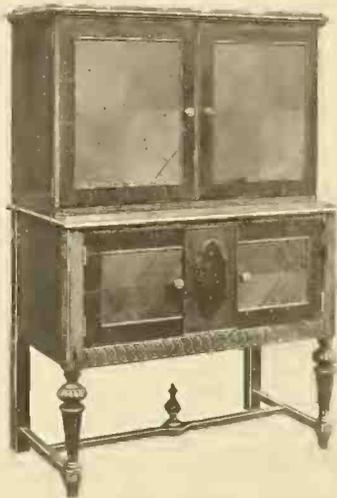
(See Page 167)



Two Models

that certainly received their share of the Play at both the Grand Rapids and Chicago Furniture Show.

DID YOU SEE THEM?



The Bordeaux

Genuine Walnut with Rosewood trimmings. Loud speaking unit and horn enclosed; will house any type Radio Panel. 34" wide. 52" high. 16" deep.

A Line from you Mr. Dealer will bring further information as well as illustrations of other Models to you immediately.

The most attractively priced High Grade Cabinet line on the Market.



Model 15

Diamond Mahogany or Butt Walnut. Loud speaking unit and horn enclosed; will house practically any make radio panel.

RADIO MASTER CORP. OF AMERICA

A WARD INDUSTRY

BAY CITY, MICHIGAN

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 132)

New Stewart-Warner Broadcasting Studio, WBBM, Excites Wide Interest Among Fans

Formal Opening of Studio Marked by Broadcasting of Special Program by Leading Artists in Radio World—Station Is Super-Power Type—Wide Publicity Featured Initial Program

CHICAGO, ILL., August 5.—The opening of the Stewart-Warner broadcasting studio, WBBM, on Saturday evening, August 1, excited an unusual amount of attention and interest on the part of the listening public, the broadcasting fraternity and the radio trade in general. The studio, which was designed and constructed by the Stewart-Warner Speedometer Corp., 1826 Diversey Parkway, manufacturer of the Stewart-Warner radio ensemble, will be operated by that firm, broadcasting programs every night except Sunday. Upon that day a tea dance concert will be placed on the air between four and six o'clock in the afternoon.

WBBM is a 1,500-watt super-power station, operated by remote control, with a wave length of 226 meters. The studio, located on the first floor of the Stewart-Warner office building, is constructed of sound-proof Celotex, and so designed as to be sanitary, cool and to prevent echo and sound rebound. The designers, following the newest procedure in studio construction, entirely omitted the use of drapes, such a precaution not being necessary, according to the latest acoustical developments.

The studio windows are of stained glass behind which glow concealed lights shedding a rosy glow over the room. The walls are embellished with artistic plaques and wall lamps, and an Egyptian motif is carried out in both the ceiling and upper part of the walls. Announcer Nate Caldwell will sit nightly at a beautiful walnut desk, an exact reproduction of that which graced the study of George Washington in the White House.

The same artistry which distinguishes the studio itself is exemplified in the furnishings and arrangement of the reception room. In one corner stands the Stewart-Warner high-boy receiving set, model 320, finished in light walnut. From its concealed loud speaker, guests may listen to the artists in the next room, while they watch the entire process of broadcasting through a large window. The reception room is finished in Italian style, one wall being covered with beautiful printed drapes

of blue and gold. Tables with green marble tops and carved walnut chairs finished in needle point upholstery carry the decorative scheme still further. Both the guest room and the studio are ventilated by a powerful suction fan, placed over the entrance, which changes the air completely every two minutes.

The musical instruments which equip the studio are among the finest obtainable, and include two Baldwin special broadcasting grand pianos, and a Wurlitzer harp. Radio authorities, upon viewing the studio for the first time during the opening program, were unanimous in their praise of the furnishings, design and construction, and pronounce it one of the finest and most complete in the country. The artists were delighted with the facilities at their disposal and several stated WBBM to be the most comfortable studio in which they had appeared.

The list of stars who stepped before the microphone in the opening program, which lasted from 9:30 Saturday evening until 2:30 Sunday morning, reads like "Who's Who" in the broadcasting world. A partial list follows: Principals from the Chicago Concert Co., the Duncan Sisters, Victor record artists and stars of "Topsy

and Eva," musical comedy success, Paul Ash and His Gang, Brunswick record artists, now appearing at McVickers Theatre; Jerry Sullivan, WQJ announcer; Johnny Black, writer of "Dardanella"; Herbert Mintz, Charles Erbstein, Harry Geise, Jack Nelson, George Hay, "the solemn old judge" of WLS; J. D. Lampe, director of the Trianon Orchestra; Langdon brothers, record artists; Ted Fiorito and Dan Russo, of the Oriole Orchestra, Brunswick record organization, and the Alamo Orchestra, of the Alamo Cafe.

Stewart-Warner officials were besieged with requests for admittance days in advance of the opening night, and were unable to favor all of those who wished to obtain a glimpse of the studio and the stars as they went on the air. Over 300 guests were present during the five-hour program, and a large number were necessarily turned away at the door.

An unusual feature of Stewart-Warner programs in the future will be the broadcasting of a quartet, composed of four young men who sang in the glee club of Knox College, Galesburg, Ill., during the four years of their college life. They are now all employed in the Stewart-Warner office, and will be on the air within a few days.

The daily newspapers of Chicago, in their radio sections, devoted space to the opening program of WBBM, listing the stars to be heard. The public was also advised of the advent of WBBM through advertisements, giving the wave length, the names of the entertainers and the hour of the program.

Vital Problems Receive Attention at Meeting of Phonograph Manufacturers

Establishment of Credit Bureau, Freight Rates and Constructive Advertising Program Come Up for Discussion, Among Other Important Matters, at Sixth Meeting of Association in Chicago

CHICAGO, ILL., August 5.—The sixth meeting of the Phonograph Manufacturers' National Association, held on the evening of July 21, in the Furniture Club, American Furniture Mart, 666 Lake Shore Drive, this city, was marked by a lively discussion of a number of the problems confronting the organization, including the establishing of a credit bureau, freight rates and a constructive advertising program. The meeting, which was marked by a good attend-

ance, started as usual, with a dinner at seven o'clock, the business session following.

Address on the Value of Signs

M. C. Schiff, president of the Association, opened the meeting with a few introductory remarks, dwelling chiefly on the work and aims of the organization, and the situation in the phonograph industry in general. He then introduced I. W. Woolf, of the Steinau Co., Louisville, Ky., manufacturer of advertising signs. Mr. Woolf addressed the Association members on the value and various uses of embossed signs and cards in advertising and display and offered two designs, as his suggestion, to be used in conjunction with the Association slogan. A general discussion followed, dealing with the various methods by which such signs could be used to advantage by the phonograph dealer in linking his merchandise with the symbol of the Manufacturers' Association. The matter was referred to a committee appointed by the chairman, consisting of S. A. Ribolla, F. A. Wolf, F. X. Sietler, M. C. Schiff and H. A. Otis.

Henry A. Otis, secretary, read to the members a letter received from The Talking Machine and Radio Men, New York City, containing a resolution adopted by this organization regarding trade policies. The resolution was adopted and incorporated in the Association minutes.

New Members Admitted

The Carryola Co. of America, Milwaukee, Wis., portable phonograph manufacturers, and the Oro-Tone Co., Chicago, Ill., tone arm manufacturers, were admitted to membership in the Association.

A vote of thanks and appreciation was extended by the association to the trade press for the co-operation which it has given the organization since its founding, both in the publication of articles concerning the meetings and work of the Association, and the donation of space for co-operative Association advertising.

(Continued on page 136)

We are Direct Factory Distributors

Balkite
Premier Electric Company
Cunningham Radio Tubes
DUBILIER Devices
REMLER
Howard
SHAMROCK
BRIGHT STAR
Brandes
The name to know in Radio
ALL-AMERICAN
BENJAMIN
The Harry Alter Co.
Wholesale Radio
ALBERT
Paris with a Purpose
Allen-Bradley Co.
ACME
for amplification

100% SATISFACTORY SERVICE!

A BUSINESS built on giving dealers what they want when they want it. Tremendous stock always at nationally advertised products assure immediate deliveries... and efficient service that speeds those deliveries along. This business is strictly wholesale... offering adequate protection to our patrons.

Dealers—Send for our latest catalog! Please use your letterhead in writing!

The Harry Alter Co.
Wholesale Radio

Ogden at Carroll Ave., Chicago, Ill.

Who brought the Phonograph business back to life?

Long Before a famous advertising man thought up the slogan "Say It With Flowers" people were doing so. Long before an equally famous advertising man so aptly expressed in the words

"When and What You Want"

the outstanding characteristics of the phonograph, people had begun to realize from experience that nothing could take the place of this universal instrument—the only musical instrument of which it can be said that it is a piano, a violin or a complete orchestra, rendering perfect music as your whim dictates.

The only reason sales which dropped off with the advent of the radio did not revive sooner was because manufacturers and dealers themselves did not immediately see that BOTH the phonograph and the radio have important places in the American home, one complementing the other.

When the phonograph business was at its worst last February, Vitanola doubled advertising and sales effort. And it brought results. Our dealers and other manufacturers took courage also and began to double *their* sales and advertising efforts, and then *the public* began to respond. The phonograph business is getting back where it belongs—in front.

We are modestly proud of the fact that we did not help alone with inspiration, and by example, but by offering salable merchandise at a price that made it possible for the dealer to get behind it with the right sales and advertising effort and still make a substantial profit.

A De Luxe Model. A Real Masterpiece.
Marvelous Tone.



No. 510 List Price \$165.00
Dimensions: Height 35"; Width 40"; Depth
22".
Finishes: Brown mahogany or walnut.
Exposed parts: Nickel plated.

**YOUR
PRICE \$50.00**

This is our policy—to be of real help to the dealer and it is outstanding value such as that herewith which has helped to give us this reputation.

Send your order today for a half dozen of this number. The public response, at the price you will be able to make, will surprise you.

VITANOLA TALKING MACHINE COMPANY

666 LAKE SHORE DRIVE

American Furniture Mart Building

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

At a previous meeting the suggestion was made by Otto Heineman of the establishment of a credit bureau, and this question was again brought before the body for general discussion. The consensus of opinion seemed to indicate that there is both a need and a desire for just such a department, and the matter was referred to a committee empowered to act immediately toward that end. E. Clemetsen, L. B. Casagrande, M. C. Schiff, and Henry A. Otis form the committee.

The subject of classification of articles in freight rulings made by Association members was then raised for discussion and it was unanimously agreed that both the classification and the minimum weight of cartloads were unfair to the phonograph industry. A committee consisting of F. D. McIntyre, A. Peterson, M. C. Schiff and Henry A. Otis was appointed to prepare a statement showing the facts of the case and to present them to the proper railway officials for consideration.

Advocate Standard Sized Radio Speaker Units

The attention of the members was called to the fact that a large number of radio loud speaker units, as they are now manufactured, do not fit talking machine tone arms. It was recommended by the Association that all tone arm manufacturers adhere to a standard radio connection size, which shall be seven hundred and six one-thousandths of an inch, inside dimensions. Adherence to this size will aid in standardizing both the manufacture of tone arms and radio loud speaker units, and it is hoped that all radio units will, in due time, be made to fit the connection size given above. The secretary was instructed to publish these facts in the trade journals, to request the dealer to insist upon the established dimensions, and to notify other interested parties.

Before the meeting was adjourned, President M. C. Schiff delivered a few closing remarks, in which he mentioned the active interest which is being evidenced by the Association members, and the progress which is being made. He stated his belief that the July meeting was one of the best held thus far, and that it was his hope that each and every member would co-operate to the best of his ability to carry out the work undertaken.

The next meeting of the Association will be held on Tuesday, August 18.

Among Those Present

The companies represented at the July

meeting follow: Vitrola Talking Machine Co., Chicago, M. C. Schiff, Robert Illing; Anton Clemetsen Co., Chicago, E. Clemetsen; United Mfg. & Distributing Co., Chicago, F. F. Paul, L. J. Mraz; Wolf Mfg. Industries, Quincy, Ill., F. A. Wolf; Excel Phonograph Mfg. Co., Chicago, A. Peterson, Roy Nordlund; Eureka Talking Machine Co., Chicago, Jacob Seidacher; Carryola Co. of America, Milwaukee, Wis., T. E. Bullard; Plymouth Radio & Phonograph Co., Plymouth, Wis., F. D. McIntyre; Blood Tone Arm Co., Bay City, Mich., Oscar Kloer, Wm. Rache; Caswell Mfg. Co., Milwaukee, Wis., L. B. Casagrande, John Casagrande; General Phonograph Corp. of Illinois, S. A. Ribolla; Vincennes Phonograph Co., Vincennes, Ind., J. S. Watters; E. Toman Co., Chicago, M. Toman; and The Talking Machine World, Leonard P. Canty.

Visiting manufacturers included the Krasco Mfg. Co., of Elkhart, Indiana, represented by Merwin F. Ashley, and the Steinau Co., Louisville, Ky., represented by L. W. Woolf.

C. A. Englebeck Becomes Zenith Director of Sales

One of the Livest Individuals in Radio Field—Important Addition to the Executive Forces of the Zenith Radio Corporation

C. A. Englebeck, director of sales of the Zenith Radio Corp., Chicago, manufacturer of Zenith radio receiving sets, is reputed to be one of the livest individuals in the sales division of the radio industry. He has brought to the Zenith sales organization a vast amount of experience, as for many years he was a prominent figure in the automobile industry, having been connected with the Cadillac Motor Co., and with the Peerless Motor Car Co., as manager of the Peerless Chicago office.

The word "alibi" has not yet been found in the Englebeck vocabulary. When a situation arises in the field which requires enthusiastic sales stimulus, C. A. Englebeck is on his way to the field of action in less time than it takes to tell.

In his official position, Mr. Englebeck supervises the execution of the Zenith firm's sales policies, acting in an advisory capacity. His appointment to this prominent post is but another evidence of the sound basis upon which

the construction and policy of the Zenith firm is built. With E. F. McDonald, president, whose activities and abilities as an executive are too well known to be recounted here, Thos. Fletcher, vice-president, and one of the best known figures in the music industry—a man of dynamic personality and merchandising ability; S. I. Marks, treasurer, who came to the Zenith organization with an outstanding record as a financial executive and whose careful management of Zenith's financial affairs has placed them among the highest rated in the industry; N. A. Feigen, secretary and sales manager, who for years has pursued this aggressive station in merchandising after giving up a legal practice as an able attorney; H. H. Romer, whose sales promotional ideas have so frequently aroused spontaneous dealer interest in the field, and C. Brinson, advertising manager, who for twenty years held a similar position with one of the country's largest manufacturers, and whose knowledge of advertising includes not only the merchandising but the mechanical angle, the Zenith Radio Corporation stands an assembled group of highly specialized, capable executives.

H. G. Saal Co. Introducing the Saal Soft Speaker

The Line Includes Two Models Highly Spoken of—Publicity Campaign Outlined

H. G. Saal Co., 1800 Montrose avenue, Chicago, is announcing to the trade its new reproducers, known as Saal Soft Speakers. The line includes two models, the Saal Soft Speaker, which lists at \$25.00, and the Saal Jr., at \$20.00, a reproducer which is the same in every respect as the larger model, except in height.

The bell of the Saal Soft Speaker is composed of Bakelite, and the neck is of aluminum, there being neither tin, wood nor composition used in the manufacture of the product. The bell is finished in black, with a black crackle throat, although a brown bell finished with a gold or striped throat may also be procured. The manufacturer states that the Soft Speaker brings both volume and tonal quality, faithfully reproducing all sounds with no glare or metallic ring.

The Saal Soft Speaker unit, used in built-in reproducers by a number of radio manufacturers, contains no springs or rubber gaskets. The diaphragm is connected to the armature by a pin which pushes and pulls the diaphragm in a precise movement, reproducing all consonants and overtones.

H. G. Saal Co., by-the-way, recently placed in the hands of its factory representatives a few days ago a very handsome advertising portfolio, containing a complete outline of the firm's comprehensive advertising campaign now in progress. The Saal Soft Speaker will be forcefully presented to the trade and to the public the campaign including radio and trade publications, newspapers and sales promotion to the dealer. A list of the publications used, together with each piece of advertising copy and sales promotion material, is also contained in the manual.

The Saal portfolio has been prepared to enable the firm's representatives to put the advertising program before the jobbers, showing them in concrete form that the manufacturer has spared no effort in co-operating with them in attracting the retailer and the consumer public.

In that section of the portfolio which follows the reproduction of trade journal and newspaper advertisements are found the various pieces of literature available on the Saal Soft Speaker. The last two pages of the manual are devoted to pictures of various departments of the H. G. Saal Co. factory, showing the process of manufacture which brings to the trade the completed reproducer. The portfolio was prepared by the John H. Dunham Co., Tribune Tower, Chicago, advertising counsel of the H. G. Saal Co.

50% DISCOUNT

To the Dealer

ON THE NEW

"Aurora 3"



Counterbalanced Radio Receiver

A new idea in radio merchandising whereby the dealer receives a discount of 50%

—the usual jobber's discount. The "Aurora 3" is a 3-tube counterbalanced circuit, and is sold direct from manufacturer to the dealer. It embodies highest quality standard parts, with a handsome cabinet finished in two-tone walnut. In tone, selectivity and distance it produces better results than many high-priced 5-tube sets, and distortion is absolutely eliminated.

List Price
\$60

Dealers' Price

\$30

SEND FOR DETAILS
Write to day for complete information and details of our new Manufacturer-to-Dealer policy.

AURORA INCORPORATED, Dept. 18, Aurora, Ill.

The UTAH line

Trade Mark Registered
Made in Salt Lake City

SPEAKS FOR ITSELF

MADE OF HARD RUBBER

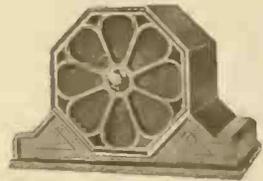
The Utah Loud Speaker



(A) THE UTAH STANDARD. Horn is finished in a rich semi-dull black Morocco leather finish; 14-inch bell; weight 11 1/2 pounds, 1 to a carton. Price \$25.00.

America's supreme loud speaker. The best loud speaker manufactured in the United States today. Not one of the best—but the best—or your money back.

We are manufacturers —not assemblers



(C) THE UTAH SUPREME. Finished in a soft antique mahogany, designed to please both eye and ear. Measures 10 1/2 x 8 x 7 1/2. Weight 8 pounds. Packed 1 in a carton, 3 in a case. Price \$25.00.

UTAH RADIO PRODUCTS Co.
1427 S. Michigan Ave.
CHICAGO



(B) THE UTAH SUPER-FLEX. The Super-Flex has a tone chamber equal to that of the usual horn type. Stands but 8 1/2 inches high by 6 wide. Finished in a harmonious brown. Weight 3 pounds. Packed 1 in a carton, 12 in a crate. Price \$14.00.



(D) THE UTAH PHONO-SPEAKER. Handsomely finished in black rubber. Furnished with base to rest on turntable of talking machine, or without. Price, with stand, \$10.00. Without stand, \$9.50.



(E) This illustrates the deflection principles utilized in the Super-Flex.

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.

See Us at the Radio World's Fair Show, New York
September 14-19

Zenith Triumphs in Attempt to Communicate With MacMillan Expedition

Donald B. MacMillan, Intrepid Arctic Explorer, and E. F. McDonald, President of Zenith Radio Corp., Heard at the Zenith Experimental Station Near Chicago—Later Musical Program Planned

CHICAGO, Ill., August 6.—Radio history was recently made in Chicago by the Zenith Radio Corp., manufacturer of Zenith radio receiving sets, when the voices of Commander Donald B. MacMillan and Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., were distinctly heard at two different times during the first week in August.

At the time communication was established the exploring expedition was located at Etna, Greenland, approximately 3,700 miles from Chicago and but twelve degrees removed from the North Pole.

On Thursday, July 30, Zenith station 9XN picked up the MacMillan Arctic expedition station WAP, on board the S.S. Peary. The explorers radioed 9XN and all amateurs operating 40 meter Zenith-Reinartz circuits to stand by at 10 p. m., Central standard time on Saturday night, August 1, when they would attempt to broadcast a talk by MacMillan, musicale by the personnel and Esquimo songs in their native tongue. The press of the country and the higher powered broadcasting stations notified the public of the amazing event, and at the appointed time both amateurs and the Zenith experimental station 9XN with its two operators stood by and waited. WAP sent out the CQ call, signalling their going on the air, and faintly came the voices of McDonald and MacMillan, gradually increasing in volume, until, within one-half hour, the Arctic voices were as clear and distinguishable as continental stations. Music and songs were reproduced with such faithfulness as to make even the hardened operators stand aghast. Radio had penetrated the Auroral bands, a feat heretofore never accomplished during the long six months of Arctic daylight.

Commander McDonald radioed the Zenith offices in Chicago on Sunday, August 2, stating that the concert was heard not only by people in the United States, but also in London, England. His enthusiasm rose to such heights at the corroboration of his predicted word that he radioed to the effect that on Monday night, August 3, at 11:30 p. m., an effort would be made to establish a conversation back and forth with-

out the usual lapse in hours of time, another yet unaccomplished demonstration.

On the appointed evening a number of Zenith officials, guests, representatives of the Chicago newspapers and Associated Press reporters gathered in the little shack known as Zenith experimental station 9XN, in Arlington Heights, forty miles from Chicago. S. I. Marks, treasurer of the Zenith organization, acquainted the newspaper men with the purpose of the meeting, asking each reporter to draft a set of questions. To prove that no prearranged list would be sent back and forth, the reporters' questions were broadcast and MacMillan and McDonald were expected to answer. Five questions were sent, and the record was made on the first question of twenty minutes from the starting time to the minute, the last word of the reply was received on the receiver. It is

interesting to note in this connection that a message by code is not only made up of words, but of each letter in a word, and each letter is composed of a series of dots and dashes, and is necessarily a very much slower method than ordinary speech. It was expected to complete telephonic communication, but a heavy snow-storm had temporarily disabled Commander McDonald's instrument.

The demonstration so successful that other communications passed back and forth between WAP and 9XN, arranging for a test whereby the MacMillan music, voices and Esquimo songs will be received on the Zenith Reinartz circuit within 30 days. By a process of relaying and broadcasting from the new Zenith sending station, any standard receiving set which can reach Chicago will be able to listen to the explorers.

Among those present at Station 9XN on August 3 were Mr. and Mrs. H. H. Roemer, Mr. and Mrs. S. I. Marks, Carl Hassel, engineer of the Zenith Radio Corp.; C. E. Gustafson, radio operator of Station 9XN; H. A. Mainhart, radio engineer of Station 9XN, and representatives of the press.

Akron-Canton Trade Optimistic as the Mid-Summer Retail Demand Continues

Akron Centennial Celebration Emphasized in Window Display Tie-Ups of Love Dealers—Brunswick Artists in Local Engagement—Successful Drives on Portable Instruments—Month's News

AKRON-CANTON, O., August 7.—Mid-Summer finds the Akron-Canton district talking machine trade as a whole in a more satisfied and optimistic state of mind than it has been in many months, and if anything, there has been a slight change for the better in the local situation. In Canton the trade has been very slow for many weeks, but Akron dealers say their business has held up remarkably for Summer months. Portables continue to maintain the leadership in the sales column. Records during the past several weeks have moved slowly.

Akron talking machine dealers stressed in their window displays the importance of the Akron Centennial Celebration recently observed. In a large industrial parade many of the music firms had floats and all gave over window space to exploitation.

Herb Wiedoeft and His Cinderella Roof Brunswick Recording Orchestra has opened a month's engagement at Moonlight Ballroom at

Meyers Lake Park, it being the longest stop on his Summer tour since leaving California. Wiedoeft is new on his way to the West, and will play a number of dates en route. Brunswick dealers are making the best of the engagement and are stressing his records.

The D. W. Lerch Co., one of the oldest talking machine and music stores in the Canton district, looks forward to a big Fall trade.

The George C. Wille Co., D. W. Lerch Co., Strassner-Custer Music Co., and the Alford & Fryar Piano Co. have been making a special drive the past month on portable talking machines. All these stores have been giving considerable space to display portables.

The Yahrling-Rayner Music Co., Youngstown, O., placed a grand piano and a talking machine in the Perfect Home, built and furnished by Youngstown concerns in an exclusive residence section recently.

The talking machine department of the M. O'Neil Co., large Akron department store, reported Thursday, July 30, sales were the heaviest on record at this store in some time. Like all other sections of the big store the talking machine department offered specials.

Emanuel C. Marcourt has been named manager of the Canton store of the Globe Piano Co., with headquarters in Cleveland. Marcourt has been with the Globe organization for the past four years and was sent to Canton when the local branch was opened about a year ago. The Axelrod Music Co., Cherry avenue, S. E., Canton, has taken on the Sonora line.

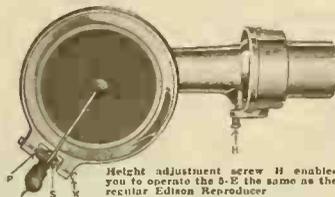
The C. L. Arnold Music Co. plans to vacate its location in the Ohio Merchants Building, and will locate at 319 East Main street, Massillon, it is announced. In the new location this firm will have considerably more floor space to devote to talking machines and records.

The Superior Music Parlors, retail distributor for the Akron district of Starr phonographs and Gennett records, has quit business, and has given up its location at 91 South Howard street.

C. J. Duncan, Massillon, for the past two years president of the Ohio Retail Jewelers' Association, resigned at the annual meeting of the Association, held recently at Cedar Point. Mr. Dunean for many years has merchandised the Victor line in his combination jewelry and music store on East Main street.

George C. Wille, head of the George C. Wille Music Co., Canton, has been installed as president of the Canton Lions Club.

For Playing All
Needle Records
on the Edison
Diamond Disc



Helix adjustment screw H enables you to operate the 5-E the same as the regular Edison Reproducer

NICKEL ORO-TONE No. 5-E GOLD OR OXIDIZED
\$6.00 Usual Discounts to Dealers \$7.50

WITHOUT QUESTION OR DOUBT the No. 5-E is the most perfect equipment made for playing all needle records on the New Edison.

ATTACH IN ONE SECOND—Swing it over and lower on the record with the operating lever just the same as when using the Edison reproducer and the Edison record.

STONE QUALITY—Deep, rich and powerful. You will be pleased with both the volume and quality of tone.

AUTOMATIC SELF-ADJUSTING REPRODUCER—Nothing to get out of order. Compression spring S is compressed by plunger P when pivot screws X are seated, which insures a perfect flexible adjustment at all times.

Ask Your Edison Jobber or Send for Sample on 30 Days Approval

The Oro-Tone Co.

1000-1010 George Street

Chicago, U. S. A.

RADIO *Clearfield* DE-LUXE



Licensed under Berlow Patents

\$115
List

A Step Ahead in APPEARANCE!

Beauty—backed by Performance

A CABINET of heavy plate glass on a richly modeled base—a set as distinctive among radios as a Rolls-Royce among cars.

Six tubes, operating on a principle that is basically correct, reproducing the broadcast program with absolute fidelity and purity of TONE.

The CLEARFIELD is winning a place for itself wherever it is shown. Its appearance invites a test—the test insures a sale.

THE CIRCUIT

is the newest development in radio. Six tubes, employing Tuned Radio Frequency with Resistance Coupled Amplification.

Dealers and Distributors of the better type are invited to write for further details.

SHERMAN RADIO MANUFACTURING CORP.

112 Trinity Place

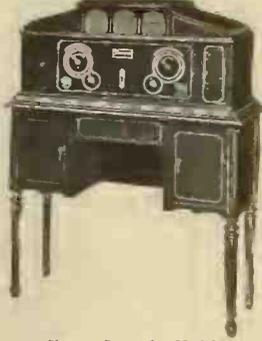
New York

**Sleeper Corp. Announces
1925-26 Radio Models**

Advertising Campaign on New Sets to Cover National Mediums as Well as Newspapers in Local Territories of Jobbers and Dealers

The Sleeper Radio Corp., Long Island City, manufacturer of radio receiving sets, in a letter addressed to the company's jobbers by John J. West, sales manager of the company, recently announced its new models for the season of 1925-26.

The letter says in part: "For months now we have been working to develop a line of sets that should be the biggest dollar value ever offered, and a line that will meet the public's idea of what they want, not only in price, but in appearance, in size, in number of tubes and in performance. The line will consist of the Sleeper Monotrol type 54, which will be con-



Sleeper Serenader Model

tinued, as we find there is still a brisk demand for this four-tube inverse duplex set. The price will remain the same. There will be three additional models. All will employ the same basic circuit. The sets will be five-tube, employing tuned radio frequency and two stages of audio and two of radio frequency amplification. They will operate with two controls over calibrated wave length scales. A middle panel opens outward to permit easy access for inspecting and servicing.

"The three models will be known as the Scout, the Serenader and the Super-Symphonic. The Scout, the lowest priced set, is in a cabinet of dark wood, 35 inches long, 11 inches deep and 11 inches high. There is a compartment for B batteries. Dials and trimmings are dull silver. This set is built and designed especially to meet the demands of those consumers who require the best in value at a comparatively low price. The Serenader, a medium-priced set, has a built-in loud speaker and is contained in a dark wood cabinet, its dimensions being slightly greater than those of the Scout. The Super-Symphonic is the highest priced set in the line. It contains many features in appearance and design which we feel should allow it to take its place beside the best in radio receiving sets. A specially designed table containing compartments for A and B batteries, chargers, etc., with switches to operate them, will be



A Sound Investment. That's just what this horn is in the true sense of the word.

A speaker that fills the need of every dealer for a quick selling, quality article—of every owner who wants a real speaker with clarity, volume and efficiency, at a low price. Heavy cast aluminum throat eliminates all raucous "noise," and preserves original brilliance of tone of voice or instrument. Complete, at \$16 retail. Horn and base sold without unit, if desired. Order a sample today.

LAKESIDE SUPPLY COMPANY
73 W. Van Buren St. Chicago, Ill.

available to our jobbers and dealers for sale to the consumer. The table gives the various models in effect a console appearance.

"Restricted jobbers' territories and protected dealers will again be our sales policy, a policy, by the way, introduced to the radio industry by this organization, and perfected over a considerable period of practical operation."

Mr. West, in commenting further on the new line, said: "The features which we have embodied in our new models are the result of an exhaustive survey among both the dealers and jobbers with an idea of determining exactly what the public desires in a radio receiving set. We have taken into consideration all those things which may be thought desirable by the consumer, in appearance, price, number of tubes employed, etc. We feel that in the new line we have arrived at the nearest possible point to producing a set and various models which will sell most readily. An extensive advertising campaign is planned in newspapers in territories covered by our distributors and dealers, trade paper announcements, window displays and other sales helps, with national magazines being considered for the latter part of the season."

**Kimberly Phonograph Co.
in the Hands of a Receiver**

Senator Morgan F. Larson Appointed Temporary Receiver by the Court—Hearing Will Take Place on August 18

TRENTON, N. J., August 4.—State Senator Morgan F. Larson, of Perth Amboy, was appointed to-day temporary receiver of the Kimberly Phonograph Co., of Elizabeth and Perth Amboy, by Vice-Chancellor Buchanan and a restraining order was issued preventing both the company and its officers from carrying on the business. The Court set August 18 as the date for the company to show cause why the receivership should not be made permanent. Consent of the alleged insolvent corporation was obtained to the appointment of the receiver.

Frieda Isenberg, holder of a majority of the capital stock of 1,000 shares, brought the action. She listed the assets of the company as \$227,000 and its liabilities as \$367,000.

Secure Long Lease

C. H. Taylor & Co., Chicago, Ill., have taken a long lease on the building at 228 South Wabash avenue.

Garod Corp. Makes Public Policy for 1925-26 Season

Lawrence Gardner, President of Company, Outlines New Dealer Franchise Contract

The Garod Corp., Newark, N. J., manufacturer of Garod neodymium radio receiving sets, recently announced through Lawrence Gardner, president of the company, its plans for the season of 1925-26. The company makes a simultaneous announcement on its new dealer franchise contract, and the line which it will offer for the coming season. At the same time, the extensive advertising plans of the Garod Corp. are being made public.

In discussing the new dealer franchise contract and line of radio receiving sets, Mr. Gardner, of the Garod Corp., said: "The Garod franchise is, in our minds, a business insurance policy issued to the dealer. It is in no way binding on the dealer from the standpoint of requiring him to stock a certain quantity of merchandise, but, on the other hand, it allows him a maximum of security with a minimum of risk. It is in reality our pledge to a selected group of dealers, which gives the dealer territorial protection, liberal discounts, security against depreciation of Garod products, a shield against unfair competition, an unusual-type of service and guarantee of customer satisfaction, full co-operation on the part of the distributor or manufacturer with the dealer and support of dealers' sales effort by a continuous advertising campaign, which includes local newspapers, window displays and adequate, effective, consumer sales literature.

"The line of Garod radio receiving sets will consist of four models, all of which will be of the highest quality in design and construction. Of the four models, two will be entirely new this season and they will cover a range of price to meet the requirements of every buyer. We will continue to manufacture the Garod V, which met with such popularity among the radio public during the past season. However, we have made certain changes and refinements which will make this set even more efficient than previously. The new models will embody numerous features which we feel sure will meet with the greatest approval among both the trade and consumers.

"Our advertising plans are of the most comprehensive nature. Every dollar of Garod's advertising appropriation, exclusive of window display and dealer help material, will be expended in intensive newspaper advertising in every city in which Garod distribution warrants such effort."

Developing Fine Business in Cleveland Territory

Charles F. Saenger, 942 Prospect avenue, Cleveland, O., who represents the Faunsteel battery charger, the United Radio & Electric Corp., Eureka tubes and other radio specialties, is one of the busy men in this territory. Through his indefatigable efforts a very fine line of business is being developed for the various interests which he represents.

**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.



The CARRYOLA MASTER



Retail Price
\$25.00
 In the Far West
 and South
\$27

How many Portables Would You like to sell?

If they are Carryola Masters, you can sell about as many as you like. It's entirely up to you. One Milwaukee dealer designed an attractive Carryola Window—and sold a thousand dollars' worth in one week! Not a particularly good city. Not an exceptionally fine location. But—

Any live dealer who will push the Carryola Master will make money. No portable sells so easily—but you've got to let people know you have 'em.

The Carryola Master offers greater value—finer performance—more selling points. It is strongly built for practical usage. It is attractive. It is light to carry and easy to operate. And it is priced right. Every Carryola sale is a profitable, worth-while

sale to any dealer. And anyone can afford a Carryola.

No other portable has the well-known Add-A-Tone Reproducer, giving big instru-

Guarantee

With every Carryola Master goes a WRITTEN GUARANTEE that unless it completely and unconditionally satisfies, it may be re-shipped at the end of ten days and all charges will be cancelled. We will even pay the return shipping charge. This guarantee eliminates all risk.

ment tone and volume from a little machine. That's one of its best selling features. Customers are agreeably surprised at its wonderful richness of tone, its clearness and the carrying power of its music.

It is equipped with an exceptionally quiet motor—you cannot hear it—and is guaranteed to play two records without rewinding. It plays any size or make of record.

There are many other fine selling-features to the Carryola itself. Furthermore, we help you sell them. Our attractive window cards and streamers and our colored, illustrated folders, all help to make sales. We furnish this material FREE—on request.

Write now to your jobber asking for details and prices. If he can't tell you, write directly to us and we'll put you in touch with one who can. Become one of the many dealers who are making a big thing out of Carryolas. Write your jobber today.

The CARRYOLA COMPANY of AMERICA
 647 Clinton Street Milwaukee, Wisconsin

Is Your Name

If it is, any Gypsy Fortune Teller could predict with certainty that a short, dark-haired man with glasses is right now on his way to make you a mighty advantageous proposition on his two new Radios.

HARRY B. WOLPER IS THE MAN President of H. B. Wolper & Company, Inc., Manufacturers of the Nightingale

partment Stores throughout the United States on a plan that has proved extremely profitable to every dealer who has had exclusive rights on his products.



Mr. Wolper now announces his entrance into the Radio field with two new Radio Receivers manufactured to retail at prices that will stifle all competition.

High-class sets—both of them—made by one of the biggest manufacturers in the United States.

One—equipped with built-in Loud Speaker, large 90-amp., 6-volt Sturges Storage Battery, 2 large 45-volt "B" Batteries, Aerial Equipment, and 5 201-A genuine RCA Tubes—all complete—to retail at \$99.

Phonograph, Mr. Wolper for the past five years has been merchandising phonographs by exclusive sales in De-

| CITY | STATE | NAME | CITY | STATE | NAME | CITY | STATE | NAME |
|--------------|-------|-----------------------------|---------------|--------|--------------------------|--------------|--------|----------------------------|
| Brooklyn | N. Y. | Frederik Loeser & Co., Inc. | Los Angeles | Calif. | Platt Music Company | New Orleans | La. | Maison Blanche Co. |
| Chicago | Ill. | The Fair, Inc. | Los Angeles | Calif. | Barker Bros. Inc. | Minneapolis | Minn. | The Dayton Company |
| Philadelphia | Pa. | N. Snellenburg & Co. | Buffalo | N. Y. | J. N. Adams | Kansas City | Mo. | The Jones Store Company |
| Detroit | Mich. | J. L. Hudson Company | San Francisco | Calif. | The Emporium, Inc. | Seattle | Wash. | Standard Furniture Company |
| Detroit | Mich. | Crowley, Milner & Co., Inc. | San Francisco | Calif. | Köhler & Chase, Inc. | Indianapolis | Ind. | L. S. Ayres & Co., Inc. |
| Cleveland | Ohio | The Wm. Taylor Son & Co. | Washington | D. C. | S. Kann Sons Co. | Rochester | N. Y. | Sibley, Lindsay & Curr Co. |
| Baltimore | Md. | Stewart & Co., Inc. | Newark | N. J. | L. Bamberger & Co., Inc. | Portland | Oregon | Lipman, Wolfe & Co., Inc. |
| Pittsburgh | Pa. | Kaufmann & Baer Company | Cincinnati | Ohio | S. H. Pough | Portland | Oregon | Meier & Frank Co. |

If your name is listed above—WAIT!

The H. B. Wolper Co.

1819 Broadway

New York City

Listed Below?

If it isn't, write immediately to the address below, and ask the Secretary of the short, dark-haired man what it's all about. If you want to show a tremendous increase over last year, write or wire — at once.

The other—a splendid instrument of different type, also fully equipped—to retail at \$79.

Both of these Radios will sell in tremendous volume—and will stay sold. They have genuine merit. Comparative demonstrations prove it.

These new sets will be backed by a national advertising campaign involving thousands of dollars, including *double spreads* in the Saturday Evening Post, to which you can tie up your local advertising.

WAIT! It will pay you to wait until Mr. Wolper sees you. If your name isn't on the list below, write or wire. Ask him to stop off and see you. His proposition will suit you right down to the ground. Only one dealer in a town! No price-cutting! No cut-throat competition! You have the exclusive agency!

