

The TALKING
 For dealers
 wholesalers
 & manufacturers
 of phonograph
 & radio products
 MACHINE
 WORLD

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"Again Creating Musical History"
The Brunswick Panatropé
 and
The Brunswick Panatropé and Radiola
 BRUNSWICK PHONOGRAPHS
 BRUNSWICK RADIOLAS
 BRUNSWICK RECORDS



The Sign of Musical Prestige
 Brunswick
 PHONOGRAPHS · RECORDS · RADIOLAS

© D. D. C. Co. 1525

Sonora deLuxe Speaker
\$30

Sonora Standard Speaker, slightly smaller, equipped with adjustable electro-magnetic unit \$20



"How do you suppose Bill can afford to decorate his entire store and install new show windows?", asked Jim Mims of a fellow Rotarian. "And, he placed an order with me for a new delivery truck too", chimed in the automotive member of the organization.

"Well", said Jack Donnelly, of the Journal, "if he spends money it is a sure sign he's making it, for Bill is one of the most sober, sensible-minded fellows I do business with, and speaking about doing business, he just signed a 50,000 line contract with our paper and why here comes Bill now. Let's wring the truth from him. Say, Bill, you old son-of-a-gua, how come all the sudden prosperity?" "Well, frankly, I learned the secret for selling radios. Now we demonstrate with a Sonora Speaker a Speaker that improves the tone quality of every radio. It seems to charm each prospect into a purchaser naturally I sell more radios. Then too, I'm playing safe. I am featuring only lines that enjoy the consumers' confidence that really build prestige for me and that have a merchandising policy that insures my profits."

For volume business ~ at insured profits ~

THE market for Sonora Speakers is a tremendous one. In addition to the millions of radio sets that will be sold this year, everyone who purchased a radio set last year or the year before, is a prospect — for Sonora advertising is educating the four million present owners of radio that the Sonora Speaker will improve the tone quality of the radio sets they now own.

Tone quality is the dominant factor in radio this season. The keynote of all Sonora advertising for

Sonora Radio Speaker
CLEAR AS A BELL

is Tone Quality — for after all, who is in a better position to dominate the tone quality field than Sonora, whose name has been synonymous with tone quality in the minds of music lovers during this last decade.

The dealer who sells Sonora merchandise builds prestige and permanent profits. The Sonora merchandising policy protects the dealer *always*. It is one of the few radio lines that did not subject its dealers to "after season losses". The Sonora radio franchise is a most valuable one for it means insured profits for the dealer. It has demonstrated its worth.

The Talking Machine World

Vol. 21. No. 10

New York, October 15, 1925

Price Twenty-five Cents

Blackman Co. Appointed DeForest Radio Distributor

Prominent New York Wholesaler Is One of the Oldest Distributors of Victor Co.'s Products—J. N. Blackman Discusses Trade Outlook

The Blackman Talking Machine Co., one of the oldest distributors of the Victor Talking Machine Co.'s products, has been appointed distributor for the DeForest Radio Co. The selection of the DeForest products was made after considering numerous nationally known lines.

J. N. Blackman, president of the Blackman Talking Machine Co., in announcing his firm's activities in behalf of the DeForest products remarked as follows:

"The year 1925-26 should see an elimination of chaotic trade conditions and a decided move towards stabilization. We have selected DeForest because of its conservative, sane merchandising plan. Also, the sound patent situation and the competent research organization, as well as ample financing arrangements making for permanency, appeal to us."

Buffalo T. M. Co. Now Distributing Federal Line

Federal Radio Mfg. Corp. Has Been Appointed Exclusive Wholesaler in Western New York and Part of Pennsylvania Territory

BUFFALO, N. Y., October 8.—The Buffalo Talking Machine Co., Buffalo jobber, has been appointed by the Federal Radio Mfg. Corp. exclusive distributor for the new Ortho-Sonic radio receiving set, made by the Federal Co. The jobber will have a territory covering all of western New York and northwestern Pennsylvania. The new plan of the Federal Co. in appointing an exclusive jobber for this territory is pleasing news to the retail trade, in that it eliminates confusion, assures quick service, and offers dealer protection.

The new line has met with the approval of dealers who have visited the sample rooms of the Buffalo Talking Machine Co. The sets are pleasing in appearance, and the prices, ranging from \$75 to \$350, give wide selection for the established consumer trade.

The sets operate either on dry cell or storage batteries. On display in the showrooms of the company are sets with built-in speakers and battery compartments, loop or aerial reception, as well as the latest designs in cabinets.

The jobber is offering protection to Federal dealers against unfair competition by appointing its dealers in certain districts, and not allowing other Federal accounts within a certain radius. The Federal Co. maintains a sales and service list of authorized dealers, and this is supplied to all dealers, with advertising and sales helps.

The Buffalo Talking Machine Co.'s radio department also is exhibiting a complete line of Eveready and Philco batteries, Utah and Dictaphone loudspeakers and accessories.

Harmony Music Shop Opened

BRIDGEPORT, CONN., October 7.—The Harmony Music Shop, 2924 Fairfield avenue, was opened Saturday, October 3, under the able guidance of Eddie Kralokoski, who also owns the E. K. Music Shop, 933 East Main street, Bridgeport. A complete line of Columbia phonographs, Columbia and Harmony records, together with musical instruments, sheet music and pianos is handled.

H. B. Foster Is Perryman Co.'s General Sales Mgr.

Brings to New Post a Thorough Knowledge of Conditions in Phonograph and Electrical Industries—New York Offices Opened

H. B. Foster, who was associated with prominent manufacturers in the phonograph industry for a number of years, has been appointed general sales manager of the Perryman Electric Co., recently formed to manufacture Perryman vacuum tubes. Geo. H. Perryman, formerly associated with the Western Electric Co., Wes-



H. B. Foster

tinghouse Electric & Mfg. Co., and the Coneway Laboratories, is treasurer and general manager of the company.

Mr. Foster needs no introduction to the talking machine dealers throughout the country, for he was associated for several years with Harper Bros. in the introduction of Bubble Books, and was also general manager of the Diamond Products Corp. Prior to entering the phonograph industry, Mr. Foster was associated in an executive sales capacity with the A. C. Gilbert Co., manufacturer of electrical products, and he, therefore, brings to his new work a thorough knowledge of conditions in the phonograph and electrical industries.

The Perryman Electric Co. will make a full line of vacuum tubes in all types commonly used for reception, and executive offices have been opened at 33 West Sixtieth street, New York. The plant and laboratories are located in North Bergen, N. J., and strong financial interests sponsoring the new company have furnished an equipment that provides for an output of 5,000 tubes daily. The Perryman type R. H. 201-A and rectifier tube have one very interesting departure from the usual tube assembly. The filament, plate and grid are held in permanent alignment at the point of greatest efficiency by two bridges drilled to thousandths of an inch for accuracy and placed at the top and base of the elements.

In announcing the company's sales plans, Mr. Foster stated that Perryman tubes would carry a list price of \$2.50 and that the company was going to market its products through jobbers, carefully selected, and provided with ample territory