And Harry B. Wolper can show you how to make *big* money in Radio—just as he showed his many dealers how to reap unprecedented profits in phonographs.



This is *your* opportunity. What are you going to *do* about it?

| CITY | STATE | NAME |
|------------|--------|------------------------------|
| Providence | R. I. | J. Samuels & Bros., Inc. |
| Columbus | Ohio | The F. & R. Lazarus Co. |
| Louisville | Ky. | Knauffman-Strauss Co. |
| St. Paul | Minn. | Golden Rule, Inc. |
| Oakland | Calif. | Kohler-Chase, Inc. |
| Akron | Ohio | The M. O'Neil Co. |
| Omaha | Neb. | J. L. Brandeis & Sons, Inc. |
| Birmingham | Ala. | Loveman, Joseph & Loeb, Inc. |

| CITY | STATE | NAME |
|-------------|-------|-----------------------------|
| Syracuse | N. Y. | Hunter's, Inc. |
| New Haven | Conn. | Shartenberg & Robinson Co. |
| Memphis | Tenn. | B. Lowenstein & Bros., Inc. |
| San Antonio | Tex. | San Antonio Music Co. |
| Dallas | Tex. | Singer Bros., Inc. |
| Dayton | Ohio | The Rike-Kundler Company |
| Albany | N. Y. | W. M. Whitney & Co., Inc. |
| Spokane | Wash. | Tull & Gibbs, Inc. |

| CITY | STATE | NAME |
|-------------|-------|------------------------|
| Duluth | Minn. | Anderson Bros. |
| Tacoma | Wash. | L. Schoenfeld & Sons |
| Erie | Pa. | Erie Dry Goods Company |
| Schenectady | N. Y. | The Carl Company |
| Canton | Ohio | Wm. C. Zollinger & Co. |
| Fort Wayne | Ind. | Wolf & Dessauer Co. |
| Peoria | Ill. | Bluck & Kuhl |
| Harrisburg | Pa. | Troup Bros. |
| Sioux City | Iowa | Davidson Bros. Company |

If your name isn't listed above—WRITE!

The H. B. Wolper Co.

1819 Broadway
New York City

Special Drive on Machines at Reduced Prices Stimulates Activity in Baltimore

Appearance of Columbia Artist Increases Sales of His Records—Radio Exhibit and Demonstration Draw Crowds—Many Dealers Add Lines—Other Trade Activities of the Month

BALTIMORE, Md., August 6.—Conditions in the talking machine trade in this territory are active, to say the least. With the special sale of Victor talking machines and records, the stores of most dealers bear a close resemblance to the period immediately preceding the Christmas period, crowds going over stacks of records, filling in their music libraries with records selling at the bargain prices which prevail. It is not to be supposed, however, that the sale merchandise is the only stock that is moving. Columbia dealers report that there has been an unusually heavy demand for records, particularly of the dance variety. Radio also is beginning to show signs of new life, and preparations for the Second Annual Radio Show are going forward rapidly, with unusual features being arranged. The exhibition, which is being participated in by manufacturers, jobbers and dealers, will be held the week of September 28 to October 3.

Artist's Appearance Creates Record Sales

Dealers in this territory were favored this month by the appearance of Art Gillham, the "Whispering Pianist," Columbia recording artist, who broadcast from Washington on August 3 and from Baltimore on the following night. Gillham, whose records are very popular in this territory, called on a number of dealers in both cities. His appearance was featured by newspapers in both cities and record sales showed a large increase.

Radio Exhibition and Demonstration

A radio exhibition and demonstration was held at the Fifth Regiment Armory on August 3 under the auspices of the Columbia Wholesalers, Inc., at which representatives of the Fada, Crosley, Burgess, Magnavox and Philco storage battery factories were present and presented the new models and explained new plans for co-operation with the dealer. The demonstration of the "A" and "B" battery eliminator, which is causing so much interest in the trade, was greatly appreciated by the large number of dealers who attended. L. L. Andrews, who had just returned from a trip to New York, where he conferred with various radio executives on plans for the coming season, was in charge of

the demonstration and presided at the dinner which preceded the show.

Mr. Andrews announced that the quota of Fada contracts allotted to Baltimore had already been taken up and that the same situation applied to the Crosley and Magnavox, both of which now operate under a limited number of dealers in each territory, and that his proposition had been found to work out to the best interests of both the dealer and the manufacturer. Mr. Andrews also said radio sales for July showed a gratifying increase over the corresponding period of 1924 and that the outlook for Fall and Winter business was exceptionally good.

Signing Up Many New Columbia Dealers

W. H. Swartz, of the Columbia Wholesalers, Inc., spent a couple of weeks this month on the eastern shore of Maryland and Virginia and reports signing up a number of Columbia and radio accounts. Mr. Swartz declared shipments of both machines and records last month increased 42 per cent over July, 1924. "This is very gratifying following the 47 per cent increase in April, 23 per cent in May and 40 per cent in June," he said, "and is just another example of the exceedingly staple business now coming to Columbia, due to progressiveness and big dealer discounts."

New dealers qualified by Columbia during the past month include W. E. Jones, Cape Charles, Va.; Long & Short, Federalsburg, Md.; Perry Music Shop, Sanford, N. C.; Reynolds Music Shop, Covington, Va.; Grundy Furniture Co., Grundy, Va., and L. C. Cobb, Elm City, N. C.

Mr. Shinberger, proprietor of the Ideal Music Shop, 1300 Seventh street, Washington, D. C., has written to the Columbia Co. suggesting that Ethel Walters, the famous negro song bird, make some Jewish folk songs records, which he predicts would prove one of the biggest sellers, promising to sell 500 of them himself the first week they are on sale.

In New Home

The Oriole department store and the Reiner-Lehman furniture and music store, which were recently consolidated, occupy a beautiful new building, and the music department together

with other departments has been greatly enlarged.

Columbia Portables Going Strong

Columbia portables are still going strong, according to Mr. Swartz, vice-president of Columbia Wholesalers, who said they have been over-sold on this type of machine for the past two months and that sales of the 12-inch Columbia Glee Club records have been unusually big. "We have also just completed the destruction of 45,000 unsalable records taken in on the last quartering 10 per cent return privilege," he said, "and this has further helped the retail dealer by giving him more space in which to display and store the records that are selling."

On Vacation

H. H. Sheldon, Baltimore and Washington representative of the Brunswick Co., accompanied by Frank Espey, the Virginia representative, is making a motor tour of New England and will stop at his home in Rhode Island on his way back. M. M. Kuhn, of North Carolina, is also on his vacation.

A. N. Calais, North Carolina representative of the Columbia wholesalers, and H. W. Dutton, Virginia representative of the company, stopped off in Baltimore this month on their way home from vacations. The former spent his vacation in Florida while the latter, who is a major in the reserve officers corps, put in his vacation at Camp Meade.

J. S. Leland, who formerly represented the Brunswick in North Carolina, has taken over the management of the Brunswick department of Little, Lowery & Co., Charlotte, N. C.

Banquet to Introduce New Stromberg-Carlson Models

At Waldorf-Astoria, August 28—New Models Excite Enthusiasm — Gross-Brennan, Inc., Tells of Big Summer Sales

Herbert A. Brennan, of Gross-Brennan, Inc., 342 Madison avenue, New York, Eastern distributors for the Stromberg-Carlson Telephone Mfg. Co., spent several days recently at the company's mammoth factories in Rochester. While there Mr. Brennan inspected for the first time the new Stromberg-Carlson neodyne models for the 1925-26 season. In a chat with *The World*, Mr. Brennan commented most enthusiastically upon the new line, stating that it provides every desirable feature for achieving an outstanding success.

In order to properly introduce the Stromberg-Carlson 1925-26 models to the New York trade, a banquet will be given by the company in the Waldorf-Astoria hotel on August 28. Gross-Brennan, Inc., is co-operating with the Stromberg-Carlson executives in arranging a program that will undoubtedly prove most interesting to the dealers, and a capacity attendance is expected. The dinner will be held in the Astor Gallery of the hotel and the program provides for a distinctive form of entertainment.

Mr. Brennan states that his company's sales during July were fifty per cent greater than June and he attributes this remarkable record for a Summer month to the Stromberg-Carlson price guarantee and the fact that the popular 1B model will be continued in the 1925-26 line. Gross-Brennan, Inc., has maintained its sales staff intact during the entire Summer, and, in fact, every member of the sales organization has worked throughout the Summer months without taking any vacations.

C. D. Jordan, formerly sales manager of the Musical Products Distributing Co. and previously connected with the Musical Instrument Sales Co., has joined the Gross-Brennan staff and will cover one of the territories in New York.

The Radio Temple of Music, Paterson, N. J., was recently granted a charter of incorporation under the laws of the State of New Jersey. The firm is capitalized at \$100,000.



COLUMBIA

"The Best in Music"

The name "Columbia" stands for the best in music. The list of Columbia New Series Records includes the recently issued series of Musical Masterworks (album sets of complete symphonies, recorded in Europe by famous orchestras, conducted by men of world-wide reputation); the popular "hits" of the day; foreign records in all important languages; race records by race stars; "fiddle" records by the artists who are in demand. The best to be had in music.

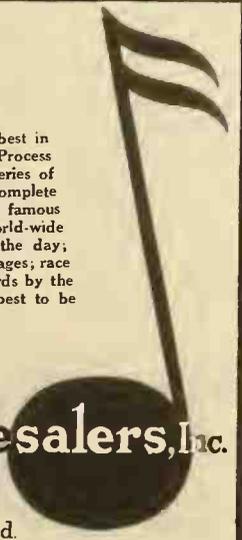
Let Us Serve You!

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.





Quality Sells Them —Not Price

DEALERS who are staying in business this fall and new ones who are coming in know all about the results of selling "leaders" at cut prices. Such "leaders" always lead to the demoralization of the market and sometimes to the sheriff's seal on the door.

Several jobbers know this too. That is why more and more of the better dealers and jobbers are asking for Brightson True Blue Tubes, the only radio tubes which have a real list price. George E. Brightson was the pioneer in price protection and stock rebates to offset price reduction.

Ten Day Return Privilege Sixty Day Guarantee

"The Squarest Selling Policy in Radio" permits consumers to return True Blue Tubes in 10 days if they don't think they are the most money can buy. And—to return any True Blue Tubes for replacement which develop a mechanical defect within 60 days.

Exclusive Features of True Blue Tubes

1. Interchangeably uniform.
2. Noiseless, non-microphonic.
3. Richest appearing Tubes.
4. Handsomely safety cased.
5. Finest materials inside and out.
6. 6-volt results from 3-volt sockets.
(With Power Plus storage battery type)
7. Clearest tone from 6-volt sockets.
(With Standard Type)

*The Biggest Holiday Sellers in Radio Will Be
Brightson True Blue Tubes*

Standard type are cased singly or 3 and 5 in a set. Power Plus type are cased singly or in sets of 3, 6 and 8 for standard three-tube sets or super-heterodynes. Price for either type..... **\$3.50** each

BRIGHTSON LABORATORIES Waldorf Astoria Hotel, New York City, N.Y.

For Information Write Our Nearest Representative

Philadelphia Office:
50 North Eleventh St.,
Philadelphia, Pa.
Jersey City Representative:
Triad Sales Co., Trust Co. of N. J. Bldg.,
Jersey City, N. J.
New England Representative:
Wm. C. Osley, 22 Park Square Bldg.,
Boston, Mass.
Chicago Representative:
Young, Lewis & Randall
808 South Michigan Ave., Chicago, Ill.
Detroit Representative:
A. G. Schultz,
2831 Grandt Ave., Detroit, Mich.



Milwaukee Representative:
Yahr & Lange,
207 E. Water St., Milwaukee, Wis.
Australia and New Zealand:
Parsons & Whittemore, Limited.
Minneapolis Representative:
Williams Hardware Co.,
100 Second Avenue, Minneapolis, Minn.
Denver Representative:
Reynolds Radio,
1534 Glenarm St., Denver, Colo.
St. Louis Representative:
Brew & Hill Supply Co.,
1514 Pine Street, St. Louis, Mo.

BRIGHTSON True Blue TUBES

HAPPENINGS IN THE DOMINION OF CANADA

Toronto Concerns Secure Important Rights in Canada for the Distribution of Radio

J. M. Greene Music Co., Ltd., Now Sole Day-Fan Distributor in Canada—Caswell Portable Phonographs to Be Distributed by Whaley, Royce & Co., Ltd.—Other Activities of the Month

TORONTO, ONT., August 5.—J. M. Greene Music Co., Ltd., Peterboro, Ont., a firm of over twenty years' standing in the trade and with a number of chain stores in various eastern Ontario centers, have been appointed sole distributors for the Province of Ontario for Day-Fan radio sets. In order to take better care of the trade an office has been opened in Toronto for distributing purposes.

R. G. Thompson, George M. Gallinger, and Emil A. F. May, all of Ottawa, Ont., have just secured patents for Canada for a new non-set automatic stop for phonographs.

A. B. Pollock, president of Pollock-Welker, Ltd., Kitchener, Ont., manufacturers of the Helycon line of phonograph motors, tone arms and reproducers, sailed recently from Montreal for Europe with the British Empire Exhibition at Wembley as his first objective.

Canadian Brandes, Ltd., has changed its distributing policy whereby the Canadian Westinghouse Co., Ltd., Hamilton, Ont., becomes its sole distributor in Canada. It also announced a broader line of products.

E. E. Trent, in charge of the sales promotion work of Burndep of Canada, Ltd., Canadian distributor of Amplion loud speakers and other radio lines, left this month on a two-months business and pleasure trip to Great Britain and the Continent.

The Canadian Brandes, Ltd., has taken out a Canadian patent protecting a new electromagnetic loud speaker.

The Portovox, manufactured by Pollock-Welker, Ltd., Kitchener, Ont., which is designed to make the sound-proof room unnecessary for record demonstration, is being demanded in England.

Among the new radio patents announced at Ottawa is one covering a radio amplifier in the name of the Music Master Corp., assignee of Walter L. Eckhardt, both of Philadelphia.

The Hamilton is the name of a new Canadian-made loud speaker, manufactured by the engineering staff of the Dominion Electric Protection Co., Toronto. The National Sales & Distributing Co., Ltd., a subsidiary of the company, is the distributor of this radio reproducer.

John G. Casagrande, vice-president of the Caswell Mfg. Co., Milwaukee, on his recent visit to Canada, completed arrangements whereby Whaley, Royce & Co., Ltd., the old-established and well-known music and musical merchandise house, will act as Canadian distributor of Caswell portable phonographs.

One of the first devices designed to eliminate static and other interference has been placed

on the market by the Eastern Radio Mfg. Co., 370 Bay street. It is known as the Staticlock.

Another large radio manufacturing and distributing company has been formed in Toronto. It is known as the Standard Radio Mfg. Co., Ltd., and has taken over the radio assets of the Canadian Independent Telephone Co. The plant to be used will be the former factory of the Independent Telephone Co. T. P. Rogers is the manager. This company has recently acquired and now owns all of the De Forest radio patents in Canada. It also is sole distributor for the Rogers Radio Co. of Toronto, which owns the McCullough A. C. tube patents in Canada, which tubes eliminate the necessity of the storage or "A" batteries.

Roy S. Dunn, of the Zenith Radio Corp., Chicago, is calling upon the leading radio dealers, covering the more important cities of Canada.

Joe St. Mars, Winnipeg, Man., has been appointed Canadian representative for King Radio sets.

Q R S Music Co. of Canada, Ltd., Toronto, has taken over for the Provinces of Ontario and Quebec the selling rights of the Standard Radio Manufacturing Co. of Canada, which now controls all the De Forest radio patents in Canada. Under the direction of Messrs. F. A. and B. A. Trestrail, success is already assured with this combination of merchandising organizations.

Following the announcement of Victor Talking Machine Co. of Canada, Ltd., of a temporary reduction of twenty cents in the retail prices of all Victor records except Red Seals (which were placed on sale June 20 to July 8) the Victor dealers of Toronto recently held a meeting to consider the proposition. As an outcome of this meeting the Toronto Victor Retail Dealers' Association was formed, with Geo. E. Griffiths, Parkdale Parlors, chairman, and Cliffe Cowan, Cowan's Music Store, 804 College street, secretary.

At a recent meeting Edgar M. Berliner, president of the Victor Talking Machine Co., Ltd., addressed the dealers present at some length, and, we are given to understand, assured the dealers that their interest would be taken care of by the company.

Charles Kirke, proprietor of the Charles Kirke Music Co., Ltd., Ottawa, Ont., has recently returned from a visit to New York, and in commenting upon his trip to the big city stated he found that there is a revival of interest in phonographs and records in and around New York. A considerable portion of the revived phonograph business in New York City is with the foreigners of substantial means, he

says, and there was a large demand for records in German, Spanish, Italian, French, and other languages, as well as classical instrumental numbers.

Each month sees public acceptance of Brunswick records increasing in more and more overwhelming proportions. For example an increase of 15 per cent over 1924 and an increase of 45 per cent over 1923 for the first five months of this year are figures that show Brunswick records are growing in popularity all the time.

Brisk Record Sales Mark Month in Montreal Field

Reductions in the Prices of Records Have a Stimulating Effect on Sales—Window Displays and Other Promotion Efforts Help

MONTRÉAL, CAN., August 7.—"Exchange your piano for a radio which will be accepted in full payment or easily difference on piano taken in trade for a new radio set of the latest and best makes," is a recent advertisement of Layton Bros., Ltd., who have built up a large following in radio lines. They recently devoted considerable newspaper publicity announcing the arrival of the new Radiola super-heterodyne portable manufactured by the Radio Corp. of America, which is very popular here.

Victor Talking Machine Co. of Canada, Ltd., from June 20 to July 8 offered all ten-inch double-sided seventy-five-cent His Master's Voice Victor records, including the latest hits by the most popular artists, reduced for fourteen days only to fifty-five cents. All other records in the present Victor catalog (excepting Red Seals) were also reduced twenty cents a record for the same period.

The Compo Co., Ltd., Lachine, maker of Apex records, ran a special Summer sale of Apex records ten-inch double sided for two weeks June 22 until July 4, in which they reduced the price of these records to fifty-five cents each.

All Columbia dealers report splendid sales of record No. 50013-D twelve-inch, "Adeste Fideles," on which are recorded 5000 voices on the one record.

His Master's Voice Victor dealers report an appreciative response to the Victor records made by a new process recently released.

H. A. Bemister, the Montreal phonograph supply and accessory jobber of many years connection with the trade, has sold his business to A. Patenaude, of the Berlina Phonograph, Ltd., 153 St. Catherine street, East, Montreal. Under that name Mr. Patenaude will carry on as Canadian representative of Everybody's Talking Machine Co., Philadelphia, the well-known "Honest Quaker" main spring and phonograph supply house.

Charles Culross, Aeolian-Vocacion distributor, states that classic records of this make are his biggest sellers, next in order being operatic selections.

C. W. Lindsay, Ltd., East End, St. Catherine street store, is featuring Columbia records with attractive window displays and printed matter, cut-outs, etc., all of which have a tendency to boost the sale of this record.

Noticing a group of patients standing outside the Institution for the Blind, holding a big Union Jack, Field Marshal Earl Haig, when visiting Montreal the past week, caused his chauffeur to turn back so that he might greet the patients and shake hands with them. Prominent among them being Philip E. Layton, president of the Institution, and head of the well-known phonograph and radio firm of Layton Bros., Ltd.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

**E. P. Huyler Allen Now
Shamrock Sales Manager**

Assumed Important Post With Newark, N. J., Manufacturer of Radio Parts on August 1

E. P. Huyler Allen, formerly general sales manager of David Grimes, Inc., and one of the most popular executives in the radio industry, has been appointed sales manager of the Shamrock Mfg. Co., Newark, N. J. Mr. Allen assumed his new duties on August 1, and the re-



E. P. H. Allen

sults of his work are already apparent in the sales activities announced by his company.

Mr. Allen needs no introduction to either the talking machine or radio industries, for he is one of the veterans of the phonograph trade, and in recent years has concentrated his activities in the radio industry. A keen and capable sales executive, Mr. Allen numbers among his personal friends jobbers and dealers from coast to coast in both industries, and his thorough knowledge of merchandising as applied to phonograph and radio products will undoubtedly enable him to attain a pleasing success in his new work.

The Shamrock Mfg. Co. has for a number of years made a complete line of radio parts and is generally recognized as one of the leaders in this particular phase of the industry, and through the knowledge that the company has obtained in making these parts, it is exceptionally well qualified to produce a complete radio set of merit. Mr. Allen states that the company's radio receiver will represent something entirely new in radio development, and the product will be sold through jobbers.

The Adams Music Co., Fort Worth, Texas, was recently incorporated with a capital stock of \$20,000.

**Sleeper Radio Corp.
Appoints Canadian Jobber**

British-American Mfg. Co., Ltd., of Toronto, Appointed Distributor for Dominion of Canada

The Sleeper Radio Corp., Long Island City, N. Y., has appointed the British-American Mfg. Co., Ltd., Toronto, Canada, distributor for the Dominion of Canada. The activities of the new member to the ever increasing Sleeper organization will be carried on under the personal direction of W. N. DeFoe. Mr. DeFoe is well and favorably known in radio trade circles throughout Canada.

The British-American Co. will merchandise the Sleeper line under the original franchise plan which was started by the Sleeper Corp. upon its entry into the radio field a few years ago. That this plan of merchandising is popular in Canada is shown by the fact that the British-American Co. has literally been swamped with requests for franchises from talking machine dealers since taking on the Sleeper line.

**A. H. Grebe & Co. Move
Their Executive Offices**

A. H. Grebe & Co., Inc., of Richmond Hill, N. Y., manufacturers of the Grebe Synchronaphase receiving sets, have announced the removal of their sales and executive offices to Steinway Hall, 109 West Fifty-seventh street. Telephone connections have been installed and the new Grebe number has been made Circle 0330. The large manufacturing plant of the company and broadcasting station WAHG remain in Richmond Hill.

The removal of the sales and executive offices to the prominent location, described above, will undoubtedly prove well worth while in the efficient conduct of the large business transacted by this company.

**Remo Corp. Introduces
Novelty to the Trade**

MERIDEN, CONN., August 8—The Remo Corp., of this city, manufacturer of the Remo trumpet, a radio loud speaker, and also a cabinet radio speaker, has introduced a novelty to the trade. It is called the Remoliter and is a cigar and pipe lighter which operates on the regular 110-volt A. C. or D. C. electric light circuit. It is finished in oxidized silver with silk cord and is designed to provide an attractive ornament or paper weight for the desk.

Open Branch Store

The Davis, Burkham & Tyler Co., music merchants, recently opened a branch store at 334 Thirty-second street, Bellaire, O., carrying a complete line of musical instruments.

**The Gilbert-Keator Corp.
Announces Complete Line**

Has a Great Assemblage of Nationally Known Radio Products Selected With Great Care

The Gilbert-Keator Corp., 335 Fifth avenue, New York City, wholesale distributor of nationally known radio equipment, announces its complete line of products for the Fall season.

Its radio merchandise has been selected with great care and under an arrangement that establishes for the 1925-26 season the prices and sales policy by which its retailers are assured definite protection on territory, definite protection on price reductions and definite protection on obsolete equipment.

All of the products are backed by national and newspaper advertising and only such firms have been selected as can give quota deliveries during the Fall. The products include the DeForest Radio Co., Federal Telegraph Co., Kolster radio, Messner Electric Co., Cunningham Tubes, Brandes Headsets and Talkers, Utah Loud Speakers, Timmons Battery Eliminators, Bright Star Batteries, Gilbert-Keator Storage Batteries, Balkite Charger and Power Units, Eagle Battery Chargers and Weston Plugs

**Southern Sonora Dealer
Has Fine Delivery System**

One of the most enterprising dealers served by James K. Polk, Inc., Sonora distributor, is the Foxworthy & Lee Furniture Co., of Fort



Foxworthy & Lee's Truck

Myers, Fla. This concern is an exclusive Sonora dealer, and in its delivery department uses three trucks, featuring the famous Sonora trademark. One of these trucks, shown in the accompanying illustration, will give some idea of the effectiveness of this delivery system.

N. Goldfinger at Lake George

N. Goldfinger, popular member of the metropolitan talking machine trade, who has been severely ill for some time, is rapidly recovering at Lake George. Mr. Goldfinger will remain for the entire Summer at Lake George, and will then proceed to Wildwood, N. J., about the first of September.



Kimball Style X Taper
One of the many beautiful models

KIMBALL PHONOGRAPHS

Are being furnished in Car-load lots to several of the leading merchants throughout the country.

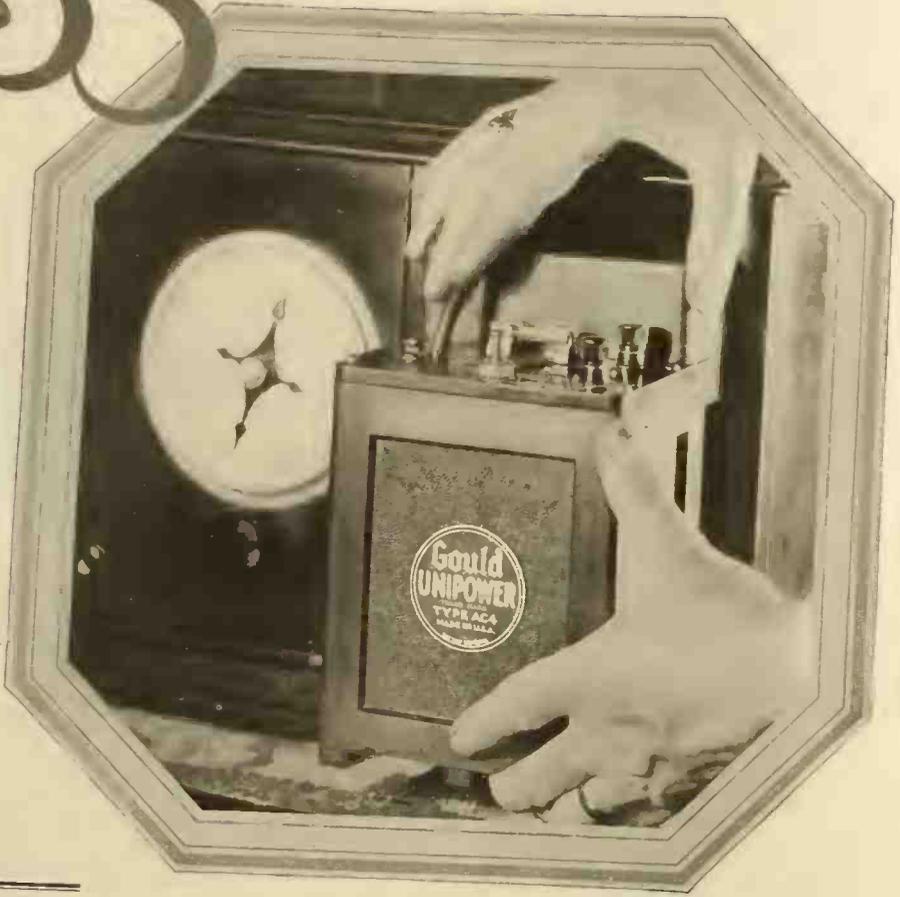
Ask about Kimball Sales Plan if you are interested in real profits

W. W. KIMBALL CO. Established 1857 306 So. Wabash Ave., Chicago

Makers of Kimball Phonographs, Pianos, Reproducing Pianos, Players, Pipe Organs, Music Rolls. Distributors Columbia Records and Victor-Nipper (Licensee) Reproducing Rolls.

Ready now!

\$35



*Backed by a comprehensive
consumer campaign*

Unipower is being heavily advertised in the biggest radio buying months—September to February—with full pages in *The Saturday Evening Post*, *Radio News* and *Popular Radio*.

Every owner of a multi-tube radio set will see Unipower advertising and everyone will be a logical prospect for Unipower.

Write for booklet

The New

the new Unipower

Continuous, unfailing "A" power—from a single compact unit that automatically replenishes itself

THE Gould Storage Battery Company has perfected an "A" power plant which will be the talk of radio fans this Fall. It is already the talk of radio engineers, of prominent set manufacturers, and has the enthusiastic approval of the trade.

For the first time, the radio owner will have complete, continuous "A" power supply in a single compact unit always at full voltage and completely controlled by a master switch which operates both radio set and Unipower—and all this at an operating cost of a few cents a month.

For the first time owners of R. C. A. super-heterodynes and other cabinet sets with limited battery space will have a permanent "A" battery supply which can be put inside the cabinet.

Unipower is now in the hands of your jobber. He is ready to fill orders for immediate delivery.

There is a nice profit for you on Unipower. The potential market runs into the millions. Every owner of a multi-tube radio set is a ripe prospect for Unipower, for now there is no excuse for "A" battery expense and inconvenience.

The 7 important features of Unipower

1. **Unique convenience**—Unipower banishes dry cell renewals and charging of storage batteries. After installation Unipower requires no attention except the occasional addition of water.

2. **Superlative reception**—Unipower gives continuous, unfailing "A" power of highest quality. No hum, no noise, no fluctuation in voltage.

3. **Goes inside the cabinet**—Because of its compactness and patented gas-tight cover, Unipower

is the only complete "A" power unit that can be safely installed inside set cabinets.

4. **Definite economy**—Compared with dry cell operation or the expense and inconvenience of having storage batteries charged, Unipower pays for itself over and over again. The operating cost is but a few cents a month. No tubes, bulbs, lamps or working parts that require frequent and expensive replacement.

5. **Master control switch**—Unipower's master control switch operates both the radio set and Unipower. This switch connects Unipower to the house current and the radio set. When the radio set is on, the house current is off—when the set is off, the house current is on.

6. **Charging unit**—Unipower contains a Balkite charging unit of special design. The Gould Storage Battery Company possesses the exclusive rights to this special charger when used with a battery in a single unit such as Unipower.

7. **Automatic Cut-off**—It is impossible to damage Unipower through the failure to add water when necessary. When this happens, the charger automatically cuts off and prevents harm to the battery unit.

Gould Storage Battery Co., Inc., 250 Park Ave., New York; Chicago, Kansas City, San Francisco.

Unipower is supplied in two models for 60 cycle, 110-125 volt A. C. The four volt type is for UV-199 tubes or equivalent and retails for \$35; the six volt, for UV201-A tubes or equivalent, retails for \$40. (West of Rockies, prices are slightly higher)



Unipower

TRADE MARK

Off when it's on—On when it's off

The Trade in PHILADELPHIA and LOCALITY

Dealers in the Quaker City Stage Big Sales Drives and Clear Decks for Fall

Summer Lethargy Replaced by Unusual Activity as Dealers Get in Back of Machines With Intensive Sales Promotion Efforts—Displays of New Models Interest Dealers—Other News of Month

PHILADELPHIA, PA., August 8.—Though the outstanding factor in the trade that stimulated an otherwise sluggish market of mid-Summer trend was the price cut in Victor machines, the dealers handling other makes than those which comprise these nationally known brands benefited by similar interest in their products through awakened public interest brought about in the exploitation and wide publicity given the Victrola price concessions.

Records, too, were subjected to a material stride in sales as a result of the buying movement for the Victor and other makes of machines. Red Seal records particularly were in demand although the popular favorites in vocal and instrumental selections were maintaining fairly active levels throughout the July month.

So broadly scattered and urgent was the demand for the Victrolas under the recent discounting plan that the local distributors, the Philadelphia Victor Distributors, Inc., 835 Arch street, and H. A. Weymann & Son, Inc., 1108 Chestnut street, were obliged to double the employment forces and to keep shipping and packing departments working on a night and day basis in order to meet the requirements of the retailers. These distributors barely received their shipments from the factory before they were obliged to send them on the way to the retailers throughout the State territory coming under their jurisdiction or the city trade. Many of the department stores made special offerings and attractive terms to dispose of the Victrolas and met with generous patronage from the public and it was to take care of these pressing demands that the wholesalers were obliged to maintain extra help and working hours in order to speed up shipments.

Everybody's T. M. Co. Buys Building Outstanding in the month's trade events was

the expansion of the business of the nationally known manufacturer of the Honest Quaker Main Springs and accessories dealer, the Everybody's Talking Machine Co., and its purchase of the home that it now occupies. With the purchase of its own home at the price of \$100,000 the firm becomes owner of an attractive and modern building with three stories and a large basement devoted to its own use. Established for more than eleven years, Everybody's has occupied the present quarters for the past four years and only recently reconstructed the structure into a modern home, redecorating both interior and exterior as well as remodeling the building. The successful business which has been built up by the broadly distributed market for the Honest Quaker main springs and the Uniantone needles and other accessories and repair parts manufactured by the firm has further been extended by the entrance of the firm into the wholesale record distribution field and within the past month the radio market. Through arrangements given in detail in another part of this issue of The World with the Adler Mfg. Co., Everybody's Talking Machine Co. becomes the local distributor of the Adler-Royal phonograph and radio combinations.

Among the models that now are being featured for the Fall are the four newest additions just out and including the two wall models to retail at \$125, made in Match Burl walnut cabinets and two Perford styles combination phonograph and radio Wall types, retailing at \$225. Manager Robert Harris, who looks after the Eastern District, attended the recent conference at headquarters in New York when it was announced that the Adler Mfg. Co. would in the future distribute its products through wholesale dealers. With the change in the local territory Manager Harris joins the Everybody's

Co. as sales promoter for the Adler-Royal machines and radio. Other products which recently have been acquired by the Everybody's Co. are the wholesale distribution of the Odcon and Okel records and it is in conjunction with this record department that the Adler-Royal products will be carried, under the management of Paul Green.

Display New Magnavox and De Forest Models

The new models of the Magnavox and De Forest radios are now ready for trade distribution and are on display at the headquarters of the Girard Phonograph Co., the local distributor, Broad and Wallace streets. The Girard Co., also distributor of the Edison phonographs and records, sent out invitations to all the dealers and prospective retailers of the Magnavox and De Forest, to visit the local display rooms for an advance showing of the new types during the month. In response to the invitations hundreds of dealers in the eastern Pennsylvania and south Jersey territory called at the Girard Co.'s newly acquired quarters, making their Fall selections, with enthusiastic approval of the attractive models that will be featured.

Penn Co. Issues Radio Catalog

A complete radio catalog is being issued for the Fall by the Penn Phonograph Co., 913 Arch street, and is now being circulated among the retailers. It shows the various types of radio and accessories handled by the local distributors of the Jewett, Fada and Zenith radios and outlines the policies of the manufacturers during the coming season with their co-operative efforts in behalf of the dealers with regard to retail distribution. There are eighteen different type sets and forty accessories. H. F. Miller, of the firm, is touring Maine. Walter Grau is traveling western Pennsylvania for the company, having joined the forces during the month. He formerly was identified with several well-known radio manufacturers and has a large circle of acquaintances in the trade. Oliver Ayer, factory representative for the F. A. D. Andrea Co., has removed to Philadelphia with his family and will, during his residence here, co-operate with the dealers handling the Fada radio franchise in the sales promotion and technical adjustment of these makes.

Takes Over Victor Shop

Having taken over the Broad and Snyder avenue store of the Linton chain of Victor talking machine stores, Louis P. Morsback celebrated the opening under the new management by a house warming and entertainment program in which many trade associates and prominent citizens participated. Under the Morsback regime the Broad and Snyder avenue store was transformed into a first-class neighborhood establishment carrying a complete line of musical merchandise in addition to the Victor. On the opening occasion, July 27, the store was decorated with floral garlands and an entire day given over to the entertainment of hundreds of friends and patrons who called to congratulate the new owner on his second business venture. In the evening of the opening date the firm was host to the Union Republic Club. The store will be managed by William Elton, formerly with the Linton Co.

Plans to Add to Lines

Another talking machine accessory dealer and manufacturer of the Good Luck Main Spring is contemplating branching out into other lines than those now carried. He is Leo Mark, head of the National Talking Machine Supply Co., 103 North Ninth street and 123 North Tenth street. For the purpose of investigating the possibilities of other lines of musical merchandise he will visit the manu-



GUARANTEE PORTABLE RETAILS FOR \$25.00

Each and every machine
guaranteed unconditionally.

SPECIFICATIONS:

1. Teatone Leather Case
2. Standard Heineman Motor
3. Plays Two 10" Records
4. Standard Taper Tone Arm
5. Specially Loud Reproducer
6. Device for Carrying Records
7. Machine Will Play 12" Records
8. Patented "Non-Spill" Needle Cup
9. Size 14 1/2" x 11 1/2" x 7 1/2"
10. Weighs 14 1/2 lbs.



Costs you \$10.50

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. Tenth Street PHILADELPHIA

Write for our latest Main Spring Chart

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 150)

facturers of musical instruments in New York during the coming month with a view to adding to his stock brass and string musical instruments and other lines.

William Heinemann in New Post

The Frankford avenue store of the Linton Co. is now under the management of William Heinemann, who several years ago was connected with the Linton firm in a sales capacity. Manager Heinemann is a noted cornetist and is connected with prominent orchestras in the city.

Leading Firms Add Guarantee Portable

There has been a decided increase in the demand for talking machine repair parts, according to the records of the Guarantee Talking Machine Supply Co., of which William Postner is head. The demand for Guarantee portables continues to hold at the early Summer levels and numerous portables are being shipped to all parts of the country. Among some of the larger trade houses that added the

Guarantee portable during the month were the Gimbel and Wanauaker department stores, the Starr Piano Co., New York, and the Hech Bros. Department Store, Baltimore.

To Install Radio Department

The repair plant in the Carson Talking Machine Repair Shop has been extended and additional equipment installed for the repairing of talking machines, for the trade and public. Another room was added, providing double space. Harry Carson, head of the firm, will add radio to the business during the coming season and is now preparing for stocking these new lines. The radio business will be conducted along with the repair shop.

Completes Successful Trip

Irvin R. Epstan, of the J. A. Fischer Co., of this city, manufacturer of Valley Forge main springs and a complete line of talking machine repair material, recently completed a successful trip through New York State in the interest of the Valley Forge line. Upon the completion of this trip Mr. Epstan left on a vacation from which he expects to return well fitted to make the coming season a banner one.

Advance Notice of New Victrolas

H. A. Weymann & Son, Inc., wholesale Victor distributor of this city, made early announcement to its dealers of the new type of Victrolas to be ready in the Fall, which, the Weymann letter stated, would be revolutionary in the full sense of the word. A suggestion was made that the present stocks be moved and moved quickly and several helpful suggestions were given for the furtherance of this plan.

L. W. Ewart Talks on Good Will Building

As the various products of the Philadelphia Badge Co., of this city, manufacturer of the Valvaloid record cleaner, are of the novelty advertising kind, this company has given much attention to the subject of building good will through this form of publicity.

In speaking of this particular feature of advertising, L. W. Ewart, sales manager of the company, stated: "It is surprising how little value the average retailer places in this really prominent part of a successful business. Not so many years ago the merchant who was at all prominent in his line depended a great deal on good will. He made it a point to come in personal contact with as many of his customers as possible. He shook them by the hand when leaving and nearly always presented them with some little token bearing his advertising. Some-

Robert Harris Appointed to Important Everybody's Post

Placed in Charge of Wholesale Adler-Royal Department for Which Philadelphia Concern Has Become a Distributor

PHILADELPHIA, PA., August 6—Everybody's Talking Machine Co., of this city, which was appointed a distributor of the Adler-Royal products made by the Adler Mfg. Co., New York City, has announced the appointment of Robert Harris to take charge of this department. Mr. Harris was formerly Eastern district manager for the Adler Mfg. Co. and is a thorough sales executive in addition to having an intimate knowledge of Adler-Royal products. S. Fingrud, treasurer of the company, stated that Mr. Harris has become permanently associated with the Everybody's Co. and will give his full attention to the distribution of Adler-Royal products.

Paul Green, who has been associated with the organization for some time, has been appointed in charge of the Okeh and Odeon record distributing department.

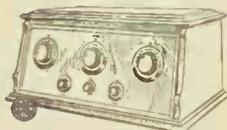
S. Fingrud and Philip Grabuski, president of the company, are continuing their stay at Atlantic City and during the Summer months have entertained many of their out-of-town customers at this famous resort.

The principal business of the company, which consists of Honest Quaker main springs and talking machine repair parts, is growing as the season advances and every indication points toward an exceptionally good Fall season.

thing useful and attractive that would keep him fresh in mind. It might have been a pair of suspenders with a suit of clothes or a little package of crackers from the grocer, but it was good safe advertising.

"Some time ago I personally saw a merchant, whose name is the embodiment of success, escort a feeble old lady from the entrance of his store where he often stood, through that floor to the elevators up four stories to the notion counter, chatting with her all the time and leaving her with her sweet tired face wreathed in smiles. She made a twenty-five cent purchase. Do you think she forgot that man when she left. You bet she did not and never would.

(Continued on page 152)



FADA Neutrodyne Receiving Sets

FADA Phonograph Panels

FADA Phonograph Units

Jewett Receiving Sets

Jewett Super Speakers

Jewett Vemco Units

Jewett Highboy Cabinets

Jewett Parkay Cabinets

A-C Dayton Phono Sets

Philco Batteries

Eveready Dry Batteries

Balkite Products

R-148 Signal Loop

Jewett Instruments

[Distributed by Philadelphia's leading Musical Radio Wholesaler]

PENN PHONOGRAPH CO.

913 Arch St. Philadelphia, Pa.



Victrola No. 1-1 Mahogany Finish

A Victrola for Fifteen Dollars

A good machine to feature in the summer time

Every sale of a Victrola No. 1-1 increases your Victor Record business and furnishes a prospect for a cabinet type Victrola.

We are prepared to make immediate delivery of this type.

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

VICTOR WHOLESALERS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 151)



3 1/2" in Diameter. Patented, 1922.

If you break down sales resistance 50% of a sale is consummated. **GOOD WILL** helps to do this.

Velvaloid Record Cleaners Create Good Will

Order for the fall. Every little bit helps. The Cheapest and Best **GOOD WILL** advertising you ever invested in. A trial will prove it. Dealer's ad beautifully imprinted on the Pyralin top as he wants it. The cleaning surface is Pyle Plush in assorted shades.

Order direct or thru your jobber. A sample for the asking
PHILADELPHIA BADGE CO., Manufacturers & Exporters
 942 Market Street Philadelphia, U. S. A.

"In these times of high pressure and forced draft these little courtesies and attentions are sadly lacking. I honestly believe the merchant who will go back a few years and incorporate some of the then successful details of personal contact with modern methods will be well repaid."

As the Fall season progresses the Philadelphia Badge Co. reports that the demand for Velvaloid record cleaners is increasing proportionately and that the popularity of this method of good will advertising has reached all parts of not only this country but the entire world. Foreign shipments are reported as entirely gratifying and local retailers are already sending in their orders for holiday trade.

Takes Over New Factory

The H. H. Eby Mfg. Co., of this city, manufacturer of Eby binding posts, has taken possession of its new factory at 4710 Stenton avenue. The company also announces that due to patents controlled by them the Marshall-Gerken Co., of Toledo, O., has discontinued the manufacture or sale of binding posts.

Burt Bros. Busy

Burt Bros., Inc., well-known furniture manufacturing house of this city, and manufacturers of a line of radio cabinets, report Fall demands have already been substantially manifested, and C. H. Burt announces that in preparation for the big season expected he will shortly introduce several new models to the trade.

Guarantee Talking Machine Supply Co. Rushed

"One of the biggest portable years we have ever experienced" is the way William H. Posner, of the Guarantee Talking Machine Supply Co., of this city, describes business at the present time. Although the demand for talking machine repair parts continues good the busi-

ness done in Guarantee portables has been phenomenal. It is very likely that this company will shortly announce a new product of interest for the Winter months.

Feature Chaplin's Record

With the release of the new Charlie Chaplin records of "Sing a Song" and "With You, Dear," which were featured on August 1 by the Brunswick Co., local branch, 40 North Sixth street, the Philadelphia trade made extensive preparation to tie up with the simultaneous appearance of the newest of Chaplin Films displayed at local movie houses. Window displays, announcements and other means of reaching the public were resorted to and the theatre lobby exhibitions and exploitation were helpful in bringing about better sales.

Pushing Cheney-Radio

For the Fall trade the Cheney Sales Corp. is making a drive on the radio combined with the Cheney phonograph and the special line handled by the company in radios—the Receptad and Thermodyne. These are to be featured extensively this Fall and in estimation of the coming season by advance sales they have been most favorably indicative of a broadly distributed market for the Cheney products. Model 108, in the console type with the combined five-tube radio set, with indoor and outdoor aeriols, is among the most popular of the Autumn models and will prove a strong seller from all indications.

Big Columbia Record Drive

When Art Gillham, the Whispering Pianist, made his bow to the Philadelphians on the radio, on August 1, the Columbia Phonograph Co. was very much on the job with a broadly advertised tie-up with the records by this artist. Manager Heath, in co-operation with the Colum-

bia dealers, broadcast by displays in windows, newspaper campaigns and other publicity channels, the appearance of the artist both in Philadelphia and Harrisburg with excellent rewards in increased sales for the records of the Gillham selections. Late releases of the Columbia have been big sellers and have some very attractive and sales-pulling numbers. The John T. Scopes Trial and a tie-up on a discourse of Evolution, the Death of Floyd Collins, with a company of lecturers and exhibit entourage, making the rounds of the cities, showing Irv Collins met his death, and like current subjects have been among the Columbia group of best sellers throughout the local territory.

Ray H. Manson Making Important Visit to Europe

Promoting the Sale of Stromberg-Carlson Radio Apparatus Throughout British Empire

Ray H. Manson, chief engineer of the Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y., manufacturer of Stromberg-



Ray H. Manson

Carlson neurodyne products and telephone apparatus, is now in Europe with his family. Mr. Manson sailed several weeks ago, arriving in Liverpool on July 13, and will probably stay abroad for the Summer.

Mr. Manson's object in going to Europe was for the purpose of promoting the sale of Stromberg-Carlson radio apparatus throughout the British Empire, and judging from the success of his trip to date his visit abroad was well worth while. Mr. Manson has a host of friends in the radio industry, both here and in Europe, for he is recognized generally as one of the foremost engineers in the radio industry.

F. A. D. Andrea, Inc., Has Display of New Models

One of the interesting happenings in the radio field in New York this past month was the display of Fada furniture models of radio receivers made by F. A. D. Andrea, Inc., New York, at the Hotel Commodore, which started on August 10, and is in progress as this issue of *The World* goes to press. The exhibition was open each day from 10 a. m. until 10 p. m., and a great many dealers from the metropolitan district and nearby cities found an opportunity to inspect the new models of Fada sets, which are most artistic in design and distinctive in character. The entire Fada line was displayed with the Neurolette, the featured model. This new model is a five-tube radio frequency receiver embodying the neurodyne principle, licensed under the Hazeltine patents.

Incorporation

The Vibro Piano & Instrument Co., Liberty, N. Y., was recently incorporated at Albany with a capital stock of \$250,000. The incorporators are H. Beck, S. Scheraga and A. Vredenburg.

Make Your Own Records on the Edison Diamond Disc

with The Oro-Tone Combined Recording, Reproducing and Radio Attachment



No. 100 ORO-TONE 3 in 1 Attachment

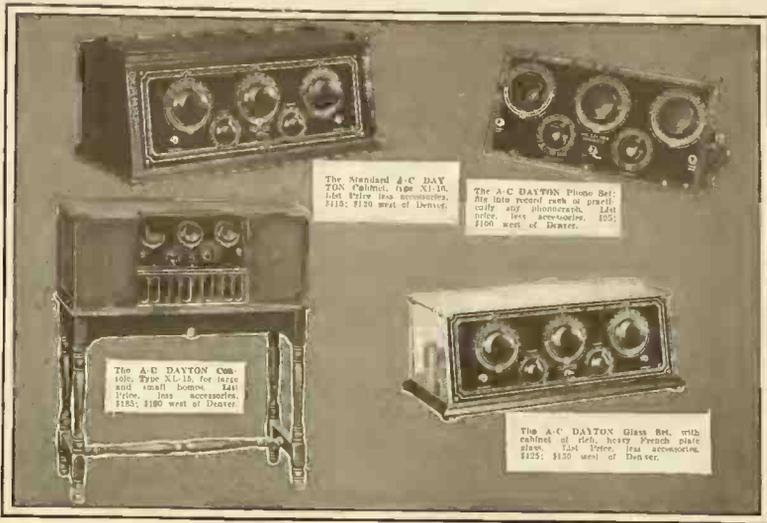
Will Record on The Edison
 Will Play All Records on The Edison
 Will Convert The Edison Into a Radio Loud Speaker

LIST PRICE
\$8.50
 NICKEL FINISH

The ORO-TONE Co.
 1000 George St. Chicago, U. S. A.

LIST PRICE
\$10.50
 GOLD OR OX.

Send for Sample on Approval



The Standard A-C DAYTON Cabinet, type N112, 14 1/2" wide, 10 1/2" high, 10 1/2" deep. List price, \$120 west of Denver.

The A-C DAYTON Photo Set. The late recent rush in portable and photograph sets. List price, less accessories, \$100; \$110 west of Denver.

The A-C DAYTON Combination, type N113, for large and small homes. List price, less accessories, \$185; \$190 west of Denver.

The A-C DAYTON Glass Set, with cabinet of soft, heavy Pyrex glass. List price, less accessories, \$125; \$130 west of Denver.

With this line— Make More Money from Radio

The merchant who is stocked with the 1925-26 A-C DAYTON line is prepared to realize the utmost from radio the coming season.

He has, first of all, an established receiver, proven by performance. He is prepared to reach the whole market—the farmer or the city dweller—the man who wants performance or the man who wants a handsome instrument—the man who can afford the best or the man who can pay the least. He

can carry the full line—for with four models he can meet any normal demand for complete radio performance without carrying an overburdening inventory.

More than that, he has a line of maintained price, and complete protection against cut prices as a result of stock dumping in his community. Those prices, ranging from \$95 to \$185 (slightly higher west of Denver), cover thoroughly the field of greatest demand—the medium price field.



The A-C DAYTON Photo Set converts practically any photograph, cabinet or cabinet model into a dual use instrument in less than an hour. Here is shown the Photo Set in cabinet phonograph.

If you look upon radio as a means of building a permanently profitable business—send in the coupon today!

The A-C Electrical Manufacturing Company
DAYTON, OHIO

Makers of Electrical Devices for more than twenty years

A-C DAYTON RADIO

"for the man who believes his own ears"

A-C ELECTRICAL
MFG. CO.

Dayton, Ohio

Please send me full prices and discounts on the 1925-26 A-C DAYTON line. Also put my name on the mailing list to receive information concerning your complete selling plan for this season.

Name

Address

T.M.W.-8

When writing A-C Electrical Mfg. Co., please mention The Talking Machine World



—this is the slogan adopted by

Phonograph Manufacturers National Association

Officers and Directors

M. C. SCHIFF, *President*
Vianola Talking Machine Co., Chicago

OTTO HEINEMAN, *Vice-President*
General Phon. Corp., New York

F. A. WOLF, *Vice-President*
Wolf Manufacturing Industries,
Quincy, Illinois

FRANKLIN B. WARD, *Vice-President*
Radio Master Corp., Bay City, Mich.

J. S. WAITERS
Vincennes Phonograph Co.,
Vincennes, Indiana

F. D. MCINTYRE
Plymouth Radio and Phonograph Co.,
Plymouth, Wis.

L. B. CASAGRANDE
Caswell Mfg. Co., Milwaukee, Wis.

S. A. RIBOLLA, *Treasurer*
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PUBLICITY, F. X. SHETTLER
Perkins Phonograph Co., Chicago

WOODWORKING INDUSTRIES
Axel Nordlund
Excel Phono. Mfg. Co., Chicago

MOTOR INDUSTRIES, LESLIE GORDON
H. G. Saal and Co., Chicago

TONE ARMS, LEIGH HUNT
Oro Tone Company, Chicago

PORTABLES, D. T. ALLEN
Caryola Company of America,
Milwaukee, Wis.

STANDARDIZATION OF MATERIALS
Anton Clemetsen
Anton Clemetsen & Co., Chicago,
F. F. Paul, United Mfg. and Distrib-
uting Co., Chicago

MEMBERSHIP, W. J. McNAMARA
Empire Phonograph Parts Co.,
Cleveland, Ohio

CREDIT, AUDITS AND COSTS
V. Clemenson
831-839 N. Wood Street, Chicago

Founded February 19, 1925

To stimulate consumer demand for the phonograph by bringing to the public a true appreciation of its value as an instrument of entertainment and education.

To formulate a plan of co-operative national advertising.

To foster the interests of its members by the establishment of trade standards.

To establish and maintain uniformity and certainty in the customs and commercial usages of the industry.

To promote a more enlarged and friendly intercourse among those engaged in the industry.

To the Dealer:

Do you think the classifications on your freight shipments are right when compared with similar commodities? Join with us in trying to get your rights.

Have you in the use of tone arms and radio loud speakers had difficulty in getting the parts to intermember? Write your manufacturers to make this part to fit 706/1000 diameter. Let this be the standard. Use no other.

What can this Association do for you?

Are you in favor of our suggestion for a slogan and advertising?

Let us all co-operate in the interest of the PHONOGRAPH.

Write our Secretary today.

Our Members:

Do you know them? Over 50% of the total number of Manufacturers of Phonographs, making 1,000 machines per day, **not including portables**, are members.

These factories are complete in their equipment. Employees experienced by long training build the products.

Their merchandise is up-to-date in design as well as quality.

Ask our Secretary for a list.

All manufacturers are cordially invited to attend any meeting held the third Tuesday of each month. A dinner at 6.00 P. M. in the Furniture Club of America's Rooms on the 17th floor of the American Furniture Mart Building, 666 Lake Shore Drive, Chicago.

Address all correspondence to the Secretary, HENRY A. OTIS, 500 Diversey Parkway, Chicago, Illinois, Telephone Lakeview 7680.

Manufacturers of Phonographs, Portables, Phonograph Cabinets, Motors, Tone Arms and Records are eligible.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager

324 WASHINGTON ST., BOSTON, MASS.

Improvement in Business in the New England Territory Encourages Trade

Drives on Machines at Reduced Prices Partly Responsible for Stimulation of Sales—All Lines Feel Betterment—Popularity of Phonograph-Radio Models—Trade Activities of the Month

Boston, Mass., August 7. Business in the talking machine line has shown some improvement this month, due in large measure, no doubt, to the favorable prices at which goods were offered to the public. The Victor cut, which had a widespread effect in the trade, was taken advantage of very liberally and the reduced price of Vocellon records also played a big part in stimulating trade. Similarly there was a notable mark-down in the price of machines as advertised by a number of merchants. Many of these machines came into the dealers' hands in lieu of cash and they were accordingly offered to the public at attractive figures. So, take it all in all, the July business averaged pretty well on the whole. Not much is looked for during the current month, usually one of the worst of the year; but there is a general feeling that September will start in fairly well, presaging a brisk Fall trade.

Strong Demand for Brunswick Radiola

The Brunswick Radiola is going rather strong, all things considered, and Manager Harry Spencer is well pleased at the turn affairs have taken, for one learns at the Kingston street headquarters that the July business was far ahead of what it was in June and the latter was not such a very bad month, either. Apropos of the Brunswick business it is of special interest that there was a meeting of twenty of the largest New England jobbers at the Brunswick headquarters a few days ago and there was a unanimity of opinion that it was the best course to stand pat on the question of prices and not let down the bars. The dealers went even further and adopted a resolution which has already been sent to the Brunswick home office in Chicago, deprecating any move to cut prices to meet competition, and urging that the present list prices be maintained for the present at least.

Many Vocellon Dealers Appointed

Relative to the Vocellon business for which the Brunswick now has the New England field, it is stated that this business has more than doubled and at the present time there are fifty additional dealers handling this line, all of whom are quite enthusiastic over the new proposition.

Improving New Home

Henry Shoemaker, manager of the Eastern Talking Machine Co., has finally got his country home at Scituate, which he purchased in the Spring, ready for occupancy, and on August 1 he and Mrs. Shoemaker took possession. From now on it will be their all-the-year-round home. The house, which has a good location and was of fine old-fashioned type, has been considerably renovated, repainted and repapered throughout and is now one of the most attractive places in that part of the town.

Victor Price Cut Booms Demand

Manager Shoemaker says the new order of things in the cut in prices of Victor records has found a tremendous response everywhere among dealers, who in turn report customers taking wide advantage of the new prices. The sales are reported to be way beyond expectation and only a few days after the announcement made by the Victor early in July the effects of the cut became noticeable, and Mr. Shoemaker says that he has had difficulty in getting enough goods from the factory. So busy has the Eastern's headquarters here been

that Herman Fleishman, of the sales staff, has been kept inside to assist in getting orders on their way. Mr. Shoemaker at this writing is over at the factory conferring with Victor officials relative to future deliveries.

Joe Burke Home From South

Joe Burke, of the Musical Supply & Equipment Co., jobber for the Sonora, has returned from his several weeks' trip South, during which time he got as far as Havana, Cuba, and visited a number of places in Florida, on the East coast especially. Mr. Burke reports business in all departments a little ahead of last year at this time. He says that especially is the Music Master proposition going well and there are a number of new accounts to carry this line.

Vocellon Hall Stages Victor Drive

Vocellon Hall has been advertising a special sale of Victrolas and Vocallions, "one-half price while they last," at its headquarters at 190 Boylston street, this city, and the sale has been quite satisfactory to Manager Kirk J. Coffrin, who, by the by, spent his vacation around southern New Hampshire, where he found the fishing unusually good. So, between fishing and talking machine sales, his catches this season have been much to his liking.

Sailors Become "Talker" Merchants

Here's another interesting bit of talking machine news, which does not concern any special company but is of general interest, especially to those that happen to be doing business here. At the Quiney shipyards there are two battleships from the Argentine. The crew and possibly some of the officers apparently know a good thing when they see it viewed commercially, and they have hit upon talking machines as something they can turn an honest penny on. Consequently the men of these two

ships, with their eyes open for bargains in machines and records, have bought any number of them and expect to have no difficulty whatever in disposing of the goods when they get back home. One of the lucky dealers who has profited to perhaps the greatest extent is the Quiney store of Henry I. Kineaid & Co., who has sent a great many outfits to these battleships and it is said there are several hundred on the ships which the "gobs" will sell as soon as they get home.

Plays Host to Radio Jobbers

Frank Reichmann, president of the F. A. Reichmann Corp., played the honored role of host lately at a luncheon at the Adams House given to twenty of Boston's largest radio jobbers. The occasion was Mr. Reichmann's opportunity for getting acquainted with the local trade. James Ago, the local distributor for Thorola products, arranged the luncheon. In his talk to the jobbers Mr. Reichmann stated that the "horn type" has clearly demonstrated that it is the most popular speaker, and that the new Thorola horns will be constructed of Bakelite and will be identified by a gold band around the throat. There are three separate research laboratories, he said, one for the development of loud speakers, another the chemical laboratory for the improvement of equipment from a chemical standpoint, and the third the radio laboratory for the development and improvement of parts and circuits for radio broadcast receivers.

Home From Victor Conference

Robert S. Steinert, of 35 Arch street, whose establishment as well as the store in Boylston street is still handling Victor goods at retail, is back from Camden, N. J., where he went to confer with the Victor officials. John Mahoney, of the retail sales force at this store, is back on the job after a five weeks' vacation spent at Green Harbor, Me. F. B. White, also of the sales force, spent his vacation at Waterboro, Me. Thomas Kelleher, of the financial department, making his headquarters at the Boylston street Steinert store, has started on his vaca-

(Continued on page 156)

To the New England Radio Trade:—

The Fifth Annual Boston Radio Exposition will be held in Mechanics Building, Boston, the week of October 12th.

This is the occasion when the manufacturers of the nation have an opportunity to set forth for your convenient inspection their products and to outline their policies.

Manufacturers who do this expend time and money to save you time and money in selecting lines.

In addition, these manufacturers stimulate radio interest in New England. That brings sales for you.

Thus, these manufacturers are supporting you and deserve your first consideration and, if products warrant, your orders. They'll see you at the show.

SHELDON FAIRBANKS, Director

BOSTON RADIO EXPOSITION

209 Massachusetts Ave., Boston

New England Trade News

(Continued from page 155)

tion, and Frank Baldelli, of the retail department of the same store, also left to-day for a few weeks.

Add to Sales Organization

Two new salesmen added to Manager Burke's staff are Dan Lynch, formerly a Brunswick dealer, whose territory will be eastern Massachusetts, and J. F. Quinn, who will have Connecticut and be resident manager with headquarters at New Haven.

On Vacation

Platt Spencer, of the Brunswick, whose territory is most of New England, is taking his vacation in "week-ends" at his family's Summer home at Nantasket. Later in the season he will spend a week in New York City, where he has many friends. Elmer C. Nelson, of the Brunswick staff, spent a week at Lake Sterling, up near Worcester.

Fall Injures Harry Spencer

Harry Spencer, manager of the Brunswick's New England headquarters, met with a rather painful accident a few weeks ago when he slipped in such a way as to break a small bone in one of his feet, which was the means of confining him to his bed for several days. He is now able to get to his office, however.

Mr. Woodside, of the Woodside Vocalion Co., of Portland, Me., was a Boston caller a few days ago, and he reports that the Vocalion line is going well in his territory.

Encouraging Columbia Sales.

William Parks, New England manager of the Columbia Co., spent several days over in New York the latter part of July conferring with the company officials relative to the Fall business. The Columbia record business in particular is making marked headway throughout New England and July is reported to have shown a surprising increase in sales. As for machines there has been an encouraging demand for the more popular types.

Louis Sterling, who is now chairman of the board of directors of the Columbia Co., and now making his headquarters in New York, whither he came some time ago from London, plans to come over to Boston in the near future. Just now he is concentrating on the plans for the immediate future for the company, for he is one of the men who see a good season ahead and is laying his plans accordingly.

H. J. Magnant a Visitor

A Boston caller at the Columbia headquarters a while ago was H. J. Magnant, of New Bedford, who is now handling the French-Canadian releases of the Apex Record Co. He



For The Man Who Wants Business



*Of course you know
good merchandise brings good sales
And we know from*

Okeh Records
you do have good sales!

Why not take an inventory of your stock?
Judge our records by sending for the latest Okeh Catalog.
The contents of this book speak for the Quality of Okeh.
The next step is to become an Okeh Dealer.
From this step grow good sales.

General Phonograph Corporation of New England
126 Summer Street, Boston Mass.

reports a heavy call for these records among the French-Canadian population of his home city.

W. A. Harvey Sails for Holland

Winthrop A. Harvey, of the C. C. Harvey Co., sailed for Holland on August 1 via the New Amsterdam and will be away until the middle of September. He is accompanied by his wife and daughter and several weeks of their time will be spent in Holland.

Francis T. White, manager of the talking machine department of the C. C. Harvey Co., has returned from his fortnight's vacation spent with his family at Cape Cod.

Consolidates Its Business

The Christophe Music Co., San Francisco, Cal., has combined its retail and wholesale business at 2392 Mission street.

A branch of the Rudolph Wurlitzer Co. was recently opened at 425 Lincoln Way, La Porte, Ind.

Hamburg Bros. Offering Head Set to the Trade

PITTSBURGH, Pa., August 6.—Hamburg Bros., of this city, manufacturers of Pennsylvania harmonized head sets and the new Pennsylvania loud speakers, are energetically developing the talking machine trade for the coming season. The Pennsylvania line of head sets and speakers has already made a reputation and, based upon the popularity of the line in the past, Hamburg Bros. are looking forward to an exceptional Fall season. Two models of the Pennsylvania head sets are being presented, as well as two models of the Pennsylvania loud speakers. Type "AA" is described as a semi-gooseneck speaker. Type "G" is of the regular gooseneck style. Many individual and distinctive claims are being made for the Pennsylvania line and Hamburg Bros. are placing samples on memo to demonstrate these claims. A campaign in general magazines and newspapers has been entered into, together with a number of dealer displays.

VICTOR and RADIOLA

A combination of leaders that insures a tremendous opportunity for business building for all Victor Dealers this Fall and Winter. This is the time for preparation and Ditson-Victor Service will prove invaluable to that end.

VICTOR



EXCLUSIVELY

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

IN THE MUSICAL MERCHANDISE FIELD

Valuable Sales Hints in Leedy Drum Topics

Live House Organ of the Leedy Mfg. Co., of Indianapolis, Ind., Contains Much That Is Interesting to the Retail Merchant

One of the liveliest and most valuable house organs in the music trade, from the standpoint of the talking machine dealer, is Leedy Drum Topics, issued by the Leedy Mfg. Co., of Indianapolis, Ind. The recent issue, which has just come to hand, contains some especially thought-provoking data. Through this issue are scattered photographs of the various departments of the Leedy plant, showing also the various processes the drums are put through before the product is completed for shipment. Beneath each photograph is some text which describes the process, giving dealers information which can be used to advantage in sales promotion. In addition there are brief, neat paragraphs of merchandising and personal interest.

Kansas City Music Co. Boosting the King Line

L. L. Fox, of the H. N. White Co., reports that the Kansas City Music Co., 1212 McGee street, Kansas City, Mo., King dealer, has moved into much larger quarters at 1109 Walnut street. Sid Blood, president of the company, states business is exceptionally good for the time of year. "We are having a run on King Sousaphones, as well as trumpets, and trombones. Saxophone business is not so good. We are going after business in the small country towns, as we have our equipped truck, carrying all the King line, to supply the needs of our customers," he declared. W. Edwards has charge of outside sales.

The B. B. Todd Co. Adds Buescher Instrument Line

PHILADELPHIA, PA., August 7.—The B. B. Todd Co., of this city, recently secured the agency for Buescher band instruments. This establishment carries the Martin line of instruments and it will now carry, in addition, the full line of the various types of band instruments made by the Buescher Band Instrument Co., Elkhart, Ind. The musical instrument department of this firm was installed but recently, and since its inception it has made rapid strides and has been materially expanded.

Adds Musical Merchandise

Barrier Bros., operating a department store in Lubbock, Tex., will soon open a completely equipped and stocked musical merchandise department, according to an announcement recently made. Band and orchestra instruments will be featured and it is planned to institute an aggressive drive for business.

Visits H. N. White Plant

Alonzo Leach, Des Moines, Ia., King dealer, has returned from a visit to the H. N. White Co.'s plant in Cleveland. Mr. Leach, in commenting on his trip, says: "I knew King's were good but I had never quite realized or appreciated the work that makes them so good. We are doing a good volume on the line, and it is steadily growing."

Dealers Aided by the Mitchell Bros., Banjoists

Vaudeville Artists, Users of Vegaphones, Stimulate Demand for Instruments, by Their Appearances—Dealers Tie Up Effectively

Boston, Mass., August 7.—Music dealers throughout the country have been aided appreciably by the appearances in their localities of the Mitchell Brothers, who have achieved national prominence as banjo artists, according to William Nelson, advertising manager of the

Vega Co., manufacturer of Vegaphone banjos, the instruments used by the Mitchells.

When the Mitchells arrive in town they immediately win the approval of all those interested in the banjo and when it is discovered that they are using Vegaphones the local Vega agent finds that he begins to receive more calls for Vegas.

The Mitchell Brothers have attained national fame through their Victor records and appearances in the Keith theatres throughout the country. Their records, which Vega dealers are using to demonstrate Vega instruments, are unusually popular.

A Plan for Financing Payment Sales of KING Band Instruments



HAVEN'T you sometimes said "We don't handle band instruments" when some customer inquired about a saxophone, etc., just because of the difficulties in selling on time payments?

With the new plan for financing payment sales which we can now offer to "King" dealers, this obstacle is removed. You can have a small-goods band instrument department without tying up any capital; and what is most attractive, dispose of your leases without sacrificing a cent of profit. The difference between our published cash and payment prices will cover the cost of financing so you receive the full list price.

This financing plan is clearly explained in a folder now ready for distribution. There is no red tape or complicated accounting connected with it, and the plan is available to every dealer selling "King" instruments. If this plan will be of service to you we'll gladly send one of the folders upon receipt of your request.

If you are interested in this plan and in the exclusive agency for "King" Instruments clip out and mail the coupon below.

THE H. N. WHITE CO.
5215-66 Superior Ave. Cleveland, Ohio
Manufacturers of
"KING" BAND INSTRUMENTS

LEASE FROM
The Music Shop
PAYMENTS

The H. N. White Co.
5215-66 SUPERIOR AVE.
CLEVELAND, OHIO

A Plan for Financing Instrument Sales of
KING
BAND INSTRUMENTS
Bankers

A Presentation of
the
Exclusive Agency
for
KING
BAND INSTRUMENTS
Prepared for
The H. N. White Company
CLEVELAND, OHIO

SEND COUPON FOR BOOKLETS!

THE H. N. WHITE CO., 5215-66 Superior Ave., Cleveland, O.
Gentlemen: Kindly send the booklets checked:
 Plan of Financing Payment Sales.
 Exclusive Agency for King Instruments.
We (do) (do not) handle band instruments.

Name _____
Address _____
City _____ State _____

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 157)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Give a thought now to your Fall Hohner Harmonica stock. Order enough to take care of your share of the nation wide demand created by Hohner.

Write us for our "Big Business Builders"

M. HOHNER

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

King Band Instruments Sell Well in Southwest

L. L. Fox, General Sales Representative, Returns From Extensive Trip With Favorable Report of Conditions Throughout Territory

CLEVELAND, O., August 5.—The band instrument business throughout the Southwest continues highly satisfactory, according to L. L. Fox, sales representative of the H. N. White Co., manufacturer of King band instruments, who recently returned from an extensive trip, visiting dealers in that district. Mr. Fox reports a fine demand for King band instruments, attributing it to the favorable crop conditions. Saxophones continue high in public favor, with the King Sousaphones and "Saxellos" also enjoying great popularity.

Uses Vega Banjo

Anthony Colluci, banjoist, formerly with the Sam Lanin Orchestra and who is now connected with Vincent Lopez and His Orchestra, uses the Vega banjo, and upon joining the world-famous Lopez aggregation, purchased another banjo from the well-known Boston firm.

M. Hohner to Award Prizes to Winners of Contest

Winners of the Harmonica Contest Being Conducted by the Cleveland Press Will Receive Valuable Prizes of Harmonicas, Etc.

CLEVELAND, O., August 6.—M. Hohner, Inc., New York, is awarding prizes to the winners of the harmonica contest being conducted by the Cleveland Press and will give some of its best harmonicas to the victors. In addition to the instruments, M. Hohner, Inc., will also give gold, silver and bronze medals to the three ranking harmonica players in the contest.

If a harmonica band can be organized the same firm is willing to donate three dozen Marine Band instruments, but the band must be a champion harmonica organization. Jack Davis, Pittsburgh champion, has been entertaining radio fans by broadcasting tunes from his "mouth organ." Several new entrants were reported this week by A. O. Anderson, in charge of the recreational department of the Cleveland Board of Education. One Cleveland school has entered eighty boys and girls.

Bob Gage is conducting the big contest for the Press and hundreds of new contestants are

registered almost daily from every section of the city. Musical instrument dealers in the city are featuring harmonicas in their window displays and sales of these "mouth organs" are greatly on the increase.

Planning Fifth Annual Canadian Band Contest

Several Hundred Organizations of the Dominion Expected to Compete for Prizes at Tournament in Toronto in September

TORONTO, CAN., August 6.—The fifth annual Canadian band contest will be held early in September, when several hundred bands representing every province in the Dominion will compete for prizes aggregating over \$4,000. There will be three classes, the first open to bands of not over forty instrumentalists from Toronto, Hamilton, Ottawa, London, St. Catharines, Winnipeg, Montreal and St. John. This is class A, and the bands will compete for first prize of \$1,000 and the "Musical Canada" shield; second prize, \$500; third prize, \$350. The selection played will be "Capriccio Espagnol," by Rimsky-Korsakov.

Class B is open to bands with a maximum of thirty members, from towns to be selected by the committee. The first three prizes will be \$600, \$300, and \$200, and the selection will be "Golden Dragon," by Karl King.

Class C, with a maximum of twenty members, includes boys' bands with an age limit of twenty. Prizes, \$300, \$200, and \$100, and the test piece will be Sullivan's "Operatic Gems."

The committee in charge includes J. S. Atkinson, director of the Canadian Bureau for the Advancement of Music; D. A. Carey, American Federation of Musicians; J. E. Jarrott, president of the Toronto Union; A. L. Robertson, of Musical Canada; C. F. Thiele, president Ontario Band Association, and J. Andrew Wiggins, well-known Toronto bandmaster.

Leedy Products in Demand

BOSTON, MASS., August 7.—The products of the Leedy Mfg. Co., Indianapolis, Ind., makers of drums and drummers' accessories, are enjoying an unusually good demand throughout this territory. The "floating head" snare drum and the Leedy tympani are in particular proving popular with musical organizations. Charles Seibert, assistant sales manager of the Leedy Mfg. Co., was a recent visitor to the trade in connection with his New England tour.

George Cræknell, band organizer and leader, was recently appointed general manager of the Conn Portland Co., which succeeded the McDougall-Conn Co.

Who Is Making The Dealer Profit in Drums?

The **Ludwig** Dealer

You are primarily interested in profits. Not a "paper" profit nor profits that you think you may get but actual dollars that swell the cash box totals.

If you want such profits to be yours. If you want the continued patronage of the professional player. If you want the new business of the drum performer in the home, the school and the playground, then we ask you to investigate the profit performance of the Ludwig line.

Send for full details and prices now.

LUDWIG & LUDWIG

World's Foremost and Largest Makers of Drums and Drum Accessories

1611 NO. LINCOLN STREET

CHICAGO, ILL.



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 158)

Jack Lundin, Well-known Banjoist, a Ludwig Booster

Many Famous Artists Throughout the Country Regularly Using Ludwig & Ludwig Instruments in Their Professional Capacity

Among the many leading artists in all parts of the country who are boosters for instruments made by Ludwig & Ludwig, manufacturers of drums and banjos, is Jack Lundin, one of the



Jack Lundin

most prominent banjoists of Chicago, Ill. Recently Mr. Lundin purchased a Ludwig Ambassador model banjo from Win. Lewis & Sons, 225 South Wabash avenue, Chicago, who are featuring the Ludwig line. Mr. Lundin, besides being a prominent banjoist, is the author of Lundin's Method for Tenor Banjo Playing, and other books on tenor chord playing. He uses the Ludwig instrument for teaching and other professional playing. He is now with Verne Buck's Dance Orchestra at the Wiltshire Dance Pavilion. He was formerly connected with the Victor-Benson Recording Orchestra.

Hohner Harmonica Receives Publicity in News of Day

Gift of Harmonica From President Coolidge to Youth Who Calls to Exchange Greetings Featured in Newspapers Throughout Country

Appreciation of his thoughtfulness and the gift of a Hohner harmonica was the reward of James G. Walker, Jr., who because his birthday fell on the same day as that of the President of the country and of the country itself, the Fourth of July, felt that it was but right that he should exchange birthday greetings with the Chief Executive. Not only did Master Walker achieve his object of exchanging greetings with the President, but he has the distinction of receiving a Hohner harmonica as a birthday gift from President Coolidge. Acting upon an impulse of his own, the youngster set forth on the morning of the triple birthday for the White Court, as the Summer White House at Swampscott is known, armed with a letter of congratulation to the President and a bar of chocolate as a birthday gift.

Arriving at the entrance to the grounds he was stopped by the guards, but after listening to his story they took his letter and gift and sent them in to the President, the boy returning home disappointed at not seeing the Chief Executive. The President was so impressed, however, with the boy's thoughtfulness that he dispatched one of the White House liaisons to the youngster's home and had him driven back.

The President met the delighted youngster on the porch of the White Court and they exchanged greetings and birthday congratulations,

the President thanking him for the gift of chocolate and the letter. "Have you a harmonica?" suddenly demanded the President. "Yes," replied the boy, "but I could use another," he added, boylike.

President Coolidge's hands had been clasped behind his back and at this point he brought them forth revealing a shiny new Hohner Auto-valve harmonica which he presented to his youthful friend and the latter immediately delighted the President by playing "America" upon it with considerable skill.

Small Goods Trade in Buffalo Territory Brisk

BUFFALO, N. Y., August 7.—During the past two months small instrument sales, particularly those of ukuleles, have led in the music stores in this territory. A. W. Bastedo, conducting a chain of stores in small instruments, said that from the middle of July a good volume of sales in all lines has been noticeable. The demand is greatest for the higher grade ukuleles and banjos.

Floyd F. Barber, Kenmore dealer, is also doing a good trade in ukuleles. He states that the brisk demand of the past three weeks caught him unawares and he had to place many special orders for instruments of the better grade.

Wolf's Music Store Opened

Buescher instruments, Vega and Weymann banjos and a complete line of accessories are handled in the new musical instrument store opened by Mrs. Josef Wolf, under the name of Wolf's Music Store. The establishment is housed in the building in which is located Wolf's Conservatory of Music, conducted by Mr. Wolf. Mrs. Wolf is the sister of Stephen Czukur, artist-manager of Hardman, Peck & Co., manufacturer of Hardman pianos, which operates one of the finest warehouses on Fifth avenue, New York City.

A harmonica orchestra, composed of twenty-three boys, all of whom play Hohner harmonicas, is now a feature of the musical activities of the New York Hebrew Orphan Asylum.



Send for these Catalogues

No. 56 Entirely devoted to Weymann Banjos

No. 57 Other Weymann string instruments

Address Dept W

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

New Retail Musical Merchandise Company Formed

O. G. Thomas Co. Will Conduct General Retail Business, Featuring the Ludwig & Ludwig Drums and Other Well-known Lines

CHICAGO, ILL., August 6.—The O. G. Thomas Co. was recently formed here to retail musical merchandise, occupying quarters at 218 South Wabash avenue in the store formerly occupied by C. H. Taylor & Co., wholesalers of small goods. The Thomas concern is comprised of O. G. Thomas, formerly with the Rudolph Wurlitzer Co.; Charles Wagner, a prominent local musician, and Glen McMahon. Among the lines already arranged for are the Ludwig & Ludwig drums and a line of band instruments.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 159)

Unusually Heavy Demand for Armour & Co. Strings

Factory Working Overtime to Meet Volume of Orders—Popularity of Stringed Instruments Responsible for Exceptional Activity

CHICAGO, ILL., August 5.—Armour & Co., manufacturers of music strings, report an exceptionally strong demand for the products manufactured by the company. The popularity of stringed instruments during the Summer months and the demand for Fall stocks have taxed the factory to capacity output.

"The factory has been working overtime for the past three weeks," says H. O. Gable, manager of the string department, "in order to meet the demand this Summer. We are experiencing one of the busiest periods in the history of the department and, according to present indications, will be in the same position for the balance of the year. The many stringed instruments now in use which need string replacements from time to time as well as the large number of new instruments being bought continually offer a very large field for the sale of music strings, which the dealer has found adds a good cash profit to his musical merchandise department.

"Armour strings have stood the test for years

and every day we receive enthusiastic letters of approval from particular users among teachers and concert artists. We have just issued a little folder for the dealer which describes certain features found in Armour strings.

Vega Co. Awarded Patent

BOSTON, MASS., August 4.—The Vega Co., of this city, has been notified by the authorities of the patent office that the patent covering Vegaphone construction has been approved and awarded. Carl W. Nelson, president of the Vega Co., some time ago made formal application for a patent on the Vegaphone construction which is used in all the higher priced banjos made by the company. It is stated that this construction contains many individual and distinctive parts. The Vegaphone banjo is now produced in four models.

Cash Prizes for Contest

DES MOINES, IA., August 5.—Cash prizes amounting to \$700 will be awarded as prizes in the first annual school band contest which will be a feature of the Iowa State Fair this year. The awards are divided as follows: \$300 for first place, \$200 for second, \$100 for third and \$50 each for fourth and fifth.

British Music Trade Interested in Harmonica's Favor

One of Leading Music Trade Journals Comments Editorially on Growth of Interest in Harmonica in This Country

The phenomenal success which has rewarded the efforts of M. Holmer, Inc., in its active campaign on behalf of the harmonica has been the subject of much discussion among the members of the music trades in England. The British dealers have watched the progress of the campaign with much interest. An indication of this interest is shown in the fact that the Music Trades Review, a London trade journal, devoted much space to an editorial, "The Cult of the Mouth Organ," commenting on the headway which the harmonica has made in this country during the past couple of years.

Seiberling-Lucas Music Co. Sponsors Orchestra

Buescher Equipped Aggregation, Given Start by Music House, Gives Store Concert

PORTLAND, ORE., August 1.—A concert that filled the Seiberling-Lucas Music Co. store, at 141 Fourth street, was given recently by the Dwight Johnson Strollers, who are leaving Portland for San Francisco, where they have entered into a contract with the St. Francis Hotel of that city. The concert was a complimentary affair and the main floor, mezzanine and lobby were filled to capacity.

These musicians came from the Oregon Agricultural College about three years ago and since they came to Portland have been sponsored by the Seiberling-Lucas Music Co. Their first engagement in Portland was with the Broadway Dance Hall and later they were engaged by the Multnomah Hotel as dance orchestra. The management of Seiberling-Lucas soon discovered the ability of these young musicians and took them under its wing and it goes without saying that they were soon an exclusive Buescher organization.

Seiberling-Lucas can be proud of this, the second orchestra that they have started on the road to national fame, as it was largely through the efforts of this firm that the George Olsen Orchestra got its start to public attention.

As with the Olsen aggregation, The Strollers were put on the air first under the auspices of the Seiberling-Lucas Music Co. and later their playing was broadcast by the Oregonian Station KGW, from the Indian Grill of the Multnomah Hotel.

Attractive Landay Display

A synchronization of eye and ear appeal recently featured a display of ukuleles, stringed instruments and saxophones at Landay Hall, New York. Ukuleles were the featured instruments and they were attractively shown amid a profusion of Hawaiian leis. A hand-painted drum outfit carried out the general scheme. What attracted passers-by, however, was the continuous playing of the record "Ukulele Lady," the music of which is of the weird Hawaiian type, with ukuleles playing a prominent part. All in all, the display was exceedingly successful and resulted in many sales of both ukuleles and records.

Attractive Vegaphone Display

An attractive display of a gold-plated artist model Vegaphone was recently on view in the windows of the Wurlitzer establishment on Forty-second street, New York. Thousands of passers-by were attracted to the display and the resultant demand for the instrument was most gratifying.

**EVERY
DEALER**
will want a copy of the
NEW Leedy CATALOG "N"
(Out Now)



Ninety-six pages
Two hundred and fifty photographs
Thirty new instruments

All about the New *Leedy* Professional Floating
Head Snare Drum

Send a postal for yours to-day—Mailed free

Leedy Mfg. Co. INDIANAPOLIS
INDIANA

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 160)

Eye-Arresting Window Displays of Musical Merchandise Pave the Way to Big Profits

Small Goods Lend Themselves to Window Displays That Are Certain to Attract Attention—Publicity Is a Vital Necessity in Bringing These Products to the Notice of Prospects

Musical merchandise in the talking machine store at present is proving a distinctly worthwhile investment. First, the department occupies such small space that it is often placed in a part of the store that represents waste; second, the investment is small, as is the stock, and third, turnover is rapid because the dealer can confine his stock to instruments that are

public know what you handle and than the window display there is no better and cheaper way of doing this. Unfortunately, comparatively few talking machine dealers do this in connection with their musical merchandise. The usual procedure is to place a few instruments in the window in which a talking machine is the center of attraction. Naturally, the small goods do not get the attention they should under these conditions and, of course, this has an effect on sales.

The dealer who devotes an entire window to musical merchandise will not regret it, especially, at this season when these small musical instruments are so popular. An illustration of the most effective type of small goods window is shown herewith. It is a window arranged by the O. K. Houck Piano Co., of Little Rock, Ark., which attracted wide attention in that city. As will be seen, the display is not crowded; every instrument stands out in an attention-carrying manner which is bound to turn the thoughts of passers-by to musical instruments. The merit of the line featured is subtly brought out by pictures of many well-known orchestras which are equipped with instruments of this make. The miniature stage at the right and the single instrument on the platform on the left, together with the center group, combine to make a display which is both forceful and attractive, and that is certain to draw the attention of the public.



Eye-Arresting O. K. Houck Display

in popular demand. However, even with all these advantages the small goods section will not be as profitable as it might be made if the right kind of merchandising methods are utilized. Merchandising of the intelligent kind is the basis of all lasting success regardless of the salability and popularity of the product. The first step in merchandising is to let the

“Silver Bell” Banjos



Send for Illustrated Book

The Bacon Banjo Co., Inc.
GROTON CONN.

Bacon Banjo Co. Busy Supplying Demands for Fall

GROTON, CONN., August 6.—Fall orders are already being received at the headquarters of the Bacon Banjo Co., Inc., of this city in a quantity and volume that would indicate that it will not be long before the manufacturing facilities of the company will become taxed. David L. Day, general manager, reports the recent sale of nine No. 6 Ne Plus Ultra Silver Bell banjos. This is the de luxe model of the line. This would tend to show a decided quality note in Fall buying. The manufacturing facilities at the large Bacon factory in this city are greater than ever before, but nevertheless it would seem that overtime will be necessary before long to take care of demands.

Fred J. Bacon, president of the company, returned from his vacation, spent in a hunting expedition in the Laurentian Mountains of Canada, feeling greatly benefited and ready to do his share in the big Fall season which he confidently expects.

Banjoist's Broadcasting Creates Consumer Demand

May Singhí Breen, Well Known to Radio Listeners, Gives Store Concerts, Stimulating the Sales of Retail Dealers

May Singhí Breen, who has become very well known through her broadcasting activities, playing the Bacon banjo, has proved of great assistance to dealers in helping them demonstrate the Bacon instrument. The Landay Bros and Ditson stores, Bacon agents, have sponsored concerts at their stores at which Miss Breen appeared and the resultant demand for the Bacon banjos was most gratifying in each instance.

David L. Day, general manager of the Bacon Banjo Co., Inc., Groton, Conn., manufacturer of these instruments, reports that the influx of orders has made it necessary to reopen the factory to its full capacity. A partial shutdown for necessary repairs had been made, but business continued to increase to such a degree that Mr. Day was compelled to issue orders calling for complete production schedules.

Boys' Band Tournament

Just as The World is going to press, the second annual tournament for the boys' bands of New York, conducted by Edwin Franko Goldman, band leader, and sponsored by the Associated Musical Instrument Dealers of New York, is getting under way. Yesterday, August 14, these bands, composed of boys under seventeen years of age and living within fifty miles of New York, competed. Ten well-known musicians acted as judges.

Edward Petit, manager of the musical merchandise department of J. H. C. Peterson's Co. department store, Davenport, Ia., has organized a banjo club to be known as the Tri-City Banjo Club. The club already has seventeen active members.

Large Sales of Ukuleles

The Knight-Campbell Music Co., Cheyenne, Wyo., reports large sales of ukuleles and small instruments. There has also been an unusual demand for saxophones and trumpets.

Patents Tuning Device

A patent was recently granted Murray A. Stover, Rioño, Cal., for an auxiliary tuning device for violins. The invention is an improvement on the ordinary E-string adjuster.

SPECIAL Combination Offer



Make
100%
Profit

This \$25
Cabinet FREE

This Beautiful Cabinet is 22 1/2 inches high, 25 3/4 inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Armour's Music Strings

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case. It is a fine money-making ornament that will bring the better class of musical trade to your store.

Assortment costs you..... \$51.75
Assortment retails at..... 103.50

Your Profit 100% — You Get This Cabinet FREE

Send Today for Complete Details

ARMOUR AND COMPANY Write Section W. N. Chicago Music String Dept. CHICAGO

Active Demand for All Lines in the Los Angeles Territory Creates Optimism

Satisfactory Business Results in Feeling That This Fall Will Be Unusually Prosperous From the Trade Standpoint—Radiola Brings Aid to Quake Sufferers—Crowds Attend Concerts

LOS ANGELES, CAL., August 4.—The talking machine trade in this city and vicinity has been unusually active, due in large part, it is true, to the special sale of Victor talking machines and records, but it is not to be supposed that only bargain sale merchandise shared in the general activity. Columbia and Brunswick dealers report that the month compared most favorably with the preceding month, and with the same period of last year. Records have been in great demand, particularly dance selections. The Western Music Trades convention, which was held here the latter part of June, where a frank and open discussion of the problems of the trade was indulged in and the various viewpoints of the leading figures in the trade acted as a stimulus to dealers and they all express the feeling that the convention was successful, viewed from all angles.

Radio Set Helps in Santa Barbara Quake

Interest in radio, which for a time was more or less dormant, is again being aroused and the



How the Super-Het Was Utilized

consensus of opinion of dealers is that the fall demand will exceed anything yet experienced by the trade. The value and desirability of the

radio receiver was never better demonstrated than during the period following the Santa Barbara earthquake when telephone and telegraph lines were laid low and communication with the outer world was shut off. A radio transmitter was secured and a Radiola Super-Heterodyne set up and not only were dispatches regarding conditions in the city sent out but suggestions, medical help and other advices were received by the operators over the instrument. The accompanying photograph shows the manner in which the instrument was set up, guarded by sailors and with the Red Cross in charge.

Resolutions Adopted at Convention

The resolutions drafted by the Resolutions Committee of the Western Music Trades Convention, and adopted by the meeting, are heartily concurred in by the leading dealers. The resolutions which have application to the talking machine and radio trade are:

1. That it is the sense of this Convention that due to the increase of overhead costs and to the greater expenses incurred by all merchants in the conducting of their business, a discount of not less than 50 per cent is absolutely essential to present and future success.

2. That large sums of money would be saved to Western and Pacific Coast music merchants by the establishment of a Central Traffic Bureau.

3. That in order to save overhead expense and to lend dignity to the profession, as well as the trade, we recommend that no commissions on the sale of goods shall be paid to any persons other than those regularly employed as salesmen.

Abe Lyman Orchestra to Play in Vaudeville

Abe Lyman and His Coconut Grove Orchestra, Brunswick artists, whose popularity with dance lovers in this city, where they have

been playing at the Ambassador Hotel, has materially stimulated the sale of their recordings, recently started on a five-week tour of the vaudeville theatres in the West, playing the Orpheum circuit.

Symphony Concerts Attract Crowds

The symphony concerts held at the Bowl continue to attract large crowds of music lovers and the series has had an undoubted effect in influencing the public to give more interest to the better class of music. Among the famous artists scheduled to appear this month is Rudolph Ganz, Brunswick recording artist.

Service Boosts Radiola Sales

The Wilshire Radio Co., of this city, Radiola dealer, is giving its clients maximum service



Wilshire Radio Co.

and keeping them 100 per cent sold on their sets. Jack Dent, owner of this successful establishment, is a firm believer in making every buyer a booster of the product purchased and service calls are made regularly to keep every set sold in perfect order.

P. Herman Beek in Important New Post

P. Herman Beek, who for the past ten years has been an active and able member of the Platt Music Co.'s staff, has been appointed general manager of the company, succeeding Leonard Davis, resigned. Beginning as manager of the phonograph department, Mr. Beek has advanced steadily by reason of his marked ability and untiring efforts to the important position which he has just assumed.

Radio for Tuberculosis Patients

The County Board of Supervisors recently authorized the expenditure of a large sum of money to be used to purchase radio receivers to be placed in each ward of the Olive View Sanatorium, the county home for shut-in tubercular patients. The value of the radio in keeping such patients contented and its effect in taking their minds from their own troubles cannot be estimated.

Popular Recording Stars at Orpheum

The appearance at the Orpheum Theatre of Jane Green, popular singer and Victor artist, and Isham Jones and His Brunswick Recording Orchestra during the latter part of last month had the effect of increasing sales of records made by these artists.

Pathé Popularity Growing

The West Coast Phonograph & Record Co., Pathé distributor, with headquarters in this city, has enjoyed a satisfactory business during the past month. Pathé records are proving popular with dealers and the public, as evidenced by the steadily increasing sales. This is especially true of Cliff Edwards and Lee Morse records, which have been in heavy demand.

C. R. Van Sant was recently appointed manager of the Macon, Ga., branch of the Cable Co.

CALIFORNIA DEALERS

We Are

EXCLUSIVE *Pathé* DISTRIBUTORS

Record

IN YOUR TERRITORY

All

Cliff Edwards & Lee Morse
Numbers Carried in Stock

Also

Latest Dance, Popular Vocal,
Hawaiian, Sacred, Operatic
and Standard Records



Cliff (Ukulele Ike) Edwards

Immediate Deliveries

West Coast Phonograph & Record Company

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Write or phone for further details

The Most Gigantic
Sales *and* Exploitation Drive ever
Inaugurated
in the
Talking Machine
Record and
Sheet Music
Industries



Paul Whiteman

All Victor Records
All Whiteman Recordings
All Released Aug. 14TH
and
All Sam Fox Publications

More Sales - More Publicity - More Co-operation

➔ READ ON ➔

*Phenomenal Song Tie-Up with the Sensational
Newspaper Story*

FOOTLOOSE

Sequel to "The Flapper Wife"

The most intensive and thorough publicity campaign ever conceived for a popular song is now under way on "FOOTLOOSE," issued in conjunction with the serial story of the same title running in hundreds of papers in all sections of the country.

EIGHT HUNDRED NEWSPAPERS ARE PROMOTING THE SONG through every available publicity medium. Radio, Theatres, Dance Halls, Vaudeville and Photoplay Houses and Music Stores will tie up. Special newspaper articles, illustrations and thematics will appear daily in local papers. Nothing will be left undone to make "FOOTLOOSE" the biggest selling song hit published.

Don't fail to tie up with this wonderful campaign. Feature the Song and Record with a big display.

[A Sam Fox Publication]

Paul Whiteman

Victor Record

NO 19720

With Vocal Refrain by

Billy Murray

*The Original "Footloose" Strut
Dance Sensation of the Year*

By **NED WAYBURN**

America's Dance King



**Read the Detailed Story on the
Last Page of this Insert-Don't Miss It!**



*Sensational Success of
London and Paris*

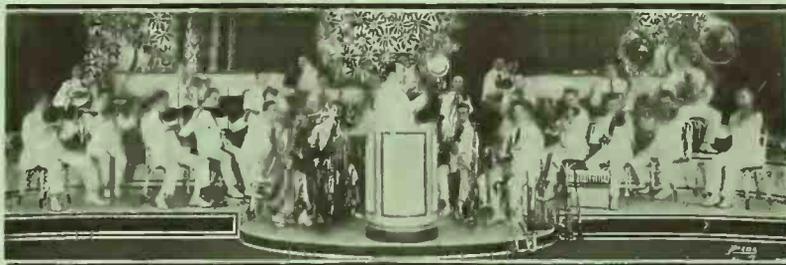
The OGO-POGO

**A FUNNY
FOX TROT**

A Sam Fox Publication

This foreign novelty is the reigning craze of all Europe. Twenty thousand orchestras are starting a drive on it. Clever, catchy and entirely different,—it is a genuine rarity!

Its funny fox trot strains will sweep this country with tremendous popularity and "OGO-POGO" is sure to be the outstanding success of the Fall and Winter Seasons.



hear **Paul Whiteman**
And his Orchestra

play **OGO-POGO**

Victor Record
NO 19719

Billy Murray

Sings the Refrain
A Marvelous Rendition



Don't Miss Next Page-Read on →

800 Newspapers to Be Used in Link-up With "Footloose"

New Sam Fox Publication Takes Title From New Story, a Sequel to "The Flapper Wife"—Song to Be Featured in Connection With Serial in Campaign More Varied and Larger Than Its Predecessor

"Footloose," a fast-trot song, has been selected as the musical hook-up to the story of the same name announced as the sequel to "The Flapper Wife." This story is again by Henry Horton and the NEA Service, Inc., and its association of eight hundred newspapers in the United States and Canada have arranged a program for the exploitation of both the song and story which appears to be the last word in cooperative publicity campaigns in which newspapers throughout the country and a popular publishing organization combine their particular interests for mutual advantage.

The experience and knowledge obtained from "The Flapper Wife" campaign has been used to further the "Footloose" drive. Thus the arrangements are wider in scope, are more thorough and from the preliminary details to the launchment of publicity which accompanies the height of the program intense interest is assured.

Of the many hundreds of newspapers lining up on the "Footloose" story and song most of them were actively interested in the cooperative drive in "The Flapper Wife." The former, while most successful, can, however, be considered as an educational experiment which will serve to further the interests of both the "Footloose" song and story.

As far as the campaign on "Footloose" proper is concerned there is no relationship with that preceded it on "The Flapper Wife." While it is true that most of the newspaper interests on the former story will be continued on Beatrice Burton's sequel, the cooperative publicity and exploitation drive will be entirely apart and distinct. Indeed while many of the same channels of publicity will naturally be used in exploiting "Footloose" the directors of both the story and song campaign have utilized many new channels and angles of publicity. This applies to both the preparatory publicity interesting readers in the story, the accompanying publicity with the story itself and the many new channels looking up the song with the story and exploiting both.

The Sam Fox Publishing Co. of New York and Cleveland, Ohio, publishers of "The Flapper Wife," are also the publishers of "Footloose."

Carl Rupp, who did the music for the former song, is also the composer of "Footloose" and the words have been contributed by Hal Cashman.

Ned Weyburn, who for many years was responsible for the planning and spectacular dances in Ziegfeld Follies, and who has often been referred to as the dancer king, has devised the "Footloose" strut. This undoubtedly will later be added as one of the dance features of a current musical production.

The first record of "Footloose" has been released by the Victor Talking Machine Co. It will be on sale starting with August 14. Paul Whiteman and His Orchestra were selected by NEA Service, Inc., and the Victor Co. to make this initial record. A vocal version sung by Bill Murray appears in the same record. So "Footloose" in both song and mechanical form is available at almost the start of the campaign. The Sam Fox Publishing Co. released the vital copies of the number on August 5 and orchestrations were also made available.

The song will be sung by more vaudevillians than was the "Flapper Wife" because both the singers that took part in the previous publicity and many more will cooperate in the current campaign on "Footloose." More dance orchestras, more photoplay houses and more radio entertainers and orchestras will be booked for the "Footloose" campaign.

For the sheet music dealer, the roll dealer and the retail talking machine establishment there will be extra little pages, window strips, banners, coupons, and a wide variety of other attention arresters and sales creators. These will undoubtedly be put to good use by retailers everywhere because the publicity in all other directions will arouse interest and create a desire for the song and the posters and other material will only serve to close the sale.

What is of more local importance to the dealer, however, are the look ups that he will receive through the newspaper in his city, from the local orchestra realizations, from the radio and through the appearance of vaudeville stars in his city.

Altogether the "Footloose" story and cam-

aign will be somewhat longer than that given in its predecessor. The interest throughout should be much more intense through the numerous additional moves that are to be made. On the song five newspapers will bring a thematic of the chorus, will run pictures of Carl Rupp, the composer, Ned Weyburn, the designer of the "Footloose" strut of Paul Whiteman and Billy Murray, who made the first Victor record. The Weyburn "Footloose" strut will also be given to the newspaper readers with diagrams and descriptions of how to dance to the music. The lyrics of the chorus will be given wide publicity in several issues when the thematic does not appear. The various vaudeville performers as they appear locally and sing "Footloose" will be given wide-ups by the local dailies. All of the radio performers will be given publicity which will help add to the interest and special presentations of the "Footloose" theme will be made by many photoplay houses.

Before the height of this campaign is reached with the eight hundred newspapers and the cards this campaign word will undoubtedly be the most freely used in American history. The name given the story lends itself so readily to publicity purposes that the bare to use it cannot be thrown aside. It will appeal to inspectors, those in charge of our courts, police authorities, probation officers, traffic police, and all those of the older generation that predict the flapper and the cake-eater about to go to perdition. The younger generation on the other hand will take to it because it is the most apt description of this new freedom which they have so hastily accepted. "Footloose" will command everyone's attention because the story itself is intensely interesting, because the publicity that will accompany it is so thorough, because the "Footloose" song will have wide appeal and because the combination represents what is termed "the fast age." Whether we like it or not it is here. This widespread campaign arousing interest to the highest pitch may help it spend itself. In the meantime the bright young fellow that conceived the idea of commercializing "Footloose" and sold the idea to eight hundred newspapers should be congratulated.



And Here is —

INDIAN DAWN

The Indian Love Song Creation

Victor Record

NO 19719

The Unrivalled Paul Whiteman

And his Orchestra

Record this Masterpiece

Anna Case, Frances Alda, Rosa Raisa and many of the foremost artists of the Concert Stage are featuring "INDIAN DAWN". Many other Records and Rolls already out!

Sam Fox Publishing Co. Cleveland & New York

GLEANINGS *from the* WORLD *of* MUSIC

Songs Based on Topics of the Day Are Rarely Landed in the Popular Hit Class

Publishers Deluged With Numbers Based on the Recent Evolution Trial but Fright Shy of Them —The Things That Make the Success of a Number Are Broad Fundamental Themes

We suppose there must have been as many as a hundred, presumably popular, songs submitted to publishers on the recent evolution trial held in Dayton, Tenn. So far as can be discerned none of these was accepted and this is indeed fortunate. No topical song based upon the news of the day, catastrophes or similar events ever amounts to much. Popular publishers know this only too well and no matter how meritorious the offering they generally steer clear of such publications.

We did have several cross-word puzzle songs and the justification in this instance seemingly was the lengthy popularity of the craze. The songs had merit and some money was placed behind them, but they achieved nothing like the popularity one would think was possible from such widespread publicity.

The nearest any one in recent years came to having an unusual topical hit was the Jack Mills number "They Needed a Song Bird in Heaven So God Took Caruso Away," which was said to have sold over 600,000 copies.

All the King Tut songs were also-rans. None of them were able to cash in on the international publicity of the historical events with which they were supposed to be connected. Other instances of similar failures might be mentioned.

A season ago we had one or two songs related to the comic strips of the daily papers. The best of these was "Barney Google," which arose quickly and died the same way. But it did have an active life for a short period. Probably its melody with a comedy lyric of a different caliber would have achieved just about as much popularity. So the full measure of credit cannot be given to the cartoons which were the inspiration.

In a recent issue of *The Antidote*, of Thomson & Co., 9 Murray street, New York City, originators of artistic printing, an article appeared under the caption "Topical Advertising" and much of the material therein applies to popular songs. Popular songs are after all an advertising proposition. Publishers of popular songs are really in the greatest of all advertising businesses. They sell their wares by public rendition either vocally or instrumentally. Nothing can be more direct to the consumer.

In the article "Topical Advertising" it states: "There is a small and highly sophisticated sec-

tion of the public to which topical advertising appeals but the masses are apparently untouched by fads and furors. It was estimated that only 1 per cent of the public was interested in King Tut and in an investigation in which the investigators acted as eavesdroppers, in a four-hour period, only one allusion was made to King Tut. This was by a pair looking in the shop window in which the husband asked while viewing a cartoon "What Does Tut and Amen mean?" Stray conversations were heard in street cars, theatre lobbies, courts, waiting rooms, department stores and on street corners, and the above question was all that could be gained in the snooping.

"What then does interest them? It is the timeless things, not the timely. Love, food, money, weather, youth, age, rent, babies, sickness, games, dress, laud, animals and color."

Chappell-Harms Issues Many New Ballads

Numbers Typical of the High Standard of Excellence Musically for Which This Publishing House Is Nationally Noted

Chappell-Harms, Inc., has just released a new series of ballads of the type which has made that catalog one of the most important to the singer as well as to the trade. Particularly worth mentioning are two new numbers by Madyn Wood, "The Valley of Roses," words by J. Anthony McDonald, and "I Look Into Your Garden," words by Charles Wilmott. Another important contribution is "By My Fire-side," words by Howard Johnston, the well-known lyricist, and music by Gitz Rice, who will best be called to memory by mentioning his "Dear Old Pal of Mine." This new song is in simple style with words that should have wide-spread appeal. There is also "If You Were the Only Girl," words by Clifford Grey and music by Nat D. Ayer. This can be sung either as a solo or duet and in both forms will be introduced in vaudeville. The publishers have given the number a very attractive title page and a display of the title pages in conjunction with its public exploitation should make it a ready seller.

Of particular interest to music publishers, composers and lyricists are mother, sweetheart, sorrow, joy and home. These things, by the way, are the sure fires of popular songdom and the old heads of the song writing game stick pretty closely to mother and sweetheart and to the old homestead, with Dixie interpretation now and then, or a song related to some particular State, which on analysis will be found to be basically a mother or home song. The rules after all are not so many. Taking these things with a lyric of heart interest and a melody which can carry some of the burden, there is not so much gamble.

It is when the writer or publisher tries to pioneer in a new avenue heartaches and losses come. The exceptions, of course, are the comedy songs. These, however, have a comparatively short life. Some of them may take down the house in a musical show and not get a ripple on a music counter.

So the real business houses of the popular publishing field avoid the passing manias. They stick to the more permanent things and leave the transient subjects for the novice for "human wants are much the same yesterday, tomorrow and always."

Other new songs in this new list of releases are "The Mother's Heart," music of which is by Robert Coningsby Clarke; "Through Peace to Light," a sacred song with words by Adelaide Proctor, music by James Hayden Morris; and "Love's Just a Flower," words by Clifford Grey and music by Virgilio Ranzato. In the list there is also Hermann Lohr's latest number "Oh, For the Wings of a Swallow" and a new offering by J. Keirn Brennan called "Somebody's Garden" for which Werner Janssen has contributed the music.

Popular New Feist Songs

Leo Feist, Inc., has two songs which are proving as important in trade circles as successes in more active seasons. These are "Pal of My Cradle Days," and the new novelty "I Miss My Swiss." This latter number is successful both in song and dance form and should reach its greatest height of sales early in September.

New Berlin Mother Song

"Silver Head," which recently appeared in the catalog of Irving Berlin, Inc., was written by James Brockman, Vincent Lopez and Joseph Nussbaum. The number is a mother song with some quite original words and likely to be highly successful.

"Honey, I'm In Love With You"

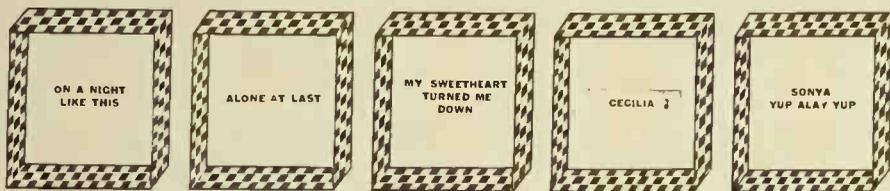
It Was No Wonder They Could Dance With The Music That Was Provided. It Was Hard To Keep From Doing Especially When The Name Was "HONEY, I'M IN LOVE WITH YOU" N.Y. EVENING POST
Musical Piece And A Lovely Tune With A "HONEY I'M IN LOVE WITH YOU" Song Hit For The Town To Whistle. — N.Y. TIMES

The Big Song And Dance Hit From
"MERCENARY MARY"
 L. Lawrence Weber's New Musical Comedy
Lyrics and Music by
 William B. Friedlander and Con Conrad

Other Songs From The Same Big Show Hit
 "JUST YOU AND I AND THE BABY" — "MERCENARY MARY" — "BEAUTIFUL BABY"
 "You Can't Go Wrong With Any FEIST Song"

Copyright Leo Feist, Inc.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
 IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Walter Douglas Returns From European Capitals

Sales Manager of Waterson, Berlin & Snyder Gives a Most Interesting Report of the Popularity of American Compositions

Walter Douglas, sales manager of Waterson, Berlin & Snyder, returned recently to New York following a ten weeks' trip touring the capitals of Europe. Mr. Douglas viewed every phase of music activities on the other side, particularly those relating to the exploitation of popular songs, rolls and records.

His trip was most interesting as everywhere the American popular song, and this includes the British Isles, France, Belgium and Germany, is a predominating factor in the musical life of those nations. This is so true that he found publishing and distribution sources eager to close arrangements for American prints.

In speaking of European musical conditions Mr. Douglas said: "While it is true the American popular song is a big factor in the musical life of European countries the credit for this situation can be given to the popularity of the American fox-trot. American dance orchestras have a rhythm that seemingly cannot be duplicated by European arrangers. American dance arrangements are always given first preference.

"If any one doubts the predominating position of American publications a few examples will serve to enlighten him. For instance, a well-known Munich sculptor produced a bust of Alex Hyde, an American orchestra leader who plays exclusively for the Deutschen Gram-



Walter Douglas

phone Co., and this has been placed in the Hall of Fame alongside of the busts of Wagner and Strauss. Visitors are given a pamphlet upon viewing Hyde's bust telling of his activities and prominence.

"In France Billy Henley and Billy Arnold, both Americans, are among the outstanding orchestra leaders of that country. Their musical combinations are in demand for many functions and they play in the gayest places of Paris.

"In England Debroy Somers and His Orpheans are the official broadcasting band for the British Broadcasting Society. In this manner they have national influence in propagating American dance selections.

"American publications should continue their present popularity for many seasons. Certainly as long as the fox-trot holds sway. There are no indications that the fox-trot will wane in popularity in this country and neither are there any in Europe."

"Glory, Glory, Glory"

"Glory, Glory, Glory" (I Want to Be Glorified), the song by Dan Walker, which is the feature number in the "Grand Street Follies," is said to be based upon Negro spirituals. Whatever its basis it is certainly a hit. It has been described as a "Broadway spiritual tinted blue," but that does not give the number enough scope. It is really bigger than Broadway. The Edward B. Marks Music Co. is the publisher of this number, which is enjoying a steadily strengthening demand.

New Feist Dance Folio to Be Ready This Month

Every Title in New Book Also Carries Ukulele Arrangement—Many Outstanding Numbers Are Included in Book

The new Feist Dance Folio No. 9 will be ready August 15. Besides the collection of popular fox-trots, waltzes and other arrangements, the coming issue will be noted for the fact that every title appears with ukulele accompaniment. There will be two successes from recent musical shows, namely "Desert Isle" from "My Girl," and "Mercenary Mary" from the show of the same name. Among the outstanding numbers will be "O Katharina," "No Wonder," "I'll See You In My Dreams," "Will You Remember Me," "Rock A Bye Baby Days," "Doo Wacka Doo," "Haunting Melody," and other attractive offerings. The advance orders on this new Feist folio are already large and most of these have arrived without the purchasers' knowledge of the contents.

In conjunction with the release of this new dance folio, Leo Feist, Inc., is also offering to the trade a new edition of "Good Old Timers." This publication now contains ukulele accompaniment which should further add to its popularity. Special display material is available for dealers' use, including extra title pages, window hangers and similar publicity matter.

New Prize Contest for Chamber Music

Musical Fund Society of Philadelphia Offers Series of Large Cash Prizes for Compositions of This Character

The Musical Fund Society, Philadelphia's oldest musical organization, has decided to offer \$10,000 in prizes for the three best compositions of chamber music. The first prize is \$5,000, the second is \$3,000 and the third is \$2,000.

The contest is limited to compositions of chamber music for from three to six instruments. The piano may be used as one of the instruments, but compositions, including vocal parts, will not be considered.

Any composer may submit more than one composition and may be awarded more than one prize. One unique feature of the competition is that any composer may submit compositions for first prize only, that is, if he elects to do this and the composition be not awarded the principal prize, it may be withdrawn from consideration for the second or third prizes. This fact, however, must be stated when the composition or compositions are submitted.

Ample time will be allowed to composers to prepare their works for this competition, as the contest will not close until December 31, 1927.

Chappell-Harms Ballad Successes

A Brown Bird Singing
 In The Garden of Tomorrow
 Land of Might-Have-Been
 Love's First Kiss
 My Thoughts of You
 One Little Dream of Love
 Smile Through Your Tears
 Someday, In Somebody's Eyes
 Some Day You Will Miss Me
 Song of Songs
 Sweetest Call
 There's a Song in My Heart
 Sweet Navarre
 What a Wonderful World
 It Would Be

"When the One You Love, Loves You"

The New Waltz Ballad So Successfully Sung by Vaudeville's Leading Artists

Written by Paul Whiteman
Cliff Friend & Abel Baer

The Waltz In The Air Heard Everywhere!

"MIDNIGHT WALTZ"

Lyric by Gus Kahn
Music by Walter Donaldson

"BECAUSE OF YOU"

A Sentimental Ballad With A Wonderful Fox-Trot Rhythm!

Lyric by Walter Hirsche
Music by Ted Fiorito

You can't go wrong with any 'FEIST' song"

How the Dealers Can Cash in on Sales From Publishers' Exploitation Work

An Example of the Way the Cleveland Dealers Featured the Appearance of Harry Bloom, Remick Representative in That City, at Loew's Regent Theatre There

Dealers throughout the country who are anxious to get the most out of popular sales must watch the local billing of their vaudeville theatres, and, if possible, feature the songs that are most programmed. The same holds true for the musical presentations at their local photoplay houses. Both methods of exploiting songs create sales and properly hook-



A Dealer's Window Tie-up

ing up with vaudeville headliners and the photoplay musical presentations will increase that volume of business.

It has never been decided which of these two methods of giving publicity to a song produces the most sales and probably such a decision will never be reached. For the song itself and the type of rendition are both important influences. One method might produce unusual results with a particular song and then not do the same thing for a number of like caliber.

One thing is certain and that is that in the long run a vocal rendition will produce larger results more often than any other type of publicity. The old saying that "the song is the thing" has more than a little truth in it. Properly presented a meritorious song has too often produced sales to leave any question of doubt.

The belief in vocal renditions is the reason for the numerous branch offices of popular publishers. There probably would be no necessity for as many of these if exploitation was to be left to the orchestra rendition. Most of such work could with little difficulty be carried on with good results through the main office. The branch office, however, is able to place singers in photoplay houses, often in vaudeville theatres and other large gathering places. This is work that could not be efficiently carried on, if at all, for instance, from the New York offices.

That the branch office is important was never more aptly demonstrated than the recent appearance of Harry Bloom at Loew's Regent Theatre, in Cleveland, O. Mr. Bloom is the Cleveland representative for Jerome H. Remick & Co. and he appeared at the Loew Theatre in "a song cycle" with the Regent Concert Or-

chestra. He was billed as the feature attraction and he introduced such Remick numbers as "Don't Bring Lulu," "Isn't She the Sweetest Thing," "By the Light of the Stars," as well as "Swanee Butterfly." The picture shown during the same week was "The Little French Girl," with Alice Joyce and Neil Hamilton. The management of the Loew Theatre, however, thought the Bloom appearance was the more important of the two.

In conjunction with Mr. Bloom's appearance at Loew's Regent Theatre a number of dealers throughout the city of Cleveland featured the above Remick numbers on their counters and in window displays. Among the most effective of these displays was that of the Pomeroy Store, a reproduction of which is herewith shown. The management reported that through this display and Mr. Bloom's featured appearance at the theatre the combination resulted in a substantial business on these prints during the week.

Effect of Price Increases on Sales of Sheet Music

Under modern conditions popular numbers jump into swift popularity. The radio, the 18,000 photoplay houses, the weekly and monthly record releases and the wealth of dance orchestras playing daily close to a hundred popular selections create a quick demand, so much so that with a novelty fox-trot no matter how meritorious, it is almost impossible to get what would be considered the maximum amount of sales in the short time conditions allow before its popularity wanes. Then it must make room for some other good selection of the moment. The ballads, of course, still have a longer sale and publishers in order to operate a profitable business must have some ballads in order to give some permanency to their business.

The same organizations and the same costs are necessary to put over these quick successes that were found advisable and profitable in what could be considered a slower era of exploitation. In fact, the quick movement of the goods requires more intensive activities. Therefore, despite the curtailment of sales in popular numbers particularly of novelties and many of the fox-trots, the cost of exploitation remains as high as ever, if not higher, considering that the personnel, as in all other industries, is compensated at present-day wage figures. It has been found necessary by several organizations, therefore, to increase the wholesale cost slightly. These advances have been in effect for some time.

Cliff Edwards Signs With Robbins-Engel Exclusively

"Ukulele Ike," Known All Over the Country for Work With That Instrument, to Publish Through This Well-known House

Herewith is presented the duke of all ukuleles—Ukulele Ike—christened Cliff Edwards. He is portrayed being congratulated by his publisher,



Ukulele Ike (Cliff Edwards) and Harry Engel Harry Engel, of Robbins-Engel, Inc., after he had placed his signature to a contract granting that firm the exclusive publishing rights to all his ukulele compositions from now on. A large advance cash consideration was involved in the deal.

The Robbins-Engel firm is publishing Ukulele Ike's (Cliff Edwards') two novelty folios, entitled "Ukulele Ike's Comic Songs for the Ukulele." The response, from trade and public alike, on this book has been heavy and the publishers plan to release, shortly, a series of sequels to his initial offerings.

Together with Edwards' publications, the Robbins-Engel, Inc., control the output in the ukulele line of Hank Linet, one of the most famous of comedy ukulele song writers. "Hank's One Hour Course in Ukulele Playing," "Hank's Comic Camp Songs for the Ukulele," "Hank's College Ditties" and "Hank's Songs of the Sunny South" comprise the edition. W. C. Handy's famous "Comic Blues for the Ukulele" is likewise a Robbins-Engel issue.

Taken altogether the new arrangement is one that must work advantageously to all concerned.

New Berlin Numbers

Among the new songs added to the catalog of Irving Berlin, Inc., are "Cecilia," "Say Arabella," and "One Smile." A campaign on these numbers has been arranged and all of them are to be introduced in vaudeville and on the dance floors. These three songs closely follow the release of "Sonny" (Yup Alay Yup), and "Silver Head," both of which have shown indications of being important additions.

H. B. Wolper Co. Enters the Radio Manufacturing Field

Making a Product Built Especially for Department Store Distribution—Head of Company is Well Known in the Phonograph Field

An announcement of great importance to the radio trade is the entrance of the H. B. Wolper Co. into the radio manufacturing field. This organization, of which Harry Wolper is the head, is well known to the music trade as the manufacturer of Nightingale phonographs, which were distributed to the consumer through department stores. The Wolper company is now devoting all its facilities to the production of a complete line of radio receivers, the first model to be released being the Wolper R.F.-5, especially built for department store distribution. The Wolper line of receivers is being made by one of the largest manufacturers in the country with factories in Poughkeepsie, North Tonawanda, Jamaica and Brooklyn. Due

to the fact that the manufacturing plants are all located in New York State, Mr. Wolper has removed his headquarters from Chicago to New York City, and he maintains offices at 1819 Broadway.

The Wolper R.F.-5 is extremely moderately priced and will be sold by department stores, completely equipped with tubes, batteries and a cabinet containing a built-in loud speaker. The cabinets which will enclose the sets are made by one of the largest manufacturers in the country which has gained a wide reputation as a maker of fine piano cases. The cabinets will contain a built-in loud speaker with a horn of spruce wood and ample space is provided for both the "A" and "B" batteries. Orders have already been placed for 20,000 cabinets of one model.

Since 1914 Harry Wolper has been manufacturing phonographs for department store distribution and his wide knowledge of department store merchandising made evident to him the need of a radio receiver which could be sold at a reasonable figure as a complete unit,



"One handle handles it"
Outing
"Master of Movable Music"

Sell the best in New Jersey

Telephone or Address

E. M. Wilson & Son

Tel. Market 0300

11 Lafayette St. Newark, N. J.
New Jersey Outing Distributor

fully equipped. Backed by this knowledge he has made an intensive study of the radio situation and the Wolper R.F.-5 is the result, which, he feels confident, supplies the needed receiver.

Mr. Wolper is most optimistic over the radio outlook for the Fall and stated to The World that the immense organization behind the Wolper company will manufacture more than 200,000 radio sets for Fall use and he feels that this number will be quickly sold, as the demand is certain to be great. In giving his reasons for his optimism, Mr. Wolper states:

"I believe that the radio industry is but in its infancy and that we are destined to enjoy a tremendous volume of sales this Fall. When it is taken into consideration that there are approximately 9,000,000 phonographs distributed throughout the country, it can easily be seen that no matter how great the volume of production of radio sets, it will take from three to five years at least to begin to catch up with the demand."

Mr. Wolper left New York the first week of this month for an extended trip which will take him from coast to coast visiting the trade and demonstrating the Wolper R.F.-5. He contemplates being away about two months.

Atlanta Stewart-Warner Branch Lining Up Dealers

Many Applications for Franchise Being Received—E. N. Upshaw in Charge of Radio Sales

ATLANTA, GA., August 7.—The Radio Sales Division of the local Stewart-Warner Products Service Station has been unusually successful in lining up representative dealers who desire to receive the Stewart-Warner franchise. H. G. Jones and Jack Horner, sales representatives, have been busy visiting dealers and have turned in applications from dealers in Greenwood, S. C.; Shelby, N. C.; Lenoir, N. C.; Granite Falls, N. C.; Chattanooga, Tenn., and Tuscaloosa, Ala.

E. N. Upshaw, who for many years was in charge of the wholesale Victor department of one of the leading talking machine distributors in the South, is in charge of the radio sales division and he has been calling on talking machine dealers within a hundred-mile radius, explaining the Stewart-Warner line, laying particular emphasis upon the service which will be given dealers. He will maintain a policy of thoroughly instructing and training dealers.

Cunningham Tubes Reduced

An important reduction in the price of Cunningham tubes went into effect on August 1, when all tubes were lowered to list at \$2.50 each. Arrangements have been made to protect dealers who have purchased tubes during the month of July and jobbers will receive a credit for every tube shipped them from July 1 to July 31.

"One handle handles it"
Outing
TRADE MARK
"Master of movable Music"

4 YEARS HAVE PROVED OUTING PORTABLES ARE THE BEST

SENIOR, \$37.50 JUNIOR, \$25.00

Patented in England, France, Belgium and U.S.A. Made in U.S.A.

DISTRIBUTORS

- A. C. FRISMAN CO. 115 Tremont St., Boston, Mass.
- GENERAL PHONOGRAPH CO. 16 West 15th St., New York, N. Y.
- SILAS E. PEARSON CO. 10 East 39th St., New York, N. Y.
- E. M. WILSON & SON 31 Lafayette St., Newark, N. J.
- EVERYBODY'S TALKING MACHINE CO. INC., 810 Arch St., Phila. Pa.
- IRVING'S SALES CORP. 210 Franklin St., Buffalo, N. Y.
- JAMES COWAN CO. 18 West Broad St., Richmond, Va.
- ATLANTA SALES CO. 30 Coit St., Atlanta, Ga.
- DEKAMP HARDWARE & MFG. CO. 113 E. Main St., Louisville, Ky.
- STERLING ROLL & RECORD CO. 137 West 4th St., Cincinnati, O.
- OHIO MUSICAL SALES CO. 1747 Chester Ave., Cleveland, O.
- C. E. MARSHALL CO. 514 Griswold St., Detroit, Mich.
- TARG & DINNER MUSIC CO. 250 West Randolph St., Chicago, Ill.
- EDWARD G. HOCH CO. 27 No. 4th St., Minneapolis, Minn.
- MAJESTIC MUSIC SHOP 16 South 7th St., Minneapolis, Minn.
- RENIER MUSIC HOUSE 545 Main St., Dubuque, Iowa
- SCHNEIDER CO. 2015 Grand St., Kansas City, Mo.
- CARL FLOLINE 514 Charles Bldg., Denver, Colo.

OUTING TALKING MACHINE CO., Inc., Mt. Kisco, N. Y.

Export Department

No. 44 Whitehall Street, New York City, N. Y., U. S. A.

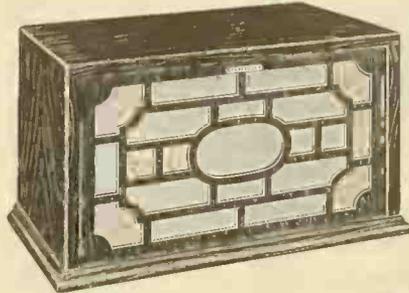
Cable Address "OUTING" New York

Canadian Distributors: R. S. WILLIAMS & SONS CO., LTD., Toronto, Winnipeg, Montreal.



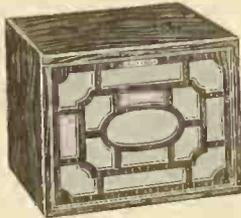
TONE ARM CO. 1926 **SPEAKEROLA** Models

The DEALERS THAT ARE SELLING SPEAKEROLAS know that their customers appreciate these beautifully finished Cabinet Speakers because they harmonize with the customary furnishings of a room and have the modulated tone quality most desirable for the home.



The DEALERS THAT ARE SELLING SPEAKEROLAS know that they profit more through the handling of the complete line of SPEAKEROLAS, because the range of prices is such as to meet the demands of all purchasers.

SPEAKEROLA [Model D]
15" wide, 8" deep, 9½" high
List \$17.50 Price



SPEAKEROLA [Model B]
9½" wide, 7½" deep, 8" high
List \$12.50 Price

The BLOOD TONE ARM CORPORATION build this entire product. Lumber from their own timberlands, made up in their own cabinet shops, metal parts stamped and machined in their own machine shops, plated in their own vats, and parts assembled and tested in their radio laboratories. This is why this high grade product comes to you at a new standard of moderate prices never before known.



SPEAKEROLA [Model C]
10½" wide, 10½" deep, 8½" high
List \$15.00 Price

Order from your jobber. If he can't supply you write direct to

BLOOD TONE ARM CO. - Bay City, Michigan

Chicago Distributor, BLOOD TONE ARM CO., 222 W. Madison St., Chicago, Ill.

(See page 132)

Packard Music House Sets a New Business Record

Special Advertising Campaign Covering Two Weeks Brings Greatest Volume of Business in the History of the Company

FORT WAYNE, IND., August 4.—Among the retailers who found the special sale of Victrolas to be a most timely business move was the Packard Music House of this city which, in order to stimulate business, used large space in the local newspapers beginning on July 20 and running for two weeks to feature reductions in both pianos and talking machines. At the outset the inducement on Victrolas was that they could be had without any down payment and then came the special offer which the company capitalized most successfully in its subsequent announcements.

It is significant that although during the first week a number of Victrolas were sold at a loss to the company, it was found necessary to re-

plenish the stock at the special discount with the result that the sale as a whole on machines represented a nice profit. The entire business for the two weeks' sale represented a larger volume than for any similar period in the history of the firm. Two English and one German paper were used in the advertising campaign and several thousand circulars were also distributed.

J. F. Watters of Vincennes Fame Pays Visit to New York

J. F. Watters, president of the Vincennes Phonograph Co., Vincennes, Ind., manufacturer of Rivoli phonographs and Rivoli phonograph and radio combinations, was a visitor to New York last week making his headquarters at the New York offices of the company, 105 West Fortieth street, which are under the direction of M. A. Currell, one of the veterans of the phonograph industry. In a chat with *The World* Mr. Watters stated that his company had been clos-

ing an exceptionally fine business the past few months showing a substantial increase over last year and running far ahead of all expectations. Mr. Watters visited New York to show for the first time the new Rivoli phonograph combination De Luxe which is a beautiful Highboy instrument particularly adaptable for the use of the Atwater Kent model ten. This instrument has been very well received by those members of the trade to whom it has been shown and Mr. Watters is booking substantial orders for early delivery.

In New Post

A. C. Bosshardt, connected for some time with the Hotel Commodore branch of Duvega, Inc., has resigned to accept the position of manager of the talking machine and radio departments of Herz, Inc., Terre Haute, Ind.

The Kansas City Music Co., Kansas City, Mo., has been incorporated with an authorized capital of \$25,000.

The Profitable



MARWOL JEWEL

This five-tube tuned radio frequency receiver with bakelite panels and dials and low-loss parts is designed for 201-A tubes and can be used with adapters with UV-199 tubes. The sloping front panel and mahogany finish cabinet makes it an exceedingly attractive set. The combination of beauty and outstanding results will make this one of the fastest selling receivers on the market during the coming season.

\$39.50



MARWOL A-1

With its refinements and improvements the Marwol A-1 for the Fall season promises to even exceed its success of last season. Five-tube tuned radio frequency. May be used with 201-A tubes or UV-199 tubes with adapters. Bakelite panels and dials with low-loss parts. A set as efficient as it is beautiful.

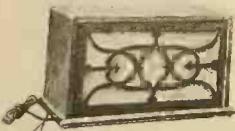
\$55.00



MARWOL TABLE CONSOLE

Here's a model that will prove a fast, profitable seller. It has an enclosed loud speaker and unit tuned to the receiving unit. May be used with 201-A tubes or UV-199 tubes with adapters. Genuine low-loss parts, bakelite panel and dials. The solid mahogany two-tone cabinet, gold striped, makes it one of the most beautiful sets that will be offered this year. It will prove a leader in your store.

\$75.00



MARWOL LOUD SPEAKER

This beautiful cabinet loud speaker with its superior tone and unusual volume is designed in accordance with the newest acoustic principles. It takes the high and low notes just as beautifully as the middle range with absolute purity of reproduction.

\$20.00

The Complete Line of Priced Moderately and Business Policy and

THE new Marwol line is sensational in the opportunity that it offers jobbers and dealers for safe, sure profits during the coming year. Dollar for dollar, the Marwol line offers the greatest value in radio receivers today. The Jewel Model (illustrated) at \$39.50 will out-perform anything in its class. And this holds true of every number in the Marwol line.

The Marwol line embodies the same rigid standard of quality that has made Marwol such a successful, profitable selling line in the past. It includes 14 different numbers—Cabinet type receivers, Console type receivers, Receivers with Enclosed Loud Speakers, Phonograph Panels, Knock Down Sets, and Loud Speakers. There is a receiver suitable for every type of customer and every size of income.

But of even more importance to jobbers and dealers than the receiver itself, is the Company behind the receiver—its policy, its financial stability. Marwol jobbers and deal-

MARWOL RADIO

546-548 BROADWAY,

REPRESENTED BY

In Pennsylvania, New Jersey,
Delaware, Maryland, Washing-
ton, D. C.
K. S. BIRD CO.
221 No. 11th St.
Philadelphia, Pa.

In Illinois, Indiana,
Wisconsin
THE BARNHOOK CO.
63 W. Jackson Blvd.
Chicago, Ill.

In Nebraska, Kansas, Iowa
and Missouri
J. F. MEYER
306 Mutual Bldg.
Kansas City, Mo.

In Michigan and Ohio
DUNGAN-STERNFIELD
75 North Dearborn St.
Chicago, Ill.

In Minnesota, No. Dakota and
So. Dakota
C. L. S. HIGGINS
582 Boston Block
Minneapolis, Minn.

You Can't Go Wrong

MARWOL Line

High Quality Receivers, Backed By Sound Forceful Advertising

ers remember from the hectic times during the past year how thoroughly Marwol stands behind them in price maintenance, making good on their iron-clad guarantee, and in prompt deliveries.

To permit immediate deliveries during even the peak selling season Marwol has just opened another big factory with over 25,000 sq. ft. of floor space. New and modern machinery has been installed which is responsible for the new low prices as well as immediate shipping facilities.

This year added cooperation will be given jobbers and dealers through a big advertising campaign to consumers in the Saturday Evening Post, other magazines and newspapers. Generous trade helps, including folders, circulars, display cards, mats and electros, will be given free to Marwol dealers and jobbers.

Write for catalog and full descriptive matter today. Don't miss Your opportunity.

CORPORATION NEW YORK CITY

REPRESENTED BY

In Nevada, Arizona, Texas,
Arkansas, Mississippi, Tennessee,
Louisiana
I. B. TUTTLE CO.
2805 1/2 Commerce St.
Dallas, Texas

In Idaho
H. T. GARR
806 Sprague St.
Spokane, Wash.

In California
MARSHANK SAJLER CO.
920 Insurance Exchange Bldg.
Los Angeles, Calif.

In Oregon, Washington
C. E. GAY
168 Lowndale St.
Portland, Ore.

In Colorado, Wyoming, New Mexico, Montana, Utah
JACK HURSCII CO.
1614 Stout St.
Denver, Colo.



MARWOL "SIX"

The MARWOL "SIX" is the revolutionary receiver of the season. Six-tube resistance coupled amplification, gives exceptional power and the most perfect reproduction of tone possible. The cabinet is beautiful burled walnut. The dials are special micrometer vernier design, and genuine low-loss parts are used throughout. Write today for full details.

\$100



MARWOL CONSOLE COMBINATION

The MARWOL table console in combination with a genuine mahogany table to match gives you the opportunity of selling a console model which your customers may purchase in two parts. Complete, the table console and table will be an ornament in any home. It was designed by one of the foremost furniture designers in the country. Room for all batteries and changes.

\$115.00



MARWOL CONSOLE GRAND

A genuine two-tone mahogany floor console with powerful enclosed loud speaker and unit. Space for all batteries and changes. This model has straight back, low-loss condenser and genuine low-loss parts throughout. May be used with 201A tubes or UV-199 tubes with adapters.

\$130.00

With the Marwol Line

Louis Sterling Expresses Pleasure With the Progress of the Columbia Co.

Chairman of Columbia Directorate Finds Excellent Conditions Prevailing on Return From Europe—Columbia Co. in England Forty Per Cent Ahead for First Quarter of 1925

Louis Sterling, chairman of the Board of Directors of the Columbia Phonograph Co., Inc., and managing director of the Columbia Graphophone Co., Ltd., of London, arrived recently on the "Majestic," after spending several months abroad in the interests of the London company. Mr. Sterling, who is recognized generally as one of the foremost executives in the world, is planning to spend practically all of the remainder of 1925 in New York, working in close co-operation with the Columbia executives in this country.

Regarding general business conditions abroad Mr. Sterling, in a chat with The World, said: "Our business in Europe is simply wonderful, and on June 4 of this year, the Columbia Graphophone Co., Ltd., declared a forty per cent dividend, payable in cash. Our fiscal year ended on March 31, and the sales for the first quarter of the new year were forty per cent ahead of the corresponding period of last year. I attribute a considerable part of this activity to the fact that in Europe the cheap record has not secured any foothold. Records are regarded throughout Europe as a semi-luxury and the public, as a whole, appreciates the fact that they are produced under heavy expense and that, therefore, a fair-sized gross profit must enter into their sale. In view of this condition it is not surprising to note that the cheap record selling in England at sixty cents retail is not meeting with a very large sale, whereas the popular record retailing at seventy-five cents is meeting with a tremendous sale, easily more than double the sale of the sixty-cent record. In Germany the cheapest record retails at ninety cents; in Spain the lowest price record retails at \$1.10, and in Italy the cheap-

est record sells at approximately ninety cents.

"As a result of the public's appreciation of the true market value of the record abroad, every factor of the industry is enjoying a healthy, prosperous business. Manufacturers,



Louis Sterling

distributors and retailers are sharing in this prosperity and the public in turn is securing an excellent product backed up by efficient, satisfactory service.

"Upon my return to this country, I am delighted to find vast improvements in every de-

partment of our manufacturing organization in this country. We have completed plans to make better records than we have ever produced before and we are succeeding in this ambition. The record trade is steadily moving upward and our sales for July showed a material increase over June with August to date very satisfactory.

"What is needed most in the phonograph industry at the present time is confidence in the industry itself and I believe that in a comparatively short while chaos will be entirely eliminated and the trade will be normally prosperous. All of the conditions through which the American phonograph industry is passing at the present time were faced by European manufacturers a few years ago and in fact the problems in Europe were far more perplexing and discouraging than those we are now confronting here. However, the European industry passed through this crisis safely and successfully with every factor of the industry now in excellent shape. I see no reason why we should not do likewise over here if only a feeling of confidence will prevail throughout the various branches of this great industry."

Atwater Kent Co. Sends Out Copies of National Ads

PHILADELPHIA, PA., August 7.—As one part of the many sales aids which the Atwater Kent Mfg. Co., of this city, is providing for its dealers, the company has recently sent out a giant print of an Atwater Kent page ad in colors, which is appearing in seven different magazines during July and August.

Through the combined tremendous circulation of these magazines this advertisement will become familiar in a large majority of homes throughout the entire country. It is suggested that the dealer display this large colored print in his warerooms or window to secure the best results.

RIVOLI RADELUXE

The final analysis of Combined Radio
and Phonograph, particularly adapted for Model 10

ATWATER KENT RADIO SET

or any other Radio Receiver up to 10 x 32 inch panel

IS NOW READY FOR DELIVERY!

VINCENNES PHONOGRAPH COMPANY
VINCENNES, INDIANA

New York Office
806 Tilden Bldg.
105 West 40th St.

M. A. CARPELL, Manager

Philadelphia Office
31 De Long Bldg.

ALFRED H. HAAC, Manager

*At their Peak
of Popularity!*

Lincoln Records

have been
reduced to
Retail at

35 [¢]
3
for
\$ 1.00

They sold fast at fifty — they'll fairly fly at the new price

No change in the quality—simply a revision in the price. Every record is a ten inch double disc containing the latest hits recorded by the foremost artists.

Let us put you in on this proposition.

The Lincoln is a product of the

Cameo Record Corp.

249 West 34th St., New York, N. Y.

Freud-Eisemann Radio Corp. Announces Production Plans

Two of Its New Models Will Employ Tuned Radio Frequency—Will Continue Manufacture of Neutrodyne Sets—Philip V. D. Stern's Remarks on New and Varied Fall Line

The Freud-Eisemann Radio Corp., Brooklyn, N. Y., manufacturer of Freud-Eisemann radio receiving sets, recently announced the completion of plans and the starting on production of its new line for the season of 1925-26.

An interesting announcement in connection with the new line is that two of the new models



Model FE 15

manufactured by the Freud-Eisemann Corp. will employ tuned radio frequency. This is a departure from the company's manufacturing plan, as up to this year it manufactured neutrodyne receivers exclusively. The company will, however, continue the manufacture of neutro-



Model FE 18

dyne sets and thus be in a position to offer the trade two types of radio sets. The Freud-Eisemann line will range in price from a low-priced set, which may be purchased by those consumers who are desirous of obtaining a good set at a reasonable figure, to the higher-priced sets listing at close to the two-hundred-dollar mark.

In commenting on the new Freud-Eisemann line, Philip V. D. Stern, advertising manager of the company, said: "Large orders have been received from all parts of the country and abroad for the new models which have just been announced. The line is varied, not only in relation to both tuned radio frequency and neutrodyne circuits, and in price, but also as far as the use of dry cells and storage batteries being employed in the various sets is concerned. The cabinet design allows in some cases for battery and charger space so that both may be concealed. The No. 20 model,

which met with such popularity during the past season, as has previously been announced, will be retained as an integral part of the new line. The new receivers which are now being produced as part of the line have incorporated in them features which go towards rounding out a full and complete line of radio receiving sets to meet the requirements of every type of radio buyer that may at present exist."

Announce Appointment of Thermodyne Distributors

M. O. Giles, sales manager of the Thermodyne Radio Corp., New York, returned to his desk recently, after a very successful and interesting Western trip. While in Chicago Mr. Giles, in conjunction with Harry D. Schoenwald, manager of the Thermodyne offices in that city, closed arrangements whereby the following companies will distribute Thermodyne products in Chicago territory: Wakem & McLaughlin, Motor Car Supply Co., Tay Sales Co., and the National Radio Co. This jobber representation gives Thermodyne distribution in the electrical, automotive, talking machine, and radio industries respectively.

At Wichita, Kansas, the Auto Equipment Co. was appointed a Thermodyne distributor, covering most of Kansas, Oklahoma and Panhandle, Texas. The Auto Cycle Supply Co. of Utica, N. Y., will distribute Thermodyne products in Utica, Syracuse and the natural territory served by these two cities. Other recent Thermodyne distributor appointments are the Auto & Cycle Co., Buffalo, N. Y.; Justus & Parker, Columbus, O.; Badger Radio Co., Milwaukee, Wis., and Goldfus Bros., Minneapolis and St. Paul, Minn.

Some Reasons Why the Zenith Radiogram Grows

In the current issue of the Zenith Radiogram, a "pep" publication issued by the Zenith Radio Corp., of Chicago, to its dealer and distributor trade, a short editorial on page four clearly discloses the aggressiveness and individuality of H. H. Roemer, director of sales promotion, which has characterized him as one of the most active men in the sales division of the radio industry. The article reads as follows:

"Watch Your Step!

"Someone asked:—'What is wrong when one dealer says "business is rotten" and another dealer says "business is fine"?' In the next issue of Radiogram I am going to load up both barrels with the rocksalt of raw-boned truth—and I'm going to shoot four ways from Sunday. I have felt this "call" for months—but the big chief has each time backed me up in the corner and shouted, 'steady—old man, steady.' But,

he's somewhere up around the North Pole by now and while shootin' his good, believe me, I sure am going to shoot.

"Shortly I am going to bury myself in the wilds of some lithero unknown spot in this great U. S. A. and for two solid weeks I am going to feed up on dripping raw meat garnished with poison ivy until I see red and itch for action. And I'm coming back hard-boiled clean through and full of hellfire and brimstone. If you miss reading your next Radiogram you'll probably be the only friend I have left."

The Zenith Radiogram differs materially from the average run of house organs in that it is profusely illustrated, as well as in its selection of articles, comment and dealer news items in



H. H. Roemer

which Mr. Roemer never fails to "spot" a real sales point and drive it home to the trade, which has found the Radiogram a veritable monthly sales manual.

The booklet was originally planned to contain eight pages and to be distributed to a list of 3,000 dealers. The second issue, it is understood, required twelve pages and the circulation list increased to 6,000. The demand for the Radiogram has since so increased that it now reaches the hands of dealers' salesmen and sales clerks, until the current issue includes sixteen pages, and the mailing list has reached 8,000. The publication is not sent out as general literature, but is mailed only upon the demand of the dealer.

Herbert Hoover to Speak

At the second annual banquet of the radio industries, to be held at the Hotel Commodore, on September 16, Secretary of Commerce Herbert Hoover will be present and will deliver a talk of interest to all radio enthusiasts. This is but one of the many features arranged for the occasion, all of which will be broadcast through a chain of stations.



Exact Size of The New No. 50 ORO-TONE Arm and Reproducer

A Real Portable Arm at a Low Price

Send for Sample on Approval

THE ORO-TONE COMPANY

1000-1010 George St., Chicago, U. S. A.

Better BECAUSE IT'S Practical

The Greatest Loud Speaker Value Today

Considered only as a piece of furniture or only as a loud-speaker the Console Master Speaker is worth the money. But as a combined cabinet and speaker it is the greatest loud-speaker value today. The loudspeaker is concealed behind the silk covered grill and has a beautiful natural tone of great volume.



Retail Price \$49.50

Complete with Loudspeaker
(Adjustable Unit)

An Unusual and Exclusive Feature

The Console Master Speaker with a front that may be opened to give convenient and quick access to batteries and speaker. This is our own exclusive origination, and strong patent claims protect it.

In 2-tone mahogany or walnut.

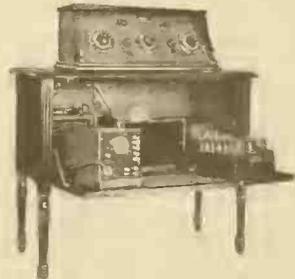
Either way a beautiful piece of furniture.



Size, 31 1/2 high, 38 long, 18 wide

The Console Master Speaker

with the opening front, showing the exceptionally spacious battery compartment, which will hold an "A" battery, a charger, and 2 dry or wet "B" batteries, besides the built-in loudspeaker.



The Console Master Speaker

showing the front let down, allowing convenient and quick access to batteries and speaker, using the front as a shelf or tray.

The Console Master Speaker

for any Radio Set

THE MOST PRACTICAL CONSOLE SPEAKER

Just a pull of the handle and ALL the batteries, charger, and loud speaker unit are within immediate reach.

ORDER FROM YOUR JOBBER

FULL TRADE DISCOUNTS

CONSOLE MASTER SPEAKER CO.

15 East 40th Street, New York

Detroit Is Proving a Busy Spot These Days

Outlook for Fall Excellent in All Lines—O. F. Jester's New Post—L. J. Naber Is Columbia Manager—Vigorous Sales Drive Under Way

DETROIT, Mich., August 7.—Talking machine business in Detroit is holding up very well for the Summer, showing a slight increase each week over the same one of last year. Console models seem to have the preference both in the straight talking machine as well as the combination outfit. As for records, they are also showing an increase over last year.

Detroit to-day is enjoying the greatest prosperity in its entire history. There are more people employed than ever before; and the outlook is good for the remainder of the year.

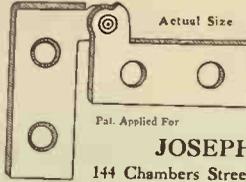
All the Victor dealers for the past week have been advertising one-half off on their Victor stock of talking machines, and the reduction has stimulated considerable business. The reason for the reduction, of course, is the fact that dealers want to get rid of their present stock in order to make room for the new Victor models shortly to make their appearance.

A prominent downtown dealer to-day told The World representative that "it is to be regretted that dealers do not locally get a standard scale of allowances on trade-ins." He remarked that "every day we have people ask us what we will allow and when we tell them they answer that they can get more some other place. We tell them to go right ahead and deal there because we can't afford to do it on our merchandise. I feel that allowing more than a trade-in is worth only retards the whole talking machine industry," he continued. "People simply work the dealers for the best allowance they can get. It would be such an easy matter if dealers would get together locally and co-operate on this matter. We should have a regular scale for allowances and we should all quote the same and take our chances on who gets the sale. We would all be better off in the long run. It is more essential that we do something now along co-operative lines on account of the new combination machines—and it seems that at least 60 per cent of the people who come in to buy want a trade-in proposition."

C. O. LeBaron, East Jefferson avenue dealer, Detroit, reports that he is having the best Summer business in his history. He has had some nice cash business. He handles, among other lines, the Columbia and is certainly enthusiastic about the new Columbia records. "Just keep your eye on Columbia because we have people come in every day who won't have anything else," he declared. "The Columbia record is certainly making a bit hit and getting more popular every day."

Grinnell Bros., the J. L. Hudson Music Store and the Edison Shop, are closed on Saturday

Jerco Invisible Stop Hinge



Pat. Applied For

JOSEPH E. RUDELL CO., Inc.

144 Chambers Street

New York, N. Y.

Should be on every phonograph and radio cabinet; because of its special features. Write for a sample and quantity price.

Jerco Products Are Good

afternoon, which has stimulated a little extra business for the other downtown stores during the closed period. It is the first time that Grinnell Bros. closed their Woodward avenue store—their other stores are open as usual on Saturday afternoon and evenings.

R. B. Alling, of the Edison Shop, reports that business is very satisfactory and considerably ahead of last year. Mr. Alling has been advertising consistently all year. The Edison Shop handles the DeForest line of radios and it has proved a big seller, although Mr. Alling says that the bulk of the store sales have been on the Edison phonograph, without the radio attachment.

Sam Lind, of the S. E. Lind Co., handling the Royal line, says he has a good year so far, has opened many new accounts and looks for excellent business during September, October and November, and has prepared for the rush with the largest stock he has ever carried.

There has been quite a good business this Summer on the portable phonographs. We notice this week quite a number of window displays.

L. J. Naber Managing Columbia Detroit Branch

Lawrence J. Naber, who some years ago was manager of the record department of the Columbia Cincinnati branch and more recently connected with the Sterling Roll & Record Co., has been appointed manager of the newly established Columbia Detroit headquarters. Mr. Naber assumed control July 1, and his experience in the trade and his wide circle of friends among dealers fit him for his new position.

Olen F. Jester in New Post

Olen F. Jester, well known throughout the phonograph industry in the East, is sales manager of the local wholesale radio division of Stewart-Warner, with headquarters at 7321 Woodward avenue. Mr. Jester is attaining very pleasing success in his new work and Stewart-Warner dealers are being established in the leading trade centers in this territory. For a period of three years Mr. Jester was district manager for Brunswick, at Philadelphia, and for six years had been associated with the Columbia Phonograph Co., in Philadelphia and Baltimore territories. He resigned from the Brunswick organization to take charge of the

Columbia Detroit branch, joining Stewart-Warner recently. He is thoroughly experienced in the merchandising of phonograph products and he is utilizing this experience to excellent advantage in connection with his Stewart-Warner activities.

Rushes Orders for Atwater Kent Set by Airplane

Magneto & Machine Co., Baltimore Distributor, Spares No Effort to Give Service

BALTIMORE, Md., August 7.—An exemplification of service and "satisfying the customer" is to be found in a recent experience of the Magneto & Machine Co., Atwater Kent distributor,



Major Tipton, Maryland National Guard, and Vice-President Hull, of Magneto & Machine Co., Assist in Shipping Atwater Kent Radio

of this city. A certain distant manufacturer wanted an Atwater Kent model 20, and he wanted it in a hurry. The time was short, but George E. Hull, vice-president of the Magneto & Machine Co., quickly solved the problem. The set was placed in an airplane and without regard for traffic cops or "stop" and "go" signals, the delivery was made in record time.

Making sales is often a matter of making friends, and making friends is often a matter of service. It is logical to suppose that the recipient of this service will not forget it and will pass the good word along, and the value of good will can never be overestimated. It is a point always worth considering.

HERE IT IS!

The last word in Phonographs. The Minnelli Tone Arm, a new invention that revolutionizes the entire industry.

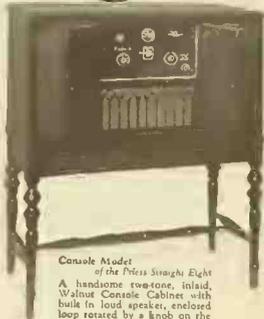
The Minnelli Tone Arm can be placed on any kind of machine, either small or large. The Minnelli Tone Arm can also be placed on a table, writing desk, or any place that you wish, for it has a motor to turn the records. After placing the Minnelli Tone Arm you can obtain the best and the softest tone you have ever heard. Better information can be obtained by writing. We are interested in both dealers and manufacturers, or will entertain a proposition for the purchase of this invention outright.

Complete samples will be sent to any part of the United States for \$10.00.

MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.

Announcing—



Console Model
of the Priess Straight Eight
A handsome two-tone, inlaid, Walnut Console Cabinet with built in loud speaker, enclosed loop rotated by a knob on the panel, and ample use compartment for all batteries.
List Price, including loop and Loud Speaker, but with out other accessories. \$275

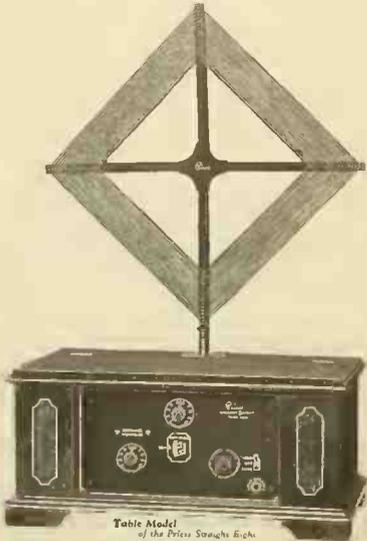


Table Model
of the Priess Straight Eight
A two-tone inlaid, Mahogany Cabinet with battery compartments on each side. Equipped with patented collapsible all bakelite, low loss loop.
List price, complete with loop, but without accessories. \$165

It's loop operated!

the NEW—
Priess
TRADE MARK
STRAIGHT EIGHT

—an eight tube, loop operated receiver having unexcelled distance getting ability

THE Priess Straight Eight was built and designed primarily for great distance reception.

A new patented principle in radio design is used that gives the Priess Straight Eight a greater energy amplification before the detector that has not been equalled by any other set.

Here are the distinctive Priess features that offer Priess dealers no class competition:—

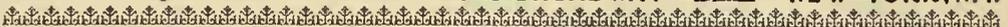
- Loop operated,
- Eight tubes,
- 5 stages of radio frequency, before the detector,
- Single tuning control with stable wave length indicator graduated in one meter divisions,
- Tunes in a station only on one point—no harmonics,
- No locally manufactured static from oscillating tubes,
- Sensitivity control,
- Volume control,
- One control for filament and cutting in or out audio stages,
- Enclosed loop in console models operates by knob on panel.

The Priess sales policy gives full and complete dealer protection against unfair competition, price cutting, price reduction, and dumping surplus stock on the market which, together with our liberal dealer discount, insures real, legitimate profits.

The loop operated Priess Straight Eight permits you to sell the lightning shy prospect; to sell the antenna forbidden apartment dwellers; to sell on demonstration while your competitor is erecting the antenna that consumers consider a nuisance.

Write or wire us immediately for dealer reservation so that we may arrange the earliest possible demonstration of this wonder set by our jobber in your territory. As we are limiting our dealer franchises according to the size of trading areas, we suggest that you act immediately.

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



Big Demand for Gennett Records of William J. Bryan

Passing of Famous Orator Results in Widespread Demand for the Gennett Recordings of His Political and Religious Orations

RICHMOND, IND., August 7.—With the passing of William Jennings Bryan, dealers from all quarters report a steadily increasing demand for his Gennett records which were made some time ago and to meet this situation the Gennett record division of the Starr Piano Co. is planning an extensive campaign for the sale of these exclusive recordings.

Speaking of Mr. Bryan, the sales department of the Gennett Record division of the Starr Co. had the following to say:

"Whether or not all agreed with the political or religious beliefs of William Jennings Bryan at least there is no dispute that he will always be remembered for his magnetic oratory. Future generations and many of the present who could not have the privilege of sitting under the spell of that magic voice can still get much of its beauty and charm from the phonograph records which he recorded for Gennett records.

"For one so much in the public eye, Mr. Bryan was strangely reluctant to have his voice recorded," said Harry Gennett, president of the Starr Piano Co., which makes the Gennett records, when interviewed regarding it and further stated:

"Lieutenant Martin, one of the salesmen for Gennett records, was, during the war, in command of the Sylph, which took President Wilson and his Cabinet on frequent trips on the Potomac and elsewhere. He became well acquainted with members of the official family and in this way a warm friendship sprang up between him and Mr. Bryan. Often they talked of making phonograph records of the "Cross of Gold" speech, but Mr. Bryan always refused. However, after much urging and many refusals he finally consented on the express condition that if in his opinion the record did not fairly represent his voice at its best they would not

be distributed. This was agreed to and a date set when Mr. Bryan came to Richmond, Ind., to the Gennett recording laboratory. He spent two days making these records, listening to them and going over and remaking them until he was satisfied that they were just right. His whole heart was in the work and he spoke with all the fire and vigor that had earned for him



The Late Wm. J. Bryan in Gennett Studio Making His Famous Records

the sobriquet of "The Boy Orator of the Plate."

His "Cross of Gold" speech, the outburst of oratory by which he sprang into fame in a flash, and his "Ideal Republic" are the only records of a political nature which he made. The others, religious in character, are "The Twenty-third Psalm," "The Lord's Prayer," Im-

mortality" and "The Virgin Birth." This last is of particular interest just now and gives in his own words and voice his best reasons for his own stand on fundamentalism. The evolution trial at Dayton and the sudden stilling of Mr. Bryan's voice have especially created a tremendous demand for his "Virgin Birth" record.

Stewart-Warner Radio Popular in St. Louis Field

St. Louis, Mo., August 6.—H. Bisbee, radio sales manager of the Stewart-Warner Products

Service Station, of this city, 3206 Locust boulevard, returned recently from a very successful trip to the northwestern territory of Illinois, where he signed a large number of dealer franchises calling for the immediate shipments of Stewart-Warner radio products. The radio division at St. Louis is anticipating a very large Fall and Winter business, inquiries being received for dealer franchises from all of the leading cities in the territory. The total number of sets already secured by the St. Louis branch is 25 per cent of its yearly quota which was set aside by the factory, and judging from all indications the St. Louis radio division of Stewart-Warner will not only make this quota but will go far ahead of it.

Large Attendance Expected at Association Outing

All arrangements for the annual outing of the Talking Machine and Radio Men, Inc., which is to be held at Bear Mountain on Wednesday, September 2, have been completed and judging by the manner in which tickets have been requested the event will be one of the most successful ever held. The outing starts with a boat ride up the Hudson as far as Bear Mountain. Dancing will be indulged in aboard ship. From the landing buses will take the party to the picnic grounds where dinner will be served. Athletic games, with the baseball games as the outstanding feature, will then come up for the consideration of the participants.

Important Personnel Changes

SAN FRANCISCO, CAL., August 4.—Due to the death of Sheldon Petersen of the Leo J. Meyerberg Co., distributor of RCA products, a re-appointment of executives has been announced. A. H. Meyer is now general manager of sales with headquarters at Los Angeles; J. W. Thompson, sales manager for northern California at San Francisco and L. J. Tappan, assistant sales manager for northern California.

EVERY-
THING
FOR
THE
RADIO
DEALER

**ZIMMERMAN BITTER
CONSTRUCTION COMPANY**

Lands' 10th Store, a Zimmerman-Bitter achievement

The leader in the retail music trade once more selects the leader in music shop equipment, to design and furnish the interior of its newest and greatest store. As specialists in this field we are able to offer radio and phonograph dealers a maximum in workmanship and design with a minimum of expense.

quality  *design*

Record Racks Display Cases
Hearing Rooms Musical Instruments
Service Counters Cases, Etc.
Prices on request

**ZIMMERMAN-BITTER
CONSTRUCTION COMPANY**
325-27 East 94th Street, New York
Telephone ATwater 6178

ASK US
ABOUT
OUR
SHEET
MUSIC
AND
MUSICAL
INSTRUMENT
CASES

Nebraska-Buick Co. Radio Conference a Big Success

Five Hundred Dealers Hear Addresses and View Zenith, Music Master and Thompson Radios and Gould Batteries

LINCOLN, NEB., August 7.—Five hundred dealers and members of their sales organizations attended the conference of the Nebraska-Buick Auto Co., distributor of Zenith, Music Master and Thompson radio lines and Gould storage batteries, at the headquarters of the company



Left to right: C. L. Carper, Nebraska-Buick Co.; L. A. Dunn, Zenith Radio Corp.; F. D. Williams, Music Master Corp.; H. N. McMenimen, Music Master Corp.; C. A. Brunston, Zenith Radio Corp.; Robert W. Porter, R. E. Thompson Mfg. Co.; C. A. Baumgart.

in its new six-story building in this city on July 30 and 31. In addition to complete exhibits of the new lines of the manufacturers represented by the Nebraska-Buick Co., which were enthusiastically viewed, there were a number of interesting and constructive addresses. Among the speakers was R. W. Porter, general sales man-

ager of the R. E. Thompson Mfg. Co., who talked on the merchandising field for speakers and reproducers. An interesting address was made by L. A. Dunn, from the Chicago headquarters of the Zenith Radio Corp., describing the struggles of Commander Donald B. MacMillan in carrying on his important explorations. He also told how he (Dunn) phoned from Chicago just in time to get in on the two-way conversation with the MacMillan expedition in Greenland, via land wire and short wave Reinartz Zenith set.

A talk which impressed those present with the wide field for radio was that of C. A.

Baumgart, editor of Successful Farming, Des Moines, Ia., who gave the results of a survey showing the number of radio receivers owned by farmers in Nebraska and the types in use.

C. L. Carper, head of the Nebraska-Buick Co.'s radio department, was toastmaster and entertainment manager, and he filled this post to the satisfaction of all concerned.

Clayton Irwin, Jr., General Manager of Radio Fair

In Charge of Organization Sponsoring Radio World's Fair in New York and Chicago

Clayton Irwin, Jr., has been appointed general manager of the Radio World's Fair of



Clayton Irwin, Jr.

New York and Chicago, which is sponsoring the Radio World's Fair to be held next month at the 258th Field Artillery Armory, New York, and the Fourth Annual Chicago Radio Show in the Coliseum to be held in November.

ROYALFONE LOUDSPEAKER UNITS

are logical parts of phonograph sales. Your customers will welcome the chance to hook up radio with the talking machine. Write for details on units and headsets.

ROYAL ELECTRICAL LABORATORIES
NEWARK, NEW JERSEY DEPT. T. W.

Mr. Irwin is well known in the radio industry and is generally recognized as one of the keenest publicity and advertising executives in this field.

Mr. Irwin organized the radio department of the Brooklyn Daily Eagle, which was an outstanding success, and inaugurated broadcasting in a special studio in the Eagle building, in cooperation with station WAHG. He was later drafted by the Coudé Nast publications to handle radio advertising, and in his various advertising activities came in close contact with U. J. Herrmann, managing director of the Radio World's Fair. Following the recent death of James F. Kerr, Mr. Herrmann's partner and associate, Mr. Irwin was appointed to the important post of general manager of the Radio World's Fair. He is now working day and night in connection with the details for the New York Show in September, and the results of his activities to date are far beyond all expectations.

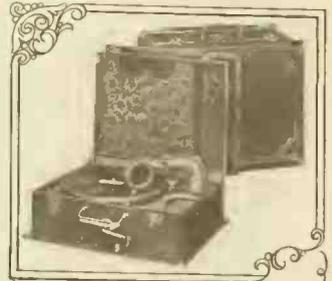
Enthusiastic Over New Miessner Radio Receiver

Gilbert-Keator Corp., 135 Fifth avenue, New York City, distributor of radio products, is enthusiastic over the Miessner Radio Corp.'s new set which is operated by electric light circuit.

Before accepting this product for distribution it was put through a series of tests in the home and has been operated frequently in the warerooms of the Gilbert-Keator Corp. The company announces that it does eliminate extraneous noises, it needs neither tubes nor liquid for rectification, there is no overheating and under a great many tests the tubes do not deteriorate more than through use by ordinary battery. It has a built-in loud speaker, cord and plug and with the tubes the entire equipment is delivered without accessories.

C. O. Knight Co. Chartered

The C. O. Knight Co., Williston, N. D., has been granted a charter to deal in musical instruments with a capital stock of \$25,000.



MODEL O. T. Permanent tone arm, 18-records compact construction, light weight 40 cents anywhere. Dimensions: 12 1/2 by 12 by 8 1/2.

GOOD SELLERS THE YEAR ROUND



THEY SEE List Price
THEY HEAR \$30
THEY BUY

Artone Portables are superbly toned phonographs, high class musical instruments in beautiful cases of genuine DuPont Fabrikoid, in shades of Walnut, Brown, Mahogany and Grey, and embossed with rich reproductions of beautiful hand-tooled leather. The hardware is of solid brass throughout, heavily nickelled.

TEN DAY FREE TRIAL

We will ship the Artone at the list price, less 40 per cent. If, after a 10-day appraisal, you do not feel that they will sell readily and make you substantial profits, return to us collect.

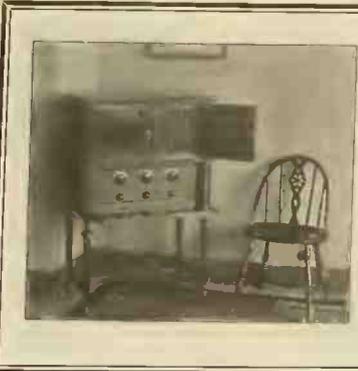
Berg Auto Trunk & Specialty Co., Inc.

"Designers and Makers of Fine Cases for 20 Years"

LONG ISLAND CITY NEW YORK
New York City Showrooms, 353 Fifth Ave.



MODEL R. E. Round edge design, no corners, permanent tone arm, 18-records sound box, carries 18 records, compact construction. Dimensions: 12 1/2 by 12 by 7 1/2.



DIGNITY

The various housings of the NEW-PORT line—cut sales resistance to a minimum. We have coupled mechanical perfection with the richest of cabinet work throughout our entire line. The Newport line adds dignity, with profit, to your business.

Since its inception one year ago NEWPORT has developed with no startling changes to its present production of seven different models ranging from four to eight tube instruments in a variety of furniture designs appealing to any taste.

Distributors and dealers wishing further information address

Newport Radio Corp

250 West 54th Street.
New York City

The Newport is a Good Receiver, Built in a Piece of Fine Furniture

New Kolster Radio Line to Make Bow in September

Federal Tel. Co. of California Getting Behind Product With Extensive Advertising Campaign—Many Dealer Helps Available

On or about the first of September there will be introduced to the trade the Kolster line of radio receivers manufactured by the Federal Telegraph Co. of California, and from all advance indications Kolster receivers will immediately take their place as one of the leaders of the industry. The line includes four models, two of which are six-tube sets with dual control, and two eight-tube sets, single control. Illustrations of these sets appear in an advertisement in another section of *The World*. Despite the fact that no sets have yet been released for distribution and only sample sets have been sent out from the factories, 75 per cent of the distribution outlet has been arranged and letters and wires are constantly being received at the Merchandising Division, Woolworth Building, New York, from dealers inquiring as to when the sets will be available.

The policy to be pursued by the company is of complete protection to both dealers and jobbers, including territorial and price protection and also protection against obsolescence of models. Included in the dealer contract is a clause which gives the dealer patent protection. The sets are guaranteed for a year and will be shipped in specially constructed sealed cases and no dealer will be allowed to break the seal until he has been thoroughly instructed as to how to uncrate the set without causing damage. Until this time arrives the jobber or the service department of the company will render this service.

To stimulate consumer demand an extensive

advertising campaign has been planned which includes six double-page spreads in the Saturday Evening Post, the first of which will appear on September 12. The remaining five will be used before the close of the year. A direct mail series of letters to dealers informing them of new developments will also be carried on.

A publicity department is being organized to keep newspapers and the trade fully informed of Kolster progress. An attractive outlay of consumer literature has been prepared and window and store displays and posters, consistent with the quality of the Kolster line, are in the course of preparation.

Adler Manufacturing Co. Announces the Appointment of New Distributors

Important New Distributing Outlets Include Silas E. Pearsall Co., Artophone Corp.; W. E. Fuetterer Battery & Supply Co., and Julius Andrae & Sons Co.

Lambert Friedl, vice-president and general sales manager of the Adler Manufacturing Co., manufacturer of Adler-Royal phonographs and radio products, has announced the appointment of a number of distributors for these popular lines, including the following: Silas E. Pearsall Co., New York; Artophone Corp., St. Louis, and Kansas City, Mo.; W. E. Fuetterer Battery & Supply Co., St. Louis, Mo., and the Julius Andrae & Sons Co., Milwaukee.

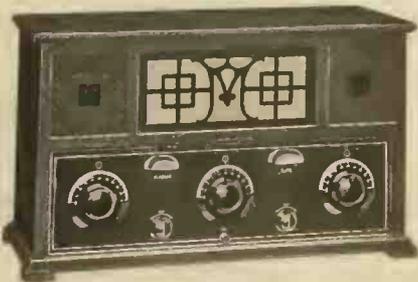
The Silas E. Pearsall Co., which will distribute the complete Adler-Royal line, needs no introduction to the dealers in metropolitan territory, for it is one of the best-known wholesale organizations in the East. For many years it was a distributor of Victor products and during 1925 the company's activities in the distribution of radio products have earned for this organization a foremost position in the ranks of radio distributors. Lloyd L. Spencer, general manager of the Silas E. Pearsall Co., is keenly enthusiastic regarding the sales possibilities for Adler-Royal products in metropolitan territory and he is particularly pleased with the sales and merchandising policies of the Adler Mfg. Co. The new Adler-Royal line possesses many distinctive features which Mr. Spencer and his

organization will present effectively to the metropolitan dealers.

The Artophone Corp., of St. Louis and Kansas City, will handle the Adler-Royal line of phonographs and radio-phonograph combinations with the radio equipment, while the W. E. Fuetterer Battery & Supply Co. will handle the entire line of Adler-Royal radio sets, radio speakers and radio-equipped combinations. In this manner the entire Adler-Royal line will have exceptionally fine distribution in this important territory.

The Julius Andrae & Sons Co., of Milwaukee, has for a number of years been a very successful distributor of radio products, and Sidney Neu, manager of the company's radio department, is planning to devote a considerable part of his sales promotion plans to the Adler-Royal product. Mr. Neu is now preparing the details of an intensive sales campaign which will be ready for the trade in a few weeks.

C. T. McKelvey, special representative of the Brunswick Co., recently visited the Portland, Ore., territory and gave an interesting talk on salesmanship to Brunswick dealers, featuring the appeal of the Brunswick Radiola.



MINERVA "ELITE" CONSOLE MODEL
Less Tubes or Batteries—\$125.00

MINERVA RADIO

The 1926 MINERVA models are ready. The line is complete, representing a variety of styles and a range of prices to meet the requirements of every buyer.

Advancement and refinement are emphasized throughout in material, design and construction. Appearance and performance are the winning sales features of Minerva radio receiving sets.

In addition to the "ELITE" herein illustrated, the Minerva line includes "DISTANTIA" \$60.00 sets without speakers, console "GRAND" models with speaker at \$225.00 and the "SERENADE" with speaker at \$175.00.

For information regarding exclusive territory franchise write

MINERVA RADIO CO.

827 Irving Park Blvd.

Chicago, Ill.

Here are a few things that Premier Dealers can count on—

Premier did not and never will "dump" stocks on the market, or do anything that will permit such fatal price-cutting as that which injured so many good dealers last year. Premier has plenty of financial backing. It can carry its own surplus stocks without resorting to "dumping." **THIS ASSURANCE PROTECTS DEALERS' PROFITS.**

Your neighboring dealer will not be selling Premier sets. We do not believe in "wildcat" selling. The Premier franchise is valuable. An exclusive franchise keeps one Premier dealer from competing with another Premier dealer in the same community. **THIS PROTECTS DEALERS' PROFITS.**

A discount that is somewhat more generous than others is allowed because dealers buy direct from us or through territorial sales agents. **THIS GIVES DEALERS A BETTER PROFIT.**

A demonstration of a Premier set usually means a sale. Dignity of the cabinet design, an uncommonly clear tone that always arouses interest, and volume reception on loop are three points that keep sales moving briskly along. **THIS MAKES THE DEALER'S STOCK TURN QUICKLY.**

If you are the kind of a dealer who wants to deal with our kind of company, we want to hear from you.



Premier 7-B Table Type Receiving Set

Console and Table Models

Price range

\$100.00 \$160.00 \$290.00 \$350.00

The Premier Radio Corporation

Defiance, Ohio

Service Means Selling a Buyer the Right Product

Joseph Stantley, Sales Manager of Continental Radio & Elec. Corp., Makes Some Interesting Remarks on Subject of Radio Servicing

In a discussion on the question of the proper servicing of radio receivers, Joseph Stantley, sales manager and secretary of the Continental Radio & Electric Corp., New York, gave some



Joseph Stantley

interesting views on the subject. "Service," states Mr. Stantley, "does not mean extra work—it means selling a buyer the right product." In explaining this expression, Mr. Stantley makes clear that the proper time to start service is not when a customer complains about the inefficiency of the set which he has purchased but before a sale has been completed. He blasts the theory held by many that it is necessary to have a technical knowledge of radio to properly merchandise sets. In part, Mr. Stantley says:

"The average salesman in a phonograph store can be educated to sell radio so that it stays

sold. Educating salesmen does not mean sending them to school or spending time and money. It means that you, as a man who knows how to sell to the trade, should give a few talks to your salesmen. Make up a chart giving the fundamentals upon which your line of receivers should be sold. For instance, if a customer comes in and asks about some set which you are selling, it is the duty of your salesman to try to find out just what his prospective buyer has in mind, his location, where he intends to use his set, whether he needs a portable which can be used either at home or out-of-doors, in other words, just spend a few minutes having a radio chat. The object of this talk is to allow the salesman time enough to bring his own mind and ideas to a point where they are similar to those of the buyer. Now with plenty of ground to talk on, the salesman can approach his prospect with correct advice. And right here is where your chart and fundamentals concerning the sale of various receivers you handle comes in handy. If you are handling a comprehensive line it is extremely easy for the salesman to suggest the right set. During all this talk and preparation in selling there is

no call for technical knowledge—in fact, it is a poor salesman who attempts to burden anyone with long names, etc.

"If the customer does not care for the set which has been suggested, it is far better not to sell than offer some receiver which will only bring trouble and unsatisfactory results. Remember every unsatisfied customer comes back with a kick—it costs money, time, sales and good reputation.

"The real value in selling a prospect the right set is to eliminate trouble or what the public call service. That is, a man buys a set and he gets service for so long. He buys with the assurance that if it does not work or he has trouble the dealer's service will make it right. Right here is where service from your salesman in the store eliminates after-servicing, which always costs money and time. Sell the right receiver to the right buyer and you have made a lifelong friend better than any advertising or publicity could ever be worth."

The K. L. King Music House, of Fort Dodge, Ia., was recently incorporated with a capital stock of \$25,000.



The Kameronophone DeLuxe

The Smallest Real Phonograph

Jobbers' territory open

KAMERAPHONE CORP.
OF AMERICA

Formerly Specialty Trading Co.

547 Broadway

New York

Handsomely New Offices Occupied by Pathex, Inc.

Completely Equipped Headquarters Located at 35 West 45th St., New York—Pathex Makes Big Hit With Public and Trade

The new offices prepared for Pathex, Inc., at the headquarters of the company, 35 West Forty-fifth street, have now been completed and occupied, the executives and office force of the company having occupied temporary quarters on the second floor of the building until space on the fourth floor could be remodeled to meet the particular needs of the company.

The new offices occupy the entire fourth floor of the building, and as one steps from the elevator it is to enter a spacious lobby where is located the information desk, together with a special showcase in which are displayed attractively all the Pathex products, including the camera, the projector, the film rolls, etc. To the left along a passageway are the private of-

fices of Henry C. Brown, vice-president of the company, and the other executives, as well as the general offices, while to the right of the passage is an attractively arranged projecting room for demonstration of the Pathex.

Another large projection room with enclosed fireproof booth, etc., is also provided for the showing of films of the regular size from which may be selected subjects to be reduced and introduced into the general Pathex library. Ample space for the shipping and extension departments, etc., is available in the rear of the loft, where an abundance of natural light is available. A feature of Mr. Brown's office that will interest visitors is an immense moosehead with great antlers that hangs on the wall as a memento of Mr. Brown's hunting experiences in Canada, that gentleman enjoying a wide reputation as a successful Nimrod.

Just now the headquarters of Pathex, Inc., are the scene of great activity, for the company has been practically snowed under with the orders that have come in as a result of the initial campaign, which covered a number of Eastern

States and resulted in the launching of the new product with a rush. Co-operative advertising campaigns in which the company and its dealers took part presented the Pathex to the public in a manner that could not be resisted and the volume of business that has resulted surprised even those back of the product. Plans are now being completed for similar campaigns in other sections of the country, where adequate retail representation is rapidly being developed.

A factor that has greatly pleased the Pathex executives has been the success met with by laymen in getting satisfactory pictures with the Pathex camera. The results with the outfit in the hands of the public, as indicated by the films that have been returned to the company for development, have been close to 100 per cent successful, and many of the films have been remarkable for their clearness and accuracy. This is accepted as the final test of the value of the Pathex product.

Has Completed Important Store Installation

The Zimmermau-Bitter Construction Co., New York, installer of equipment in talking machine stores, has recently completed several installations in the metropolitan district, among them being the Greeley Music Shop, Thirty-fourth street and Eighth avenue, New York; the Morris Music Shop, 1306 Fordham Road, New York, and Landay Hall at Forty-second street and Sixth avenue, for which installation a contract has been signed.

In commenting on the latest work undertaken by his company, Aaron Bitter said: "The installation for the Greeley Music Shop is the fourth which we have completed for this company and consists of twelve hearing rooms, record racks, a completely equipped piano department, musical instrument and sheet music cases and showrooms for the display of talking machines and other musical instruments. The work done by us for the Morris Music Shop consisted of the complete remodeling of the store, installation of elevators for piano department, three completely equipped Ampico rooms, radio showrooms, phonograph showrooms and the redecorating of the entire premises. The new installation which we have contracted for is in addition to the work already done by us on Landay Hall, the latest of Landay Bros. stores. This installation was made necessary by the greatly increased business which has been enjoyed by Landay Bros. at this location. It consists of additional equipment for the entire store and will be completed in the near future."

Mutzbar Co. Buys Cherington

MILWAUKEE, Wis., August 6.—The Willard N. Mutzbar Co., well-known jobber of phonograph motors, tone arms, attachments, needles and supplies, has purchased the entire stock of the Cherington Co. of Waukegan, Ill., maker of Cherington Ironclad and Waukegan phonograph motors. The Mutzbar Co. is, therefore, in a position to give prompt service on all repair parts for these motors and is also supplying parts for the machines formerly made by the Milwaukee Talking Machine Co. under the trade names of Dalion, Perfectrola and others.

Gennett Sales Show Increase

The Gennett record division of the Starr Piano Co., New York, reports that the volume of record sales for July doubled that of the preceding month and the indications for August are that this figure will be at least maintained and probably exceeded. While the greatest increase was noted in foreign language recordings, the entire catalog shared in the increased sales with the two new releases of Welsh records selling particularly well in the mining districts of Pennsylvania and West Virginia.

Are You from Missouri?

Let Us Send Samples on Memo. Test Them Yourself. Then if You Think They're Not All We Claim, Ship Them Back. It Won't Cost You a Cent!

We are doing everything we can to take the "bunk" out of radio. If you're tired listening to high-sounding claims, if you have been disappointed on lines you have stocked, let us ship you samples of the famous PENNSYLVANIA Head-Sets and Speakers on memo invoice subject to return at our expense. Try them out under any and all conditions. Put them to any test. Examine them carefully for sensitivity, clarity, accuracy, and quality of materials and construction. Then if you don't say that

Pennsylvania Harmonized Head Sets and the New Pennsylvania Speakers

excel many of the highest priced instruments on the market, pack 'em up and send 'em back, charges collect. We are quite willing for the PENNSYLVANIA line to stand on its merits. Thousands of pleased users have testified to their exceptional performance; their verdict has always been favorable, and we are sure yours and your customers' will be the same.

The Pennsylvania Harmonized Head-Set is a scientific instrument of precision—an all-quality head-set from headband to cord. Its outstanding efficiency is a feature that has won the countrywide endorsement of the radio public. Type L-32, with genuine mahogany bakelite exterior and genuine leather headbands, lists at \$5.00.

The New Pennsylvania Speakers reproduce the human voice and the music of band or orchestra with remarkable clearness and exactness. Type AA and Type G, furnished with special reproducing unit with adjustable feature that completely eliminates distortion. Acoustically perfect and most attractive in appearance.

WE HELP YOU SELL

A campaign in general magazines and newspapers, together with dealer displays, is being prepared to make PENNSYLVANIA Radio Products more popular than ever. No effort will be spared to help dealers turn over their stock at a good profit. Hook up with the PENNSYLVANIA line NOW! You will never do better.

Write for attractive proposition

HAMBURG BROS.

460 Seventh Ave.

Pittsburgh, Pa.



Type B-20 Pennsylvania Harmonized Head-Set. List, \$2.75.



Type E-25 Pennsylvania Harmonized Head-Set. Slightly heavier construction than Type B-20. Same high quality. List, \$3.50.



Type AA Pennsylvania Semi-Goose-neck Speaker. Adjustable, \$10.00 list. Type G, non-adjustable, \$8.00 list. Height, 24 in. Bell, 12 in.

Type G Pennsylvania Speaker. Adjustable, \$12.50 list. Height, 24 in. Bell, 14 in.



Have You the Energy for Volume Business?

Practice has proved that nearly every demonstration in the home sells a Thermiodyne.

Home demonstration! That's the key to volume business.

But when you send men or women out to canvass the homes and arrange for demonstration, back them up with

The Famous Master Control



Reg. U. S. Pat. Office [Ther-my-odyne]



**THERMIODYNE—Model CTF6—
CONSOLE DE LUXE**

Model TF9, enclosed in Console Cabinet of genuine Walnut, with built-in Loud Speaker, and with space for Batteries and Charger. All equipment concealed. No wires required for local stations.
Price (without accessories).....\$223
Rocky Mountain and Coast States.\$209

The moment women see Thermiodyne's wonderful Master Control and understand that all they need do is turn it just half-way around to bring in instantly, in rapid succession, each and every station on the air—they are interested.

The moment any prospective purchaser of radio hears Thermiodyne in his or her own home, Thermiodyne is wanted.

Our advertising in the great national magazines; our advertising in your local newspapers, in which we co-operate; our merchandising policy; our trade-in and time-payment plans—back you to the limit.

And now with so many stations on the air, Thermiodyne's super-selectivity brings Thermiodyne into its own and



**THERMIODYNE—Model TF9
in SPEAKER TABLE**

Handsome, well-constructed Table, with built-in Loud Speaker, speaker unit and horn concealed by open grille. Ample room for Batteries and Charger. Genuine Walnut finished to match Model TF6.
Price of Speaker Table.....\$60
Rocky Mountain and Coast States. \$66

This Is Thermiodyne Year

People no longer tolerate squeals, howls, distortions. They want natural, resonant, mellow tones. They get them with Thermiodyne and they get them instantly.



**THERMIODYNE—Model TF3—
FIVE TUBES**

Master Control Radio built on same successful principles as TF9. Phenomenal selectivity, distance-getting ability and tone quality. Two Stages of Thermionic Frequency, Detector and two Stages of Audio Frequency. Master Control. Outdoor Antenna. Finished in duo-tone Walnut.
Price (without accessories).....\$109
Rocky Mountain and Coast States.\$110

Thermiodyne has everything to insure success to the energetic merchant. Beautiful models rightly priced; trade-in plans; time-payment plans that do not eat into your capital at all; vigorous, convincing advertising; and best of all—performance that challenges any set at any price—anywhere, at any time.

If you want to do a real radio business, tie up to Thermiodyne.



THERMIODYNE—Model TF6—SIX TUBES

Powerful, smooth-working instrument, with Three Stages of Thermionic Frequency before Detector, Detector and two Stages of Audio Frequency. Master Control. Indoor or Outdoor Antenna. Genuine Walnut Cabinet with interior compartment for "B" Battery.
Price (without accessories).....\$150
Rocky Mountain and Coast States.....\$160

THERMIODYNE RADIO CORPORATION
1819 Broadway, New York

Canadian Sales Office: Dominion Thermiodyne Radio, Ltd., 425 Phillips Place, Montreal, Quebec.

Three New Song Hits!!!

"WHEN I THINK OF YOU"
A New One by Harry Owens and Vincent Rose
Writers of "Linger Awhile"

"LET ME LINGER LONGER IN YOUR ARMS"
A fascinating Fox Trot by Cliff Friend and Abel Baer
Writers of "JUNE NIGHT"

"PAL OF MY CRADLE DAYS"
Marshall Montgomery and Al Piantadosi's Great "Mother" Balled!

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

New Gennett Recordings

Two recordings by leading Gennett record artists are scheduled for release the latter part of this month and judging by the popularity of these artists in the past and from the quality of the new records, they should both prove excellent sellers. The first is "Innisfail," coupled with "My New Shoes," both played by Frank Quinn, and "The Little Rosewood Casket" and "The New River Train," sung by Vernon Dalhart, accompanying himself on the banjo and harmonica.

To Manufacture Portables

The Portable Music Co. has secured a factory at Seneca Falls, N. Y., where it will engage in the manufacture of portable radio receivers and talking machines.

Maurice, Inc., Develops Plan of Distribution

G. C. Dahlbender Outlines Company's Policy of Dealer Selection and Giving of Territorial Rights to Houses of Repute

Engaged in the radio business since the inception of broadcasting, Maurice, Inc., New York, specializing as manufacturers' representative and general distributor of radio products, has built up a selling organization that is exceptionally well equipped to render service to dealers. The company represents in New York and Chicago, where branch offices are maintained, manufacturers of reputation and standing, acting as a connecting link between the manufacturer, his distributors and dealers. The company has launched an extensive sales and advertising campaign throughout the talk-

ing machine industry with a view to promoting the marketing of radio products.

The company has developed an interesting plan which provides for the limiting of the number of distributors and dealers on a territorial basis. G. C. Dahlbender, sales manager of the New York office, who introduced radio into hotels for the use of guests, gives his views regarding distribution as follows:

"If a line is to be sold through jobbers in the metropolitan district, for instance, we believe in establishing about three jobbers in New York City, one in Brooklyn and one in Newark, who, for efficiency's sake, should have a combined traveling force of from twenty-five to twenty-eight men. The two jobber salesmen from the New York office of Maurice, Inc., after lining up the jobbers, accompany their salesmen over the territory, and having a thorough knowledge of the manufacturer's line, aid materially in placing it direct with the dealers.

"After a line has been placed with a sufficient number of dealers through the co-operation of the jobber salesmen, the work is turned over to three specially trained men who call on the dealers regularly in the interests of this particular line and have any orders filled direct through the jobber, who is thus relieved of much responsibility.

"In cases where the manufacturer desires to deal direct with the retail trade, territory is divided into definite districts."

New Soft Tone Steel Needle

The Victor Talking Machine Co. has announced the perfection of a new soft tone steel needle that will be placed on the market early in the Fall. The new product is said to give the same excellent results as the company's other steel needle but with modified volume and is particularly desirable for use in apartments where clear but subdued reproduction is desired.

Some Winnipeg Brieflets

WINNIPEG, MAN., August 8—At the recent Winnipeg Trade Exposition and Summer Show, Farquhar & Shaw and the Winnipeg Piano Co., made a fine showing of Brunswick records.

The Phonola Co. of Canada is now occupying its new store at 358 Portage avenue, which is the last word in modern equipment and layout.

J. W. Kelly, president of the J. J. McLean Co., Ltd., this city, was a recent visitor to Toronto, and was entertained by Victor B. Hodges, sales manager of the Brunswick Co., of Canada, Ltd., at the Lakeview Golf Club.

Joe St. Mars, this city, has been appointed Canadian representative for King radio sets.

A new store, "The Music Shop," was recently opened at 409 Liberty street, Savannah, Ga., under the management of W. B. Jackson. The Edison line is featured.

Dealers

Compare these amazing prices—then write immediately

Below are shown two receivers in Erla's phenomenal new line. Note especially the prices, then write at once for full information of the revolutionary Erla franchise.

Five Great Advantages to Dealers Who Qualify

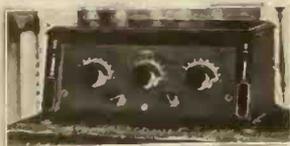
Every dealer who can qualify to represent this extraordinary line will profit by five distinct advantages: (1) A new revolutionary type of receiver that outdistances all competitors; (2) stability of line made by merger of two great manufacturing organizations; (3) a consumer price lower than that of other quality receivers because 95 per cent parts, including cabinets, are made in our own factories; (4) a revolutionary sales plan which gives complete protection in territory; (5) gigantic advertising campaign—magazine and newspaper—which embodies unique plan that furnishes dealer with leads.

Write or wire today for particulars. Give brief business history of yourself and references. Your letter will be held in strictest confidence.

ELECTRICAL RESEARCH LABORATORIES
2500 Cottage Grove Avenue, Dept. 198, Chicago, Ill.

Erla Standard Cabinet

Has a two-tone dark mahogany or walnut finish. 5 tubes. \$69.50. De Luxe Model in quartered maple or walnut. \$77.50. On Pacific Coast, prices \$73 and \$80.00, respectively.



De Luxe Console

Quartered and matched figured walnut panels, French Huguenot finish. Supreme excellence in materials and construction throughout. Built-in horn and loud speaker. Complete excepting tubes and accessories, \$142.50. Standard Console of identical design, in two-tone dark walnut, \$118.50. Pacific Coast prices \$130 and \$119 respectively.



Talking Machine Men Confer With Radio Jobbers' Ass'n

Committees Meet and Adopt Declaration of Principles—Committees Appointed to Meet Regularly and Sales Policies Explained—Stewart-Warner Sets Displayed

The regular monthly meeting of the Talking Machine and Radio Men, Inc., New York, was held on Wednesday, August 12, at the Cafe Boulevard. The feature of the meeting, which was well attended, was the display of the Stewart-Warner line of radio receivers and a talk on the sale and distribution policies of the Stewart-Warner Speedometer Corp. Final arrangements for the annual outing to be held were made and Sol Lazarus, chairman of the entertainment committee, stated that the demand for tickets indicated a record-breaking crowd would be in attendance.

At the meeting an interesting report was submitted by Irwin Kurtz, president of the Association, regarding a recent meeting of the Executive Committee which conferred with three representatives of the Radio Jobbers' Association of New York, consisting of Messrs. Ingraham, Gross and Morris of the Times Appliance Co., Gross-Brennan, Inc., and the Greater City Phonograph Co., respectively. It was decided to recommend certain changes in the declaration of principles regarding the radio industry which were outlined at a meeting of the Talking Machine & Radio Men, Inc., held several months ago. These changes were adopted and the declaration of principles accepted in its final shape.

It was also decided that a permanent committee representing The Talking Machine & Radio Men, Inc., should be appointed to confer with a permanent committee representing the radio jobbers so that a clearing house of ideas might be definitely established. A standard set of trade-in prices on all standard radio sets will be submitted to the members of the Association very shortly, and this movement will mean an important step in the merchandising of radio products. At the meeting Mr. Kurtz was congratulated upon the fact that he had been nominated by the Republican Party for the post of City Judge covering Manhattan and Bronx districts.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for the Twelve Months Ending June Constitute Interesting Reading

WASHINGTON, D. C., August 8.—In the summary of exports and imports of the commerce of the United States for the months of May and June, 1925 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during May, 1925, amounted in value to \$42,644, as compared with \$28,698 worth which were imported during the same period of 1924. The eleven months' total ending May, 1925, showed importations valued at \$419,480, as compared with \$529,356 worth of talking machines and parts in the same period of 1924.

Talking machines to the number of 6,805, valued at \$188,222, were exported in May, 1925, as compared with 7,020 talking machines valued at \$235,819, sent abroad in the same period of 1924. The eleven months' total showed that we exported 67,324 talking machines, valued at \$2,271,190, as against 64,403 talking machines, valued at \$2,517,129, in 1924.

The total exports of records and supplies for May, 1925, were valued at \$150,916, as compared with \$187,541 in May, 1924. The eleven months ending May, 1925, show records and accessories exported valued at \$1,558,560, as compared with \$1,425,069 in 1924.

The countries to which these instruments were sent during May and their values were as follows: France, \$2,597; United Kingdom, \$10,266; other Europe, \$6,210; Canada, \$12,219; Central America, \$10,967; Mexico, \$14,956; Cuba, \$15,727; Argentina, \$9,653; Chile, \$6,569; Peru, \$3,867; other South America, \$30,905; China, \$4,696; Japan, \$7,855; Philippine Islands, \$11,686; Australia, \$23,736; New Zealand, \$6,094; other countries, \$10,217.

Exports and Imports for June

The dutiable imports of talking machines and parts during June, 1925, amounted in value to \$38,865, as compared with \$33,549 worth which were imported during the same period of 1924. The twelve months' total ending June, 1925, showed importations valued at \$458,345, as compared with \$562,905 worth of talking machines and parts in the same period of 1924.

Talking machines to the number of 7,040, valued at \$187,969, were exported in June, 1925, as compared with 6,398 talking machines valued at \$281,542, sent abroad in the same period of 1924. The twelve months' total showed that we exported 74,364 talking machines, valued at \$2,459,159, as against 70,442 talking machines, valued at \$2,749,787, in 1924.

The total exports of records and supplies for June, 1925, were valued at \$128,723, as compared with \$151,811 in June, 1924. The twelve months ending June, 1925, show records and accessories exported valued at \$1,687,283, as compared with \$1,576,880 in 1924.

The countries to which these instruments were sent during June and their values were as follows: France, \$2,493; United Kingdom, \$6,546; other Europe, \$7,245; Canada, \$10,065; Central America, \$8,945; Mexico, \$27,735; Cuba, \$5,741; Argentina, \$12,473; Chile, \$3,794; Peru, \$2,112; other South America, \$35,127; China, \$3,703; Japan, \$2,201; Philippine Islands, \$7,020; Australia, \$36,008; New Zealand, \$8,500; other countries, \$8,171.

The Portsmouth Music Shop, Portsmouth, Va., was recently incorporated at Roanoke, Va.



FADA
Radio

Choose
your partner

OUT of a year—closing with plunder selling—the industry emerges, stripped of its swaddling clothes—and now looks forward to a more settled, stable course.

You, Mr. Dealer, are sure to look far beneath surface claims before making a Radio connection.

Before you choose your partner in the radio business you have a right to secure exact information as to fundamental business policies.

Let Fada say then—

We are committed definitely to the policy of Selective Distribution, because we believe it will help establish a stable, permanent growth in the Radio Industry.

Exclusive dealer Franchise Certificates are now being issued to successful applicants who pass the requirements of our wholesale distributors and our own organization.

If you believe in Radio standards of performance by which the public must finally learn and judge the vast differences between claims and performances in Radio reception

—if you believe in actual demonstration through intensive co-operative selling and comprehensive advertising plans

—if you believe in "make-good" service to your customers who have faith in you and your product

—if you feel that deferred payment plans rest upon a stable price policy, then we believe, in all candor and honesty, you should wire or write us for the name of our Distributor in your territory and for our proposition.

Tomorrow may be too late—wire us today for information on your town.

F. A. D. ANDREA, INC.

CHICAGO NEW YORK SAN FRANCISCO
Fada Radio, Ltd., Toronto
Fada Radio, Ltd., London

Manufacturers of TUNED RADIO FREQUENCY receivers using the highly efficient NEUTRODYNE principle.




MICA
DIAPHRAGMS

We are the country's largest manufacturers of Mica Diaphragms and use only the best high grade, selected India Ruby Mica.

Our direct importations insure prompt deliveries and our years of experience enable us to turn out diaphragms of uniform quality.

Write us for samples and quotations.

HIRSCH MICA COMPANY
1087-93 BROOKLYN AVE.
BROOKLYN, N.Y.



Thor Speaker Lamp

[Patents Pending]

offers you a bigger volume of sales than any other type loud speaker. It is exquisitely finished—with other patent of any color fills whole. To demonstrate it is to sell it. Table lamp models list at \$32. Big discounts offered responsible dealers. Write for full particulars.

THOR Radio Division
OF THE
GOLDEN GATE
BRASS MANUFACTURING CO.
1239-1243 SUTTER STREET
SAN FRANCISCO



SOUTHERN
VICTOR WHOLESALERS

The Corley Company

RICHMOND VIRGINIA



COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

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

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agree measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

DISTRICT SALES MANAGERS WANTED

Experienced in establishing sales agencies and developing large organizations. Opportunity with nationally known radio manufacturer for a few men to handle profitable territories now open. Direct sales and radio merchandising experience desirable, also ability to organize practically virgin territories, similar to others now producing substantial returns. This proposition will appeal to sales executives accustomed to financing their own operations and earning upward of \$10,000 a year in commissions. Please apply by letter only. All information given will be held strictly confidential.

H. C. COOLEY,
300 Madison Ave., New York City

WE BUY FOR CASH

Complete phonograph and record stocks.
Pay highest prices.

GUARANTEE SALES CO.

109 N. 10th St. Dept. W. Philadelphia

WILL BUY RECORD PLANT

Foreign firm wishes to buy complete plant in good condition for making records, capacity 300 a day. Address "Box 1517," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Recording expert over twenty years' experience with his own outfit is open for engagement. Address "Box 1521," The Talking Machine World, 383 Madison Avenue, New York City.

Thomas A. Edison Issues Important Statement on Maintenance of Prices

Stability the Keynote of Announcement—Prices of Phonographs and Records to Remain the Same—Discounts Will Not Be Changed—Will Not Enter Radio Field

An announcement of great importance to Edison dealers was made on August 8 by Thomas A. Edison regarding the continuance of the policies of the Musical Phonograph Division of Thomas A. Edison, Inc. The statement, which was personally signed by Thomas A. Edison, was headed with the caption "Stability" and read as follows:

"We are glad to be able to announce:

SALESMEN FOR PHONOGRAPH AND RADIO CABINETS

A man known to the trade can make this a big proposition. At start commission basis; drawing account later. Write full details. Charmingphone Co., Pulaski, N. Y.

REPAIR PARTS FOR THE

Cherington, Ironclad and Waukegan phonograph motors can now be secured from WILLARD N. MUTZBAR CO., 709 Wells St., Milwaukee, Wis.

WANTED TO PURCHASE

at reasonable price, six used Audak demonstrating machines.
THE GOLDSMITH COMPANY,
25 East State St., Columbus, O.

WILL PAY CASH

For twenty-five or fifty new phonographs. These phonographs must be at a bargain. Do not write unless you have a real proposition.

EAST TEXAS PHONOGRAPH CO.,
107 1/2 E. Erwin St., Tyler, Texas

WANTED—Well-known Eastern representative for prominent manufacturer of radio products, has excellent opportunity for aggressive salesman who has covered phonograph and radio trades. Brooklyn territory open with first-class proposition for the right man. Address "Box 1525," care The Talking Machine World, 383 Madison Avenue, New York City.

SPRINGS

VICTOR

| | | | |
|-----------------|------------------|----------|-------|
| 1 1/2"x.022x17" | bent each end | No. 6543 | \$.57 |
| 1 1/2"x.022x18" | marine ends | No. 3014 | \$.57 |
| 1 1/2"x.022x17" | bent arbor | No. 6502 | \$.50 |
| 1 1/2"x.022x19" | bent arbor | No. 6123 | \$.48 |
| 1 1/2"x.022x9" | bent arbor | No. 6427 | \$.38 |
| 1 1/2"x.022x9" | bent each end | No. 6512 | \$.38 |
| 1 1/2"x.022x15" | marine ends | No. 2141 | \$.35 |
| 1 1/2"x.020x15" | marine ends | No. 3335 | \$.39 |
| 1 1/2"x.028x19" | bent arbor | No. 6394 | \$.39 |
| 1 1/2"x.024x12" | bent at each end | No. 6546 | \$.39 |

COLUMBIA

| | | | |
|-------------|------------------------|-----------|-------|
| 1"x.028x10" | crimp arbor, new style | No. 20000 | \$.61 |
| 1"x.028x10" | Universal | No. 2801 | \$.52 |
| 1"x.028x11" | Universal | No. 2251 | \$.50 |
| 1"x.028x11" | hook ends | No. 2141 | \$.35 |
| 1"x.021" | for motor No. 1 | No. 1219 | \$.31 |

HEINEMAN

| | | | |
|------------------|----------------------|-------|-------|
| 1"x.025x12" | motors, Nos. 33 & 77 | | \$.35 |
| 1 3/16"x.026x10" | also Pathe | | \$.70 |
| 1 3/16"x.026x17" | | No. 4 | \$.60 |

SAAL-SILVERTONE

| | | | |
|-------------|------------------|---------|-------|
| 1"x.027x10" | rectangular hole | No. 144 | \$.30 |
| 1"x.027x13" | rectangular hole | No. 145 | \$.45 |
| 1"x.027x16" | rectangular hole | No. 146 | \$.53 |

Terms, 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.
Complete catalogue on request

POSITION WANTED—Manager, 30 years old, married, 10 years' experience, wishes connection with up-to-date phonograph and radio shop. Can install radio sets department for those contemplating such. Complete knowledge of all details of the business. I can increase your business with the proper co-operation. Prefer within radius of 100 miles New York City. Address "Box 1524," care The Talking Machine World, 383 Madison Avenue, New York City.

WANTED—Salesmen. Distributor of one of the leading sets on market has openings for two outside men to cover New England and Manhattan-Brooklyn territories. Radio experience and knowledge of the territory necessary. Address "Box 1526," care The Talking Machine World, 383 Madison Avenue, New York City.

POSITION WANTED—Recording engineer also electric. Over twenty years' experience. Is open for engagement. Address "Box 1527," care The Talking Machine World, 383 Madison Avenue, New York City.

POSITION WANTED—Experienced wholesale radio salesman wishes to make connection with reliable radio company after August 1. Reference first class. Address "Box 1522," care The Talking Machine World, 383 Madison Avenue, New York City.

They are final, and you are safe in planning for your Fall business accordingly.

THOMAS A. EDISON.

Sleeper at Canadian Show

The British American Manufacturing Co., Ltd., Toronto, Canada, distributor of the products of the Sleeper Radio Corp., announces that it will exhibit the full Sleeper line of radio receivers at the forthcoming Industrial Canadian National Exhibition at Booth 17A. Since taking on the Sleeper line the British American Mfg. Co. has received many applications for the Sleeper franchise and a busy Fall and Winter trade is looked for.



RADIO LOUD SPEAKER UNIT

SUPREME IN TONAL QUALITY

Eliminates All Metallic and Nasal Tones

Low Notes As Well As High Notes Perfectly Reproduced

Write for Samples and Prices

FLETCHER - WICKES COMPANY

116-122 West Illinois Street

:-:

Chicago, Illinois



EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON.



W. LIONEL STURDY MANAGER

British Trade Now Preparing for the Normal Autumn Business Activities

Excellent Condition of Gramophone Trade During Summer Serves to Stimulate Confidence—Laying Plans for Revived Wireless Trade—News Happenings of the Month

LONDON, ENG. August 3.—Taking everything into consideration, the gramophone trade has been showing a very satisfactory degree of activity during the Summer season, and with the hot months passing by there appears to be a pleasing amount of consideration given by both manufacturers and traders to preparations for Autumn business.

Even in the field of wireless, which is so closely associated with our own trade in many respects, there is a tendency towards increased activity after a rather dull period, which seems to be considered natural for the hot months. This activity is largely concerned with the laying of plans for the resumption of business on a normal basis just as soon as cool weather serves to end the holiday season and bring the public once again indoors.

A factor that is calculated to have a distinct effect in developing confidence in Autumn and Winter business has been the success of the efforts of the Government in the handling of the coal situation through the granting of a substantial subsidy. There was naturally considerable disquietude in business when there existed a prospect that there would be a general strike of miners and a cutting off of the bulk of the coal supply. With this danger removed even at

considerable cost, industry has the assurance that it can proceed without difficulty.

William Manson to New Zealand

The British trade has learned with considerable regret of the resignation of William Manson as manager of British sales for the Gramophone Co., it being understood that he plans to go to New Zealand. Mr. Manson's pleasing personality will be sadly missed, particularly by the dealers to whom his knowledge of business conditions proved of marked assistance on many occasions. The successor of Mr. Manson has not been definitely announced.

Louis Sterling to America

Louis Sterling, managing director of the Columbia Co., has returned to look after the Columbia interests in the United States which were recently taken over by the British company. Mr. Sterling's great success here leads his friends to believe that under his direction the affairs of the American company will be developed along distinctly progressive and profitable lines. Just how long Mr. Sterling will remain on the other side is a matter for conjecture, as he will have much to do while away. Anyway, he will be greatly missed by the trade here by reason of his great interest and personal participation in everything that

has helped to promote the cause of music in Great Britain.

Gramophone Dealers' Association Active

The Gramophone Dealers' Association has become an active force in the British trade and although the organization has not accomplished all that certain trade members feel should be done to promote the welfare of the industry, the progress already made appears to be distinctly satisfying. The latest meeting of the committee in charge of the affairs of the association was held at the offices of the Federation on July 16 and other meetings will be held frequently in the future.

Still Improving Gramophone

That there is still a great amount of public interest in the further development of the gramophone as a reproducing instrument was emphasized recently when a prominent trade member in addressing the Musical Association of the University of London advised them that there would soon be placed on the market the invention of an amateur whereby for a small sum it will be possible for every gramophone owner to improve the reproduction of his instrument to a marked degree. Consideration must be given of course to the fact that these revolutionary devices show their heads frequently although they do not always accomplish what is claimed for them. The point in mind, however, is that the public still takes its gramophones seriously.

Sterling's Appeal Brings Response

The appeal made by Louis Sterling at the

(Continued on page 186)

The **Pixie Grippa** SENSATIONAL

is the only word to apply when talking of the success of the Pixie Grippa all over the world. You can't get away from facts. Our Mail week by week adds fresh orders and repeats from every quarter of the Globe. Our Testimonial Dossier is wonderful reading. It all means that Pixie Grippas get right ahead of all other small Portable Talking Machines on sheer merit for *really powerful Tone Quality*. Downright Fool-proof design and unbeatable workmanship. It's a big Gramophone in a small box. Not an "assembled" contraption. Every part our own exclusive manufacture.

World's patent and registrations pending. Plays all 12 inch records.

Made to suit every known Market.

SHIPPING PRICES:

(Minimum order 4 machines. Packed free our Factory.) Available where territory not already closed. Canada and Australia excepted.

| | |
|---|-------------|
| In fine Leatherette Case, Weatherproof..... | \$8.00 gold |
| " " Solid Oak Case, Weatherproof..... | 8.75 " |
| " " English Cowhide Case, Weatherproof..... | 10.50 " |
| " " Teak Case, Insect proof..... | 11.25 " |
| " " Andaman Padouk Case, Insect proof..... | 12.75 " |

Sole Licensees and Manufacturers

PEROPHONE, Ltd., 76-78 City Road

Cables Perowood

LONDON, ENGLAND

Bentleys Code



Weight, 8½ lbs.
Measurement, 10½ x 6½ x 7½

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 185)

POINTS ABOUT SPRINGS No. 2

One of the most important things to be watched in the best of spring steel is the uneven temper. As a coil of spring steel may be anything up to a hundred yards in length, you will realize that it is extremely difficult to get every bit of it just right. There may be one or two odd places where the temper is too high, and, therefore, liable to snap; or too low, in which case it is too weak. To prevent any faulty springs from reaching you, each one must be tested individually as in the case of "Vulcan."

USE VULCAN MAINSPRINGS

"BEST IN THE LONG RUN"



Send for Lists
J. STEAD & CO., Ltd.
SHEFFIELD
ENGLAND

meeting of the Gramophone Dealers' Association at Llandudno in May, in behalf of the benevolent fund, has brought a surprising response from many directions. One of the latest contributors is H. J. Cullum, who sent to the fund a check for £10 on account of royalties received on a song "Harlequin and Columbine," which was awarded the prize offered by Keatley Moose at the Folkestone convention.

Protection Against the New Pirates

The gramophone trade as a whole is strongly behind what is termed the Dramatic and Musical Performers' Protection Bill which is designed to prohibit under adequate penalties the making of unauthorized gramophone records from musical programs broadcast by wireless. At the outset it was believed in some quarters that the situation was not sufficiently serious to warrant really earnest attention but investi-

gation has revealed that unless the activities of this class of pirates are checked they promise to become, through development, a real menace. The Parliamentary authorities appear to consider very favorably the argument that an industry employing a capital of well over £3,500,000 is entitled to protection.

Duophone Syndicate, Ltd., to Move

It is reported that the Duophone Syndicate, which recently embarked upon an energetic and it may be said successful sales campaign, will shortly move its business headquarters from Queen Victoria St., E. C., to larger premises at 18 Savile Row W. In addition to its other products, the syndicate will in the near future place on the market a new record, the details of which will be made public shortly.

The British Music Society

The office of the British Music Society is now

located in the same premises with the Federation at 117-123 Great Portland street, London, and it is believed that through the medium of this joint location the existing relations between the Society and the Federation will be greatly strengthened to the advantage of all interests.

New Gems Among Columbia Records

The Columbia Co. continues to add interesting and valuable selections to all its various groups of records, among the latest successful recordings being the "Liebestod" from "Tristan and Isolde," splendidly rendered by Bruno Walter and the Philharmonic Orchestra, and the Overture from "Hansel and Gretel," as played by the Queen's Hall Light Orchestra under the baton of Frank Bridge. These are only two of the many good things that have recently made their appearance in the Columbia list, which

(Continued on page 188)

THE OUTSTANDING ACHIEVEMENT IN PORTABLE GRAMOPHONES

The "RESONA"

Registered Trade Mark No 455905

PORTABLE GRAMOPHONE

Fitted with SWISS Worm Gear Motors, supplied in Solid Oak, Real English Cowhide, and Washable Art Leather Cloth.



LIST PRICES

- Oak or Leatherette (any color) Single Spring Motor \$25.00
- Oak or Leatherette (any color) Double Spring Motor 27.50
- Covered Real English Cowhide (handstitched) Single Sp. Motor 30.00
- Covered Real English Cowhide (handstitched) Double Sp. Motor 32.50

Far West \$2.50 Extra. Packed in cases of 24 instruments or half cases of 12 instruments assorted.

Specimen instrument in cowhide with double spring motor will be forwarded on receipt of banker's draft for \$15.00.

Dealers are urged to order a sample case comprising each type made.
"RESONA" PORTABLES SPEAK FOR THEMSELVES—THEY SELL ON SIGHT.

THE PORTABLE GRAMOPHONE COMPANY, Ltd.
Manufacturers and Merchants

Albion Works, Albion Street

KINGS CROSS, LONDON, N. I., (ENGLAND)

Special Announcement to U. K. and Colonial Buyers

HOMOCHORD RECORDS

REFLECT TRUE TONE VALUES

True tone is the outcome of perfect recording—Perfect recording is reflected in the sure test of the piano—Homochord piano recordings represent an amazing degree of fidelity hitherto thought impossible of achievement. All preconceived notions have been knocked on the head and we can truthfully aver that the difficult tones of the piano have at last been musically photographed on Homochord Records. This standard of tone perfection is the result of a new system of recording adopted in our laboratories which goes to insure a definite 100 per cent degree of fidelity in all HOMOCHORD RECORDS.

BRING TRUE MUSIC *to the* HOME



Colonial and Foreign Traders Should
Write for a Special Sales Proposition

*Regular monthly issues go to swell
our big and up-to-date catalogue*

10-in.
12-in.
Double-sided

THE BRITISH HOMOPHONE CO.
Limited
19 City Road London, E. C., England



Chosen Solely for Reproduction



Perfect Pianoforte Renderings



Real Concert Hall Effects



Perfect Syncopation

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 186)

also includes some timely offerings from the current theatrical successes.

Traveling Representative for Federation

On September 1, the Federation of British Music Industry will start a traveling representative on his first tour of the trade of the United Kingdom. The representative will place his services at the disposal of every dealer in the country and will be in a position to offer helpful

advice and assist in solving various business problems and at the same time gather much valuable information in behalf of the Federation whereby it may keep in closer touch with the affairs of the dealer.

New Posters of "His Master's Voice" Artists

"His Master's Voice" dealers have been quick to take advantage of the opportunity for securing and using copies of the new artists' posters

that have been prepared and issued by that company and which represent a distinct improvement over the photographic posters heretofore used. Portraits of a great majority of the leading artists are now available in the new posters which measure 15x12½ inches, and they are beginning to be seen in the shops and show windows of numerous dealers. They make quite an attractive feature.

Excellent Industrial Situation in Utah Presages Good Future Business

So Much Money in Sight That Bankers Are Beginning to Preach Conservation—Cupid Active in John Elliot Clark Co. Ranks—Many New Vocalion Record Dealers Appointed

SALT LAKE CITY, UTAH, August 7.—The talking machine business is quiet now, but not quieter than normal for the time of year. We are now in a distinctly between-season period. Portable phonographs have sold well this year.

The industrial situation is excellent, and the outlook for the Fall and early Winter is so good that the Bankers' Association of Utah fears the people may embark on a spending orgy. So the Association has announced August 9 as Conservation Sunday. Speakers will tell church congregations and others that the bumper crops and the unusually good industrial situation generally should not cause them to lose their heads and throw money around too freely, if we may use the vernacular in telling of the meetings. It is said that the time-payment plan of purchase—so popular here to-day—is going to be attacked. Considerable business is done by phonograph concerns on this basis. But no one in the field is worrying about what the representatives of the bankers' association will say. Special days for this and that are so common now that no one pays any, or very little, attention to them any more.

John Elliot Clark, head of the John Elliot Clark Co., Victor dealer and distributor, had

an interesting window the other day advertising a new fox-trot. The attraction consisted of some pretty little baby foxes from a local silver fox farm who reposed in a specially prepared section of the south window. This company will move to its new home at 121 South Main street at an early date. The new store will be larger and more convenient in every way, while the location will be excellent.

The management of the John Elliot Clark Co. received a shock recently when they learned that no less than three of their employees had married overnight, two girls and one male member of the force, the gentleman marrying one of the lady members of the staff. After the shock congratulations were profuse.

Both Ericson, chief of the phonograph educational department of the Consolidated Music Co., is enjoying a vacation in southern Utah. Miss Ericson was formerly with the John Elliot Clark Co.

Alvin A. Beesley, manager of the Beesley Music Co., is back from a trip to Fish Lake in southern Utah, which he took with some Boy Scouts.

John Elliot Clark is on a trip in the East at this writing.

Brunswick phonograph and record sales in the Intermountain States show a healthy increase thus far this year over 1924. While Radiola sales are a little off, due to the season of the year, the phonograph business has shown a decided increase. Brunswick dealers of Salt Lake City and Ogden report a continued heavy demand for Ray Miller's Brunswick record of "Moonlight and Roses," No. 2866.

The Vocalion record at 55 cents is gaining wide demand in this section and many dealers are taking the Vocalion record agency. The local Brunswick office reports the following Vocalion dealers appointed during the past week: Daynes Beebe Music Co., Utah Music Co., Glen Bros.' Roberts Piano Co., of Salt Lake City; Jones Music Store, Glen Bros.' Roberts Piano Co., of Ogden, Utah; Globe Music Co., Bates Furniture & Music Co., Provo, Utah; Dee's Jewelry Co., American Fork, Utah; People's Co-operative Inst. of Lehi, Utah; Elko Music Co., Elko, Nev.; T. C. Martin Music Co., Bruce Music Co., of Pocatello, Idaho; Logan Music Co., Twin Falls, Idaho; Drake Furniture House, Filer, Idaho; Buhl Furniture House, Buhl, Idaho; Drake Drug Co., Nampa, Idaho; Peckham Furniture Co., Caldwell, Idaho; Popma Music Co., Boise, Idaho; Kuglers, Blackfoot, Idaho, and Lindburg Books Store of Idaho Falls, Idaho.

Representative Perry has just returned from a short trip in the Idaho territory where he predicts good business for Fall. Branch Manager Spratt is on a vacation trip in eastern Utah.

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| No. 11..... | \$15.00 | " ZEARD |
| No. 1..... | \$15.00 | " ZEALD |
| No. 3..... | \$30.00 | " ZEAMD |



No. 11. Leather Cloth. Double Spring. 11" x 11" x 8½".

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C. August 8.—Talking Machine. Carl F. Hjerpe, Jamestown, N. Y. Patent No. 1,537,045.

This invention relates to improvements in talking machines and more particularly to the type of machine provided with a plurality of amplifiers.

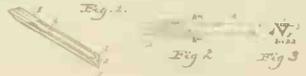
One object of this invention is to provide a talking machine equipped with two inverted amplifiers connected to each side of a specially constructed sound box, the structure of the amplifiers including movable parts so that two independent motions, horizontal and vertical, will be made with the same ease as with one amplifier, while at the same time the sound channels or sound passages in both amplifiers are continuous and lead independently of each other, one from each side of the sound box to the mouths of the amplifiers.

Fig. 1 is a front elevation of the talking machine embodying one form of the improved construction, partly in section. Fig. 2 is a transverse sectional view of the machine illustrated in Fig. 1. Fig. 3 is a plan view thereof with the cover removed. Fig. 4 is an enlarged sectional view taken along line 4—4 of Fig. 3. Fig. 5 is

the two tone arms are fastened, one on each side of the pivot block, two projections on each side being formed to guide the tone arms into position and Fig. 16 is a front view on a smaller scale of the pivot block.

Phonograph Needle. Henry A. Brassard, Cleveland, O., assignor of one-half to Thomas J. Dugan, same place.

The present invention relates to a needle intended for use in the reproduction of sound in



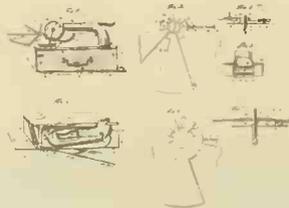
connection with a phonograph record. The object is to provide a needle which will transmit the vibrations which the needle receives from traveling over the phonograph record to the sound producer in such a fashion that these vibrations are undampened and free so that the subsequent vibrations of the air produced by the sound box are clear, sharp and distinct and convey the modulations and resonance of the voice or instrument, which originally produced the record.

Reference should be had to the accompanying drawings in which Fig. 1 shows in perspective a phonograph needle embodying the present invention; Fig. 2 is a longitudinal sectional elevation of a needle and Fig. 3 is a transverse section on the line A—A of Fig. 2.

Phonograph. Harold J. Kaye, New York. Patent No. 1,537,171.

The present invention relates to an improvement in phonographs, one object being to provide a construction which may be embodied in a relatively small and compact device easily transported from place to place. It is also contemplated that a phonograph construction embodying the improvements can be made at relatively low cost without in any respect sacrificing the tone quality. In addition to those features which have to do more particularly with the problem of reducing the size of the instrument, there are incorporated other improvements which may be utilized upon instruments regardless of their size or of their cost of production.

Fig. 1 is a view in perspective. Fig. 2, a similar view with a portion of the casing broken



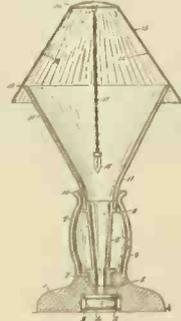
away to expose the interior and showing the parts dismounted and packed for transportation. Fig. 3, a fragmentary view showing in detail the construction of the turntable. Fig. 4, a fragmentary view in vertical section of the turntable. Fig. 5, a fragmentary view in vertical section illustrating the universal joint connection between the tone arm and the horn. Fig. 6, a modified form of turntable construction, and Fig. 7, a vertical section of said modified form of turntable.

Loud Speaker. Joseph A. Rayder, Philadelphia, Pa. Patent No. 1,524,673.

This invention relates to loud speakers and has more particular references to devices of the character to be employed in connection with radio apparatus, the primary object being to

provide a novel, artistic and useful article for the purpose had in view.

Another object is to provide an attractive loud speaker which, while pleasing to the eye is characterized by a mellowness of tone heretofore unattainable.



The accompanying drawing is a sectional elevation of a loud speaker for radio sets conventionally embodying this invention.

Motor Winding Handle for Phonographs. Jacob Zitzerman, Brooklyn, N. Y. Patent No. 1,539,710.

This invention relates to phonographs and has particular reference to a means for winding the spring motor thereof.

The outstanding object of the present invention

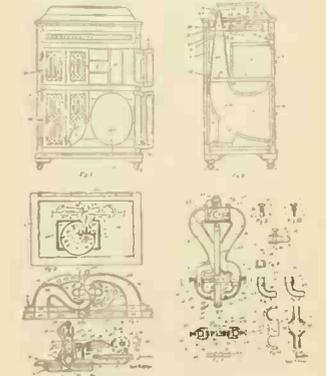


resides in the provision of means for housing and concealing the winding handle of a phonograph within the confines of the cabinet, whereby to eliminate the unsightly appearance of the handle which, under present constructions, protrudes from one side of the cabinet, and furthermore to eliminate the handle as an obstruction which prevents the placing of the cabinet close to a wall or other objects.

More specifically the invention contemplates a winding handle which is especially designed for use in connection with a phonograph having a triangular shaped cabinet adapted to fit in the corner of a room.

As a still further object the invention contemplates a motor winding handle for phonographs which does not materially increase the cost of manufacture of the machine.

Figure 1 is a perspective view of a phonograph equipped with a winding handle constructed in accordance with the invention. Fig. 2 is an enlarged horizontal sectional view thereof. Fig. 3 is a fragmentary vertical sectional view taken approximately on the line indicated at 3—3 of Fig. 2.



an enlarged sectional view taken along the line 5—5 of Figs. 3 and 4. Fig. 6 is a plan view partly in section of the two tone arms, elbows, sound tubes, sound box and pivot block. Fig. 7 is a sectional view taken along line 7—7 of Fig. 6. Fig. 8 is a side view of the plates which hold the elbows together. Fig. 9 is a side view of the damper in each sound tube. Fig. 10 is a similar view of the damper taken at right angles to Fig. 9. Fig. 11 is a sectional fragmentary view of the sound tube, showing the damper inside of the sound tube. Fig. 12 is a plan view of a short piece of tubing with a semi-circular notch in the upper side, said tubing forming a sleeve on the sound tubes. Fig. 13 is a plan view of the sound tube with the tubing or sleeve of Fig. 12 withdrawn, showing the long notch into which the knob on the damper passes and also the shoulder against which the short tubing of Fig. 12 fits when the damper is in place as shown in Fig. 11. Fig. 14 is a plan view of the sound tube showing the short tubing of Fig. 12 in place on the sound tube, the damper being omitted. Fig. 15 is a side view on a smaller scale of the pivot block to which

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Advance RECORD BULLETINS for September, 1925

Victor Talking Machine Co.

LIST FOR JULY 31

- 45488 In the Wee Little Home I Love (Johnstone-O'Hara) Richard Crooks 10
- The Green Hills of Ireland (Shields-Del Riego), 10
- 45489 By the Mississippi (Rosamond-Davis) Richard Crooks 10
- Sometime (Kahn-Fiorini) Elsie Baker 10
- The Runaway Train Vernon Dalhart 10
- The Chain Gang Song Lute Green 10
- 19702 If You Hadn't Gone Away Lute Green 10
- Ida—I Do Victor Salon Orch. 10
- 19678 Mother Mackere Jesse Crawford 10
- Silver Threads Among the Gold Jesse Crawford 10
- 19702 Yearning (Just for You) Victor Salon Orch. 10
- When You and I Were Seventeen Victor Salon Orch. 10

DANCE RECORDS

- 19686 In the Heart of Hawaii—Waltz Hawaiian Orch. 10
- My Honolulu Dream Girl—Waltz Hawaiian Orch. 10
- 19708 Cross Words Between Secrets and Me—Fox-trot Jan Garber and His Orch. 10
- Who Loved You Best?—Fox-trot Jan Garber and His Orch. 10
- 19707 My Sweetie Turned Me Down—Fox-trot, Instrumental Novelty Orch. 10
- One Smile—Fox-trot Instrumental Novelty Orch. 10
- 19705 The Melody That Made You Mine—Frank Banta My Sugar—Frank Banta 10
- 1094 Indiana Dawn (Roo-Zamenick) Frances Alda Please Keep Out of My Dreams (Bayer-Ma-well) Frances Alda 10
- 1093 Shepherds' Hey (Grainier) Ossip Gabrilowitsch Passepied (From "Le Roi Sauvage") (Delibes) Ossip Gabrilowitsch 10
- 1096 Goodbye, Marie (Mennella-De Curtis) Beniamino Gigli Come, Love, With Me (Falbo-Catvaldi) Beniamino Gigli 10
- 6506 Fra Diavolo—Overture, Part I (Auber) Beniamino Gigli A Hero and San Francisco Symphony Orch. 12
- 1093 Fra Diavolo—Overture, Part II (Auber) Beniamino Gigli A Hero and San Francisco Symphony Orch. 12
- 1093 Legend of the Canyon (Caldman) Fritz Kreisler Caprice Andique (Bolough-F. Kreisler) Fritz Kreisler 10
- 1095 All Sweet Mystery of Love (Young-Berbert) Haula Lashanska Sweet Little Baby of Mine (Denne) Haula Lashanska 10

FEATURE RECORDS

- 6277 The Rosary (Rogers-Nevin) Ernestine Schumann-Heink Old Folks at Home (Swanee River) (Stephen C. Foster) Ernestine Schumann-Heink 12
- 35625 Midsummer Night's Dream—Overture (Mendelssohn) Victor Orch. 12
- Prelude in C Sharp Minor (Op. 3, No. 2) (Schumann) Victor Orch. 12

LIST FOR AUGUST 7

- 19712 I Wander 'Till I Ever Meet Again, Dear Old Gal of Mine Tommy Lyman Moonstrutze Rose—Waltz Tommy Lyman 10
- 19174 The Prisoner's Song—Waltz International Novelty Orch. 10
- After the Ball—Waltz International Novelty Orch. 10
- 19710 Row! Row! Rosie—Fox-trot George Olsen and His Music 10
- Say, Arabella—Fox-trot George Olsen and His Music 10
- 929 Quiere me Mucho (Serenata Criolla) (Love Me Deeply) (Rogé)—In Spanish The Schipka A la orilla de un pajar (Beside the Palm) (Ponce)—In Spanish The Schipka 10

LIST FOR AUGUST 14

- 19718 I Miss My Swiss The Happiness Boys As a Porcupine Pines for His Pork The Happiness Boys 10
- 19719 Indian Dawn—Fox-trot Paul Whiteman and His Orch. 10
- 900 Pogo—Fox-trot Paul Whiteman and His Orch. 10
- 19720 Foolish—Fox-trot Paul Whiteman and His Orch. 10
- Sing Loo—Fox-trot Paul Whiteman and His Orch. 10
- 19721 Sonny—Fox-trot Paul Whiteman and His Orch. 10
- Got No Time—Fox-trot Paul Whiteman and His Orch. 10

- Paul Whiteman and His Orch. 10
- 706 Clouston Arab (From "Schochazade") (Rimsky-Korsakow—Arr. Kreisler)—Violin Solo, with Orch. Fritz Kreisler 10
- Chanson Indoue—A Song of India (From "Sadko") (Rimsky-Korsakow)—Violin Solo, with Orch. Fritz Kreisler 10

Columbia Phon. Co., Inc.

DANCE MUSIC

- 406-D I Miss My Swiss—Fox-trot, Ted Lewis and His Band 10
- 416-D Say, Arabella—Fox-trot, Ted Lewis and His Band 10
- 408-D Are You Sorry—Fox-trot, Paul Specht and His Orch. 10
- 407-D Amc All the White—Fox-trot, Paul Specht and His Orch. 10
- 407-D Are They Pkikin' on Your Baby—Fox-trot, The Georgians 10
- 407-D Charleston Baby o' Mine—Fox-trot, The Georgians 10
- 403-D Got No Time—Fox-trot, The Little Ramblers Look Who's Here!—Fox-trot, The Little Ramblers 10
- 413-D Ukulele Lady—Fox-trot, Harry Reser's Symeopators 10
- 401-D Wait! It's Moonlight—Fox-trot, Harry Reser's Symeopators 10
- 401-D Make Those Naughty Eyes Behave—Fox-trot, Ace Higgin and His 14 Virginians 10
- 412-D I Want a Lovable Baby (From "George White's Scandals")—Fox-trot (Dir. W. C. Fells) The Clover Garden Orch. 10
- 414-D Summer Nights—Fox-trot, Sam Lamin and His Roseland Orch. 10
- 415-D If I Had a Girl Like You—Fox-trot, Sam Lamin and His Roseland Orch. 10

VOCAL MUSIC

- 415-D Row, Row, Rosel—Comedian, with Orch. Accomp. Eddie Cantor The Farmer Took Another Leave Away! (Hay)—Tenor and Baritone Duet, with Orch. Accomp. Billy Jones-Ernest Hare 10
- 411-D Smile All the While The Whispering Pianist (Art Gilham) 10
- 410-D I Miss My Swiss—Tenor and Baritone Duet, with Orch. Accomp. Billy Jones-Ernest Hare Collegiate—Tenor and Baritone Duet, with Orch. Accomp. Billy Jones-Ernest Hare 10
- 402-D Black Sheep Blue—Vocal, "Petie" Dale and His Ukulele So Long North, I'm Headin' South—Vocal, "Petie" Dale and His Ukulele 10
- 404-D Save Your Sorrow (For Tom-morrow)—Male Guitar Accomp. Riley Puckett Take Me Back, Marguerite—Tenor Solo, with Guitar Accomp. Riley Puckett 10
- 405-D Let Me Call You Sweetheart—Vocal, with Guitar Accomp. Riley Puckett Silver Threads Among the Gold—Vocal, with Guitar Accomp. Riley Puckett 10
- 409-D Ukulele Lady—Fox-trot: Banjo Solo, with Piano Accomp. Harry Reser Hebe Jebbe—Shimmy Overture: Banjo Solo, with Piano Accomp. Harry Reser 10
- 418-D Dreamy Nights in Honolulu—Waltz, Steel Guitar Novelty: Guitar Accomp., John Paulino-Frank Ferrara The Farmer's Dream—Guitar Solo. Frank Ferrara 10

SACRED MUSIC

- 417-D We Are Going Down the Valley—Baritone Solo, with Orch. Accomp. Homer A. Rodeheaver Is My Name Written There?—Baritone Solo, with Orch. Accomp. Homer A. Rodeheaver 10
- 10208 Daddy (Lemon-Behrnd)—Baritone, with Orch., John Charles Thomas Little Mother of Mine (Brown-Burleigh)—Baritone, with Orch. John Charles Thomas 10
- 15091 Traumerer (Reverle) (Schumann)—Symphony Orchestra: Nikolai Sokoloff, Conductor, Cleveland Orch. Slavonic Dance, No. 3 (Dvorak)—Symphony Or-

chestra: Nikolai Sokoloff, Conductor, Cleveland Orch.

- 50066 Ave Maria (Schuler-Wilhelm)—Solo: Solo: Pianoforte by Andre Beaulst Albert Spalding On Wings of Song (Mendelssohn)—Solo: Solo: Pianoforte by Andre Beaulst Albert Spalding 2831 Hawaiian Memories (Costello-Hengery)—Waltz, for Dancing Costello-Hengery Band A Waltz in the Moonlight (Solman-Parish) Waltz, for Dancing Castledown Maritime Band 2915 Let's Be Lovers in October in Your Arms (Friend-Baer)—Fox-trot, for Dancing: Isham Jones' Orch. Ides of May (Gus Kuhn-Lewis)—Fox-trot, for Dancing Isham Jones' Orch. 2916 Everything Is Hotty Totty Now (McHugh Mills)—Fox-trot, for Dancing: Vocal Chorus by Clyde Lucas, High Wickedst's Cinderella Rock Orch. He's Just a Horn-Totin' Fool (Davis-Busse-Gosch)—Fox-trot, for Dancing Herb Wiedorst's Cinderella Rock Orch. 2917 Estudiantin (Waldfreud)—Spanish Waltz: Accordion Solo Mario Perry Verous (Petro)—Waltz: Accordion Solo by Mario Perry 2918 Missouri Waltz (Shannon-Logan) Mario Perry Hawaiian Players—Palakiko-Palukohi "Till We Meet Again (Egan-Whiting) Hawaiian Players—Palakiko-Palukohi 2920 Tell Mother I'll Be There (Fillmore)—Baritone, with Orch. Homer Rodeheaver Meet Mother in the Street (Fillmore)—Baritone, with Orch. Homer Rodeheaver 2922 Tal of My Gal (Hartington-Plant)—Solo: Tenor, with Orch. Frank Munn Every One Home Is Asking for You (Kahn-Dun-als)—Tenor, with Piano, Violin, and Frank Munn 2924 Many Years Ago (Shepard)—Tenor, with Violin and Guitar Vernon Dalhart After the Ball (Harris)—Tenor, with Violin and Guitar Vernon Dalhart 2925 Alone at Night (Kahn-Fiorini)—Fox-trot, for Dancing, with Vocal Chorus: Carl Fenton's Orch. Say, Arabella (Kahn-Fiorini)—Fox-trot, for Dancing, with Vocal Chorus: Carl Fenton's Orch. 2901 Homeland (From "Louie the 14th") (Wimperis-Rosenberg)—Male Chorus, with Orch. Brunswick Male Chorus Serenade (From "Student Prince in Heidelberg") (Donnelly-Rosenberg)—Male Chorus, with Orchestra Brunswick Male Chorus 2927 The Dyine Girl's Message—Tenor, with Violin, Viola and Guitar Vernon Dalhart Many Times I've Wandered—Tenor, with Violin, Viola and Guitar Vernon Dalhart 2913 Collegiate (Bonk-Jaffe)—Shimmy Fox-trot, for Dancing, with Vocal Refrain: Carl Fenton's Orch. Sweet Georgia Brown (Bernie-Rose-Funkard)—Chorus: Fox-trot, for Dancing, Isham Jones' Orch. 2912 Sing a Song (Charlie Chaplin)—Fox-trot, for Dancing: Vocal Chorus by Charles Kaley: Charlie Chaplin, Guest Conductor: Abe Lyman's California Orch. Abe Lyman's California Orch. With You, Dear, in Bombay (Charlie Chaplin)—Fox-trot, for Dancing: Charlie Chaplin, Guest Conductor: Abe Lyman's California Orch. 2906 Isn't She the Sweetest Thing (Kahn-Donalson)—Voice and Guitar Nick Lucas By the Light of the Stars (Little-Siremore-Shay)—Voice and Guitar Bennie Krueger's Orch. 2910 Why Do I Love You (From "Tell Me More") (De Sylva-Gershwini)—Fox-trot, for Dancing, Tell Me More (Intro, "Kickin' the Clouds Away") (From "Tell Me More") (De Sylva-Gershwini)—Fox-trot, for Dancing, Bennie Krueger's Orch.

Edison Disc Records

ALREADY RELEASED

- 80835 Give Your Heart in June-Time (From "Sky High") (Grey-Antenne-Merber) Herbert Soman's Salon Orch. In Shadowland (Lewis Young-Brooks-Albert) Herbert Soman's Salon Orch. 51576 Let It Rain, Let It Pour, I'll Be in Virginia in the Morning (Friend-Donalson) Arthur Hall/John Ryan Just a Bundle of Sunshine (Drew-Spencer) Arthur Hall/John Ryan 51558 When I Get Back Again (The Bonnie Scotland (Harry Lauder) Guy Hunter, the Blind Entertainer

"Who Wouldn't Love You"

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

"I'm Tired of Everything But You"

"I Want You All for Me"

"You Gotta Know How"

"The Kinky Kids Parade"

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A Popular Ballad (FOX TROT)
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MAX FISHER
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New! Different! Novel!
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A Mighty Blue Fox Trot Song by
RAYMOND EGAN
(LYRICS AND MUSIC BY)

The American Song that created a furore in Paris

"I MISS MY SWISS"

(My Swiss Miss Misses Me)

by L. WOLFE GILBERT and ABEL BAER
Introduced by BALIEFF'S
"CHAUVE SOURIS"

A Fox Trot Melody With A Great Dance Rhythm

"Maugerite"

by OWEN MURPHY
AL SHERMAN
(MUSIC BY)

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

- It's a Fine Thing to Sing (Lauder-Cochrane), Guy Hartz, the Wind Orchestra
- 51577 The Farmer Took Another Load Away! Hay! Hay! (Leslie-O'Flynn-Vincent), Billy Jones-Ernest Hare
- 80831 When I Look Back and Think of You (Richard Howard), Walter Scanlan and Chorus
- 51559 Walking Water—Reel, Allen Sisson, Champion Fiddler of Tennessee
- 51564 Hawaiian Love (Hester-Lopez), Alice Sisson, Champion Fiddler of Tennessee
- White Hawaiian Stars Are Gleaming (Rogame Hampton), Waikiki Hawaiian Orch.
- 80841 Indian Love Call (Rose Marie) (Harrbach-Hammerstein, H. P.), Fredrick Kinley on Milder-Leah Pine Organ
- 51572 Broken Busted Blues (Dowd-Trot), Nobile Sisse-Eubie Blake
- 80842 By the Waters of Minnetonka (Cavanaugh-Lieurance), Fredrick Kinley on Milder-Leah Pine Organ
- 80838 Tosca—Selection No. 1 (Puccini), Christine Miller
- Tosca—Selection No. 2 (Puccini), American Concert Orch.

FLASHES

- 51575 Sweet Georgia Brown (A. Charleston Swing) (Bernie-Pinkard-Casby)—Fox-trot, Tennessee Happy Boys
- Oh, Maw! Oh, Paw! Isn't She the Sweetest Thing (Kahn-Donaldson)—Fox-trot, Folla's Clover Gardens Orch.
- 51578 Nantucket Nan—Fox-trot (Breaux-Oliver-Hueston), Billy Wynne's Greenwich Village Inn Orch.
- 51579 Stop Flirting (Sloane-Torbo), Fredrick Kinley on Milder-Leah Pine Organ
- I Wonder Where We've Met Before (Knecht Tobias), Fredrick Kinley on Milder-Leah Pine Organ
- 51580 Collegiate (Brown-Jaffe-Bronk)—Novelty, Fox-trot, with Vocal Chorus, Golden Gate Orch.
- 51581 Funny (Voeel-Anderson)—Waltz, Jack Stillman's Orch.
- Day Dreaming (Burtoett-Coburn-Covey)—Waltz, Jack Stillman's Orch.
- 51582 I Miss My Swiss (My Swiss Misses Me) (From Balieff's "Chauve Souris") (Gilbert-Baer)—Fox-trot, with Vocal Chorus by Arthur Hill, Tennessee Happy Boys
- Just a Little Drink (Byron Gay)—Fox-trot, with Vocal Chorus by Bud Reusch, Tennessee Happy Boys
- 51586 Madeira (Kalmar-Ruby-Terome)—Fox-trot, Folla's Clover Gardens Orch.
- 51585 Beside a Silvery Stream (Black More)—Fox-trot, Folla's Clover Gardens Orch.
- Que Smile (Johnson-Bibo-Cover)—Fox-trot, Folla's Clover Gardens Orch.

GENERAL GROUP

- 82343 Ecco ridente in cielo (Dawit), with her rosy mantle—Barbieri di Siviglia (Rossini)—In Italian, Jose Mojica
- Mi par d' u'ltre oceanu—Pescatori di Perle (Dizet)—In Italian, Jose Mojica
- 57022 Harre metine Seele (The Arlon Quartet Nabet, met. by The Arlon Quartet)
- 58023 Bayouons d' P' Avant Nos Genial (Let's Go Ahead, Boys!) (Harm d'Amecor, Tremblay), Charles Marchand
- 58024 Data le jettit hove de Pall (I'm a Fool), Charles Marchand
- Les Noms Canadiens (Canadian Names) (Ma P. Dupuis), Charles Marchand
- La Grand' D'Nande (Maurice Morisset-Oscar O'Brien), Charles Marchand
- 58025 Dame tous les ans (Harm d'Oscar O'Brien), Charles Marchand
- (a) P' a' t' epaulé qui m'haïté; (b) On Vauty in avoir plaisir (Harm d'Oscar O'Brien), Charles Marchand
- SPANISH
- 60407 Cual palida carterita (As the Pale Star) (Delfa, arlo de Jesus Garcia), Jose Mojica

- El Nopal (The Cactus) (Guillermo Rosa-Marra Tabares), Jose Mojica
- 60018 Te he de querer (I Shall Love You) (Alfonso Esparza Otero), Jose Mojica
- Morosa Mis (My Brunette) (Alfonso Esparza Otero), Jose Mojica
- 60019 Secreta Eterna (Eternal Secret) (Kojas Casaju Jarrell), Jose Mojica
- Jose Perches Enriquez), Jose Mojica
- Lejos de ti (Far From Thee) (Manuel M. Ponce), Jose Mojica
- 60050 Aliva (Proud) (Jose Castellot, Jr.-A. De Rocca), Jose Mojica
- Peregrina (Wandering Girl) (Lula Rosado Vega-Ricardo Palmerin), Jose Mojica
- 60051 Amor y Sufrir (Love and Suffering) (L. G. Jorda), Jose Mojica
- Marehita el Alma (My Weary Soul) (M. M. Ponce), Jose Mojica

Edison Blue Amberol Records

- 4981 Walking Water—Reel, Allen Sisson, Champion Fiddler of Tennessee
- 5008 Christof Colombo (Thought the World Was Round), Billy Jones and Chorus
- 5013 Many, Many Years Ago—Singing, Violin and Guitar, Vernon Dalhart & Co.
- 5015 The Time Will Come—Singing, Harmonica, Fiddle and Guitar, Vernon Dalhart & Co.
- 5021 Hawaiian Love, Waikiki Hawaiian Orch.
- 5022 White Hawaiian Stars Are Gleaming, Waikiki Hawaiian Orch.
- 5023 Ak-Hai—Fox-trot, with Vocal Chorus by Bud Kennedy, Heteri Gendron and His Strand Roof Orch.
- 5025 Pango Pango Maid—Fox-trot, Billy Wynne's Greenwich Village Inn Orch.

Odeon Records

- (Recorded in Europe)
- 3165 Rigoletto, Selection, Part I, Dajos Bela and His Orch. 12
- Rigoletto, Selection, Part II, Dajos Bela and His Orch. 12
- 3166 Le Cygne (The Swan)—Violin Solo with Piano Accompaniment, Dajos Bela and His Orch. 12
- 3167 Melodies, Edith Lorand and Her Orch. 12
- 3168 Getotterdammerung (The Dusk of the Gods)—Siegfried's Rhine Journey, Part I, Odeon Symphony Orch., Eduard Morike Conducting 12
- 3169 Getotterdammerung (The Dusk of the Gods)—Siegfried's Rhine Journey, Part II, Odeon Symphony Orch., Eduard Morike Conducting 12

Okeh Records

- (August Specials)
- DANCE RECORDS
- 40420 Wild Jazz—Fox-trot, Jimmie Joy's St. Anthony Hotel Orch.
- Be Yourself—Fox-trot, Jimmie Joy's St. Anthony Hotel Orch.
- 40417 That's All There Is, There Ain't No More—Fox-trot, with Vocal Chorus by Rex Lewman, Louis Forbstein's Royal Syncopators
- Down and Out Blues—Fox-trot, with Vocal Chorus by Bruce Wallace, Tickle Toe Ten
- 40414 Just a Little Drink—Fox-trot, with Vocal Chorus by Billy Jones, Tickle Toe Ten
- 40413 Don't Bring Lulu—Fox-trot, Okeh Syncopators
- 40412 Ukulele Lady—Fox-trot, The Melody Sheiks
- Hong Nong Dream Girl—The Red HotTERS
- 40423 Honey, I'm in Love With You (From "Mercury")—Fox-trot, The Red HotTERS
- Yes Sir, My My—Fox-trot, The Red HotTERS
- 40424 The Barce—West Indian Vocal with Accompaniment, Cole Jaz Trio
- 40421 Royal Rowdy—Tentor Solo with Novelty Accompaniment, The Bow-Wows, Billy Jones

- As a Parcepine Finest for Its Perk (That's How I Feel for You)—Tenor-Baritone Duet (Billy Jones-Ernest Hare) with Orch. Happiness Duo 10
- SACRED RECORDS
- 40415 The Old Rugged Cross—Baritone-Contralto Duet with Accompaniment, Homer A. Rodheaver-Virginia Asher
- Celeste, Homer A. Rodheaver-Virginia Asher
- Love Led Him in Calvary—Baritone-Contralto Duet with Accompaniment, Homer A. Rodheaver-Virginia Asher
- 40407 Whiter Than Snow—Sacred Vocal, The Jenkins Family
- That Old, Old Story—Sacred Vocal, The Jenkins Family

OLD-TIME TUNE RECORDS

- 40416 Just As the Sun Went Down—Singing with Guitar Accompaniment, Blind Andy
- 40411 The Honest Farmer—Fiddling and Singing, Fred Williams
- There's a Hard Time Comin'—Fiddling and Singing, Fred Williams
- 40408 The Lightning Express—Singing with Autoharp and Harmonica, Ernest V. Stoneman
- Jack and Joe—Singing with Autoharp and Harmonica, Ernest V. Stoneman
- 8223 I Ain't Got Nobody (and Nobody Cares for Me)—Contralto Solo with Organ Accompaniment, Clarence Williams
- 8224 If You Can't Bring It You've Got to Send It—Baritone-Contralto Duet with Piano Accompaniment, Clarence Williams, Butterbeans and Susie
- I'll Put You Under the Jail—Baritone-Contralto Duet with Piano Accompaniment, Clarence Williams
- 8225 Morning Dove Blues—Fox-trot, Fred Williams
- 5826 Poor Me Blues—Contralto Solo with Guitar and Banjo Accompaniment, Sylvester Weaver
- Some Blues (No Name Blues)—Contralto Solo with Piano Accompaniment, Sara Martin
- 40410 Look Who's Here!—Fox-trot, Fred Williams and His Sugar Babies
- My Sugar—Fox-trot, Fred Williams and His Sugar Babies
- 40409 Oh, How I Miss You To-Night—Waltz with Vibraphone Belts and Nymphophone by Joe Green, Rose of the Evening—Waltz with Vibraphone Belts and Nymphophone by Joe Green
- 40387 Sometime When You're Alone—Fox-trot, Papalia and His Orch.
- 40386 Oh, That Sweet in Suite 16—Fox-trot with Singing Chorus, Sweet Man

- VIC MYPERS ATLANTA MELODY ARTISTS
- 40387 Florida—Fox-trot, The Melody Sheiks
- 40388 Memphis Bound—Fox-trot, The Melody Sheiks
- 40393 Riverboat Shuffle—Fox-trot, Jimmie Joy's St. Anthony Hotel Orch.
- 40392 The World Is Such a Lonesome Place (Since I Lost You)—Waltz, Jimmie Joy's St. Anthony Hotel Orch.
- 40397 Peculiar—Fox-trot, Louis Forbstein's Royal Syncopators
- 40401 Because of You—Haritone with Taro-Patch Accompaniment, Richard B. Gilbert
- 40402 Why Couldn't It Be Poor Little Me—Tentor with Ukulele, Harry Robinson
- 40399 Collegiate—Tentor-Baritone Duet with Ukulele and Guitar, Charles Sargent-Burt Lewis
- 40421 The Farmer Took Another Load Away! Hay! Hay!—Tentor-Baritone Duet with Ukulele, Charles Sargent-Burt Lewis

(Continued on page 192)

ADVANCE RECORD BULLETINS FOR SEPTEMBER—(Continued from page 191)

- 40396 Yearning (Just for You)—Baritone with Trench Accordion. Richard B. Gilbert
- I Had Someone Else Before You (And I'll Have Someone After You Gone)—Baritone with Trench Accordion. Richard B. Gilbert
- 40397 We're Gonna Have a Wedding (Whether Or Not)—Tenor-Baritone Duet. Accom. by the Band. Richard B. Gilbert
- Happiness Boys (Billy Jones-Ernest Hare)—Christolo Colombo Thought the World Was the Best—Tenor-Baritone Duet. Accom. by the Band.
- 40394 Pal of My Credly Days—Tenor. Accom. by Justin King's Quintet and Band. Bruce Wallace
- Away from You—Tenor. Accom. by Justin King's Quintet and Band. Bruce Wallace
- 40406 DADDY, COME BACK—Novelty Duet with Piano and Banjo. Acorn. and Aolito (The Human Jazz Band)
- Everything is Hazy Totsy Now—Novelty Duet with Piano Acorn. by Fred Hall
- 40390 Safe in the Night—Singing with Organ and Piano. SACRED RECORD
- Milk and Honey—Singing with Guitar and Piano. Acorn. by the Human Family
- 40405 THE LONG GONE—Autobair, Harmonica and Fiddle. Ernest Newman-Lester Land
- 40403 Love Me While I Am Living—Singing with Harmonica and Guitar Acorn. by Henry Whittier
- 40404 Gambling Man—Singing with Banjo Acorn. by Land Norris
- Muskrat—Singing with Banjo Acorn. by Land Norris
- 40389 Nobody's Business—Singing with Guitar Acorn. by Charles Nabell
- The Sheriff Sale—Singing with Guitar Acorn. by Charles Nabell
- 40393 Floyd Collins in Sand Cave—Singing with Guitar Acorn. by the Country Church Yard—Singing with Guitar Acorn. by the Country Church Yard
- 40400 Song of the Volcas Boatmen (Russian Polka). Edith Lorand and Her Orch.
- Senka Rasin and the Princess (Russian Folksong)
- 40401 "Oval" Record—Mandolin and Her Orch.
- Jin Chian-ers' March. Ernest Temple Shrine Band
- 8220 Death House Blues—Contralto Solo with Piano Acorn. by Margaret Johnson
- Nobody's Blues But Mine—Contralto Solo with Piano Acorn. by Clarence Williams
- 8221 Dancing Blues—Fox-trot with Vocal Chorus by Clara Gray
- I Don't Want You Blues—Fox-trot with Vocal Chorus by Clara Gray
- 8222 Fish Tail Blues—Contralto Solo with Piano Acorn. by Heral Thompson
- Worried Down With the Blues—Contralto Solo with Piano Acorn. by Heral Thompson
- 8219 Hydrant Love (Turn It On, Shut It Off)—Baritone—Contralto Duet with Piano Acorn. by Clarence Williams
- Brown Skin Girl—Baritone-Contralto Duet with Piano Acorn. by Clarence Williams
- 8218 Papa-De-Do-Do—Contralto Solo with Piano Acorn. by Clarence Williams
- You Can Dip Your Bread in My Gravy, But You Can't Have My Heart—Contralto Solo with Piano and Mandolin Acorn. by Virginia Liston
- 8217 I Woke Up Cold in Hand—Fox-trot with Vocal Chorus by Floyd Campbell
- My Daddy Rocks Like (With One Steady Roll)—Fox-trot with Vocal Chorus by Floyd Campbell
- 8216 Blue Feelin' Blues—Violin Solo with Piano Acorn. by Clarence Williams
- Steel String Blues—Novelty—Instrumental Trio

Vocal Records

- 21016 I'll Tell the Sunshine (Lockton-Foster)—Tenor. Accom. by the Human Family
- I Look Into Your Garden (Willmott-Wood)—Tenor, with Orch. by Colin O'More
- 15048 When Eyes of Blue Are Feeling You—Gipsy Gipsie—Fox-trot, for Dancing.
- Ben Bernie and His Hotel Roosevelt Orch. (Wilder-Lexar)—Fox-trot, for Dancing.
- 15044 Let Me Linger Long in Your Arms (Friend-Bar)—Fox-trot, for Dancing.
- Ben Bernie and His Hotel Roosevelt Orch. Because of You (Clare-Fiorillo)—Fox-trot, for Dancing.
- Ben Bernie and His Hotel Roosevelt Orch.
- 15049 I'm Tired of Everything But You (Jones)—Fox-trot, for Dancing. Ben Selvin and His Orch. Desert Isle (Franklin Arms)—Fox-trot, for Dancing.
- 15050 Sleeping Beauty's Wedding (Kagle-Boade)—Fox-trot, for Dancing.
- The Ambassadors, Dir. of Louis Katzman Montmartre Rose—Fox-trot, for Dancing.
- 15051 Too Bad, Girl (Paul Weller)—Fox-trot, for Dancing. Banjo, Piano and Clarinet; with Clarinet Solo by Bob Fuller. Three Jolly Miners Black Cat Blues—Solo by Duke Slingo, for Dancing. Banjo, Piano and Clarinet; with Clarinet Solo by Bob Fuller. Three Jolly Miners
- 15053 Pearl of My Credly Days (Hampson)—Waltz. Dreamy Nights in Honolulu (Hampson)—Waltz. Dreamy Nights in Honolulu (Hampson)—Waltz. Hawaiian Players—Fala's Hawaiians
- 15054 Prisoner's Song (Massey)—Waltz, for Dancing. Irish Darn Dance. The Four Provinces

- Sometime (Kahn-Fiorillo)—Waltz, for Dancing.
- 15055 Only a Weaver of Dreams (Hampson)—Waltz, for Dancing. Vocal Chorus by Irving Kaufman
- Dreamy Carolina Moon (Lloyd-Schmid)—Waltz, for Dancing. Vocal Chorus by Irving Kaufman
- 15056 Nay, Dearie, Nay (Zimmerman-Taf)—Shimmy Fox-trot, for Dancing. The Human Family
- Three o'Clock Blues (Greenberg-Meyers)—Shimmy Fox-trot, for Dancing. The Human Family
- 15058 Pal of My Credly Days (Montgomery-Prinsdorf)—Fox-trot, for Dancing. The Human Family
- 15059 Irish Reel ("Green Groves of Erin")—Piano. Highland Scotch Reel (Greenberg-Meyers)—Waltz. Mary Mc. ("Green Groves of Erin")—Trio
- 15057 The West of the Great Divide (Waltling-Ball)—The Melody That Made Us Mine (Friend-Pella)—Tenor, with Orch. Irene Kaufman
- 15061 I'm Not the Sweetest Thing (Kahn-Donaldson)—Every One Home Is Asking for You (Kahn-Donaldson)—Tenor, with Orch. Irene Kaufman
- 15062 Isn't She the Sweetest Thing (Kahn-Donaldson)—Get No Time (Kahn-Whiting)—Vocal Duet, with Guitar. Earl Bell
- 15063 Wonderful Song (The Mice)—Uncle Dave Macon Southern Whistling Coon—Voice and Guitar. Sid Harkreader
- 15068 Alleneburg Blues (Roppolo-Rares-Morton)—Fox-What-Cha-Call-Em Blues (Roppolo-Rares-Morton)—Fox-for Dancing. The Tennessee Footers
- 15073 I Miss My Swivee (Swiss Alps)—The (Garber-Baez)—Voice and Ukulele. Ukulele Huahes
- 15074 Hail, Hail, Hail (Leile-O-Pyan-Vincent)—Voice and Ukulele. Ukulele Huahes
- 15073 Old Ship Zion—Uncle Dave Macon-Sid Harkreader
- 15046 My Redeemer (Bliss-Granaban)—Voice, Guitar and Ukulele. The Blind Musician of the Smoky Mountains
- 15072 We're Floating Down the Stream of Time—MEXICAN RECORDS. George Reneau
- 15064 Los Dos Rusas (Palmerin)—Bambuco—Tenor. Tolo Pac en Dancas (Caucion Mexicana)—Garcia—Tenor, with Orch.
- 15065 Su Mama, Tuvo La Culpa (Cancion Mexicana)—Oleo—Tenor, with Orch.
- 15070 Jarabe Tapatzen (Mexico)—The Castilians (Balle National)—Vocalion Concert Band
- 15071 Hymno Nacional Mexicano (Mexican National Anthem) (J. Nuno)—Vocalion Concert Band
- 15072 Marina (Garcia)—The Castilians
- 15072 Reverend A. Chantrier—Fox-trot, for Dancing.
- 15073 Estando El Sol (Sunbeam) (Everardo Coneba B)—Danzon, for Dancing. Alonzo Orch.
- 06068 Pupper-Waltz (Waltz of the Manikins) (Bayer)—The Meister-Berni (M. Selzer)—Kunsterkerkappe (Night Wanderer) (Strauss)—Kunsterkerkappe (Night Wanderer) (Strauss)—Kunsterkerkappe (Night Wanderer) (Strauss)—Kunsterkerkappe (Night Wanderer) (Strauss)
- 9071 Zwei Kleine Schmeichele (Hildebrandt)—Zwei Kleine Schmeichele (Hildebrandt)—Zwei Kleine Schmeichele (Hildebrandt)—Zwei Kleine Schmeichele (Hildebrandt)
- 13028 A Heim in Palestina (Glorf-Sandler)—Tenor, with Orch. Aaron Lebedeff
- De Nur Die Aein (Glorf-Sandler)—Tenor, with Orch. Aaron Lebedeff

Gennett Lateral Records

- 3069 The Call of the South (Berlin)—Fox-trot. Wally Erickson's Coliseum Orch.
- Hong Kong Dream Girl (Spricker-Barri)—Fox-trot. Wally Erickson's Coliseum Orch.
- 1074 Evening Star (Intro. Pliginsk's Orch.) (Wagener)—Fox-trot. Willie Creager's Orch.
- 3080 Some Day (We'll Meet Again) (Clare-Hoch)—Fox-trot. Blue Beaver Orch.
- 3081 Funny (Anderson-Voell)—Waltz. Blue Beaver Orch.
- 3083 Say, Arabelle (Kahn-Fiorillo)—Original Indiana Five
- 3084 Cuckoo (Ries)—Original Indiana Five
- 3073 Are You Sorry (Davis-Ager)—Orech. Acorn.
- Rose of the Evamine (Grandland-Pantodoff)—Tremaine Bros.
- 3082 Collegiate (Brown-Jill-Boone)—Novelty. Wilton Harper
- Don't Forget You'll Retire Day by Day—Novelty. Mabel Gray
- 5738 Massachusetts (Fried)—March and One-step. Mabel Gray
- 3084 The Little Rosewood Casnet—Tenor. Vernon Dalhart
- THE NEW RIVER TRAIL—Tenor. Vernon Dalhart
- 5731 Braes of Mar-Highland Strappety (Intro. "The Bonnie" and "Coming From the Races")—The Four Provinces

- FOREIGN WELSH
- W-5737 Y Deryn Pwr—Welsh Folk Song—Baritone. Ivor Foster
- Yu Luch I Yi Gynul—Welsh Folk Song—Baritone. Ivor Foster
- W-5736 Hoked O Hillon—Welsh Folk Song—Baritone. Ivor Foster
- DACIV Ngarhar I—Welsh Folk Song—Baritone. Ivor Foster
- W-5735 The Urban District Council—Tenor. Hopkins
- The Welsh Serenade—Tenor. Hopkins
- SPANISH
- S-3726 La Guardia de Manrique—Marcha. Militar Gennett
- La Hija Del Carretero—Paso Doble. Militar Gennett
- S-3078 Aires Nacionales Mexicanos—Marcha. Militar Gennett
- Alonso—Orquesta Gennett Mexicana
- Ilmuno Nacional Mexicano (Almuno Nuno). Militar Gennett
- S-3726 Portenita (J. Daniel Zuniga)—One-step. Tomas Pardo and su orquesta
- Las Ninas Del Serrucho (De la Revista "La Feria de las Hermosas")—Orquesta Mariana
- S-5727 Mi Amorico (F. Castro)—Tango. Orquesta Mariana
- Shimmy Del Amor (De la Revista "Las Hijas del Fiacer")—Ay. Tomas Pardo and su orquesta
- S-5728 Ya Aparacio La Cadena—Fox-trot. Los Toreros Musicos
- Bomberos—Fox-trot. Los Toreros Musicos
- S-5732 Besos y Claves (C. J. Moya)—Pasodoble. Orquesta Mariana
- Las Vendadoras de Besos (De la Revista "La Feria de las Hermosas") (B. Peral)—Fox-trot. Tomas Pardo and su orquesta
- S-5733 Tinas—Fox-trot. Harry Rester and su orquesta
- S-5734 Las Jardineras (De la Revista "La Feria de las Hermosas") (B. Teras)—Fox-trot. Tomas Pardo and su orquesta
- El Carrilon (Antonio Sanchez)—Fox-trot. Tomas Pardo and su orquesta

Domino Records

- DANCE RECORDS
- 5535 I Miss My Swive—Fox-trot. Golden Gate Dance Orch.
- 5536 If I Had a Girl Like You—Golden Gate Dance Orch.
- 5537 Cecilia—Fox-trot. Sam Lanin's Dance Orch.
- 5538 Sonja—Fox-trot. Lou Gold's Dance Orch.
- 5539 Wanting You—Fox-trot. Imperial Dance Orch.
- 5540 I'm Tired of Everything But You—Imperial Dance Orch.
- 5541 Marquerite—Fox-trot. Sam Lanin's Dance Orch.
- 5539 Save Your Sorrow for Tomorrow—Sam Lanin's Dance Orch.
- 5540 Some Day We'll Meet Again—Fox-trot. His Orch.
- 5540 Alone at Last—Fox-trot. Hollywood Dance Orch.
- 5541 Arabelle (What's a Girl Like You)—Fox-trot. Golden Gate Dance Orch.
- 5541 Oh, Say, Can I See You Tonight—Fox-trot. Golden Gate Dance Orch.
- 5542 Just Think of Me—Fox-trot. Hollywood Dance Orch.
- 5542 Got Me True—Fox-trot. Ernie Golden and His Orch.
- 5543 Let Me Linger in Your Arms—Imperial Dance Orch.
- EDDIE PEABODY BANJO
- 5543 Oh, Say, Can I See You Tonight—Vocal Chorus by Arthur Fields
- 5544 Let Me Linger in Your Arms—Vocal Chorus by Arthur Fields
- 5544 Collegiate—Vocal Chorus by Arthur Fields
- 5544 Ukulele Lady—Vocal Chorus by Arthur Fields
- POPULAR VOCAL RECORDS
- 3545 Are You Sorry—Tenor Solo, with Orch. Acorn. by Heral Thompson
- On the Sunny Side of Life—Baritone Solo, with Orch. Acorn. by Heral Thompson
- 3546 Collegiate—Male Duet, with Piano Acorn. by Heral Thompson
- What Do They Do in Those Beauty Parlors?—Tenor Solo, with Orch. Acorn. by Billy Jones
- 3547 Every One Home Is Asking for You—Baritone Solo, with Orch. Acorn. by Billy Jones
- 3548 Hello, Little Girl of My Dreams—Tenor Solo, with Orch. Acorn. by Franklin Baur
- 3548 Yes, Sir, That's My Baby—Male Duet, with Piano Acorn. by Hal Ryan
- Every Little White Male Duet, with Piano Acorn. by Hal Ryan
- NOVELTY VOCAL RECORDS
- 3459 After the Ball—Tenor Solo, with Novelty Acorn. by Vernon Dalhart
- In a Mansion of Aching Hearts—Tenor Solo, with Novelty Acorn. by Vernon Dalhart
- 3550 The Runaway Train—Tenor Solo, with Novelty Acorn. by Vernon Dalhart
- 3551 Cielito Lindo—Duet, with Hawaiian Guitars. Ferezo-Pauluki
- Ihu Okamoku—Duet, with Hawaiian Guitars. Ferezo-Pauluki

Lincoln Records

- DANCE RECORDS
- 2365 Marquerite—Fox-trot. Johnson's Dance Orch.
- 3266 Are You Sorry?—Fox-trot. Dale's Dance Orch.
- 2367 Because of You (The World Is Mine)—Fox-trot. Dale's Dance Orch.
- 2368 Say Arabelle (What's a Girl Like You)—Lou Gold and His Orch.
- 2369 I Wonder Where We've Been Before—Fox-trot. Joseph Knecht's Waldor-Artistic Dance Orch.
- 2370 When Eyes of Blue Are Feeling You—Fox-trot. Lancel's Dance Orch.
- 2370 Oo a Night Like This—Fox-trot. Lancel's Dance Orch.
- 2371 Collegiate—Fox-trot. Sam Lanin's Dance Orch.
- 2371 You're My Baby—Fox-trot with Vocal Refrain. Sam Lanin's Dance Orch.

VOCAL RECORDS

- 2363 Count! Home—Vocal with Uke. Gloria Geer
- Yes Sir, That's My Baby—Vocal with Uke.
- 2364 Oh, How I Miss You—F. Nigali—Vocal with Uke. Gloria Geer
- Under and Vainly Accomp. Gloria Geer
- Underneath the Yum-Yum Tree—Vocal with Uke. Gloria Geer
- 2372 Collegiate—Quartet-Blues with Uke. The Blue Dandies
- AM Aboard for Heaven (All Aboard for Home Sweet Home)—Quartet-Blues with Uke. The Blue Dandies
- 2373 Wondering—Tenor Solo. Ray Hamilton
- I've Found My Sweetheart Sally—Tenor Solo. Ray Hamilton

STANDARD RECORDS

- 2374 The Chain Gang—Tenor Solo with Harmonica and Guitar Accomp. Vernon Dalhart
- In the Baggage Coach Ahead—Tenor Solo with Violin and Guitar Accomp. Vernon Dalhart

Banner Records

- 1564 Save Your Sorrow for Tomorrow—Fox-trot, Sam Lavin a Dance Orch.
- Some Day We'll Meet Again—Fox-trot,
- 1565 Souza—Fox-trot, Lou Gold's Dance Orch.
- Wanting You—Fox-trot, Hollywood Dance Orch.
- 1566 Oh, Say, Can I See You Tonight—Fox-trot, Golden Gate Dance Orch.
- Just Think of Me—Fox-trot, Hollywood Dance Orch.
- 1567 I'm Tired of Everything But You—Fox-trot, Imperial Dance Orch.
- Marguerite—Fox-trot, Sam Lavin's Dance Orch.
- 1568 Alone at Last—Fox-trot, Hollywood Dance Orch.
- Say, Arabella (What's a Fella to Do)—Fox-trot, Golden Gate Dance Orch.
- 1569 I Miss My Swiss—Fox-trot, Golden Gate Dance Orch.
- Fi Fi—Fox-trot, Hollywood Dance Orch.
- 1570 If I Had a Girl Like You—Fox-trot, Sam Lavin's Dance Orch.
- Geelia—No Time—Fox-trot, Lou Gold's Dance Orch.
- 1571 Got No Time—Fox-trot, Ernie Golden and His Orch.
- Let Me Linger Longer in Your Arms—Fox-trot, Imperial Dance Orch.

EDDIE PEABODY BANJO RECORDS

- 1572 Collegiate—Vocal Chorus by Arthur Fields, Eddie Peabody
- Ukulele Lady—Vocal Chorus by Arthur Fields, Eddie Peabody
- 1573 Oh, Say, Can I See You Tonight—Vocal Chorus by Arthur Fields, Eddie Peabody
- Yes, Sir, That's My Baby—Vocal Chorus by Arthur Fields, Eddie Peabody

POPULAR VOCAL RECORDS

- 1574 Yes, Sir, That's My Baby—Male Duet, with Piano Accomp. Hall-Ryan
- Every Little While—Male Duet, with Piano Accomp. Hall-Ryan
- 1575 Every One Is Asking for You—Bartone Solo, with Orch. Accomp. Franklyn Baur
- Hello, Little Girl of My Dreams—Tenor Solo, with Orch. Accomp. Franklyn Baur
- 1576 Collegiate—Male Duet, with Piano Accomp. Hare-Jones
- What Do They Do in Those Beauty Parlors—Tenor Solo, with Orch. Accomp. Billy Jones
- 1577 Are You Sorry—Tenor Solo, with Orch. Accomp. Arthur Hall

NOVELTY VOCAL RECORDS

- 1578 After the Ball—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- On the Sunny Side of Life—Bartone Solo, with Orch. Accomp. Arthur Fields
- In a Mansion of Aching Hearts—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- 1580 The Runaway Train—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- Casely Jones—Tenor Solo, with Novelty Accomp. Vernon Dalhart

HAWAIIAN GUITARS

- 1579 Cirilo Lindo—Duet, with Hawaiian Guitars, Feres-Poaluki
- Ihu Okamoku—Duet, with Hawaiian Guitars, Feres-Poaluki

Regal Records

- 9864 Oh, Say, Can I See You Tonight—Fox-trot, Golden Gate Dance Orch.
- Just Think of Me—Fox-trot, Hollywood Dance Orch.
- 9865 Souza—Fox-trot, Lou Gold's Dance Orch.
- Fi Fi—Fox-trot, Hollywood Dance Orch.
- 9866 Save Your Sorrow for Tomorrow—Fox-trot, Sam Lavin's Dance Orch.
- Marguerite—Fox-trot, Sam Lavin's Dance Orch.
- 9867 I Miss My Swiss—Fox-trot, Golden Gate Dance Orch.
- Wanting You—Fox-trot, Hollywood Dance Orch.
- 9868 Cielia—Fox-trot, Lou Gold's Dance Orch.
- 9869 Alone at Last—Fox-trot, Hollywood Dance Orch.
- If I Had a Girl Like You—Fox-trot, Sam Lavin's Dance Orch.
- Say, Arabella (What's a Fella to Do)—Fox-trot, Golden Gate Dance Orch.
- 9870 I'm Tired of Everything But You—Fox-trot, Imperial Dance Orch.
- Some Day We'll Meet Again—Fox-trot, Imperial Dance Orch.
- 9871 Let Me Linger Longer in Your Arms—Fox-trot, Ernie Golden and His Orch.
- Got No Time—Fox-trot, Ernie Golden and His Orch.
- 9872 EDDIE PEABODY BANJO RECORDS
- Collegiate—Vocal Chorus by Arthur Fields, Peabody
- Ukulele Lady—Vocal Chorus by Arthur Fields, Peabody
- 9873 Oh, Say, Can I See You Tonight—Vocal Chorus by Arthur Fields, Eddie Peabody
- Yes, Sir, That's My Baby—Vocal Chorus by Arthur Fields, Eddie Peabody

POPULAR VOCAL RECORDS

- 9874 Collegiate—Male Duet, with Piano Accomp. Hare-Jones
- On the Sunny Side of Life—Bartone Solo, with Orch. Accomp. Arthur Fields
- 9875 Are You Sorry—Tenor Solo, with Orch. Accomp. Franklyn Baur
- Hello, Little Girl of My Dreams—Tenor Solo, with Orch. Accomp. Franklyn Baur
- 9876 Yes, Sir, That's My Baby—Male Duet, with Piano Accomp. Hall-Ryan
- Every Little While—Male Duet, with Piano Accomp. Hall-Ryan
- 9877 Every One Is Asking for You—Bartone Solo, with Orch. Accomp. Arthur Fields
- What Do They Do in Those Beauty Parlors—Tenor Solo, with Orch. Accomp. Billy Jones
- 9878 The Runaway Train—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- Casely Jones—Tenor Solo, Novelty Accomp. Vernon Dalhart

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- 9879 After the Ball—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- In a Mansion of Aching Hearts—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- 9880 Cirilo Lindo—Duet, with Hawaiian Guitars, Feres-Poaluki
- Ihu Okamoku—Duet, with Hawaiian Guitars, Feres-Poaluki
- Bob Haring and His Orch.
- 760 On a Night Like This—Fox-trot, Gold and His Orch.
- And I Believed in You—Valtz, Jos. Knecht's Waldorf-Astoria Dance Orch.
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- 761 Yes Sir, That's My Baby—Vocal, with Uke, Gloria Geer
- Underneath the Yum-Yum Tree—Vocal, with Uke, Gloria Geer
- 762 Wondering—Tenor Solo, William Robyn
- Madison—Tenor Solo, William Robyn
- 763 "Loud Speakin' Pappi" (You'd Better Speak Easy to Me)—Comedy Song, with Uke, Ukulele Bailey (Webb Italiane)
- 764 Collegiate—Quartet-Blues with Uke, The Blue Dandies
- Stepin' in Society—Quartet-Blues with Uke, The Blue Dandies
- 765 Some Day (We'll Meet Again)—Duet, with Piano Accomp. Hoek-Jerome
- 765 Oh, Mr. Care Man Won't You Bring My Good Built Mama Back to Me—Duet, with Uke, Salt and Pepper
- Look What You're Missin' Wastin' Time—Duet, with Uke Accomp. Salt and Pepper
- STANDARD RECORDS
- 766 The Chain Gang—Tenor Solo, with Harmonica and Guitar Accomp. Vernon Dalhart
- In the Baggage Coach Ahead—Tenor Solo, with Violin and Guitar Accomp. Vernon Dalhart

Cameo Records

- 734 Marguerite—Fox-trot, Paul Van Loan and His Orch.
- I Wonder Where We've Met Before—Fox-trot, Jos. Knecht's Waldorf-Astoria Dance Orch.
- 735 When Eyes of Blue Are Fooling You—Fox-trot, Broadway Broadcasters
- Comin' Home—Fox-trot, with Vocal Refrain, Bob Haring and His Orch.
- 736 Are You Sorry?—Fox-trot, Bob Haring and His Orch.
- Smile All the While—Fox-trot, Bob Haring and His Orch.
- 737 Because of You (The World Is Mine)—Fox-trot, Bob Haring and His Orch.
- Will Rise—Fox-trot, Bob Haring and His Orch.
- 738 I Can't Realize (You Love Me)—Fox-trot, Paul Van Loan and His Orch.
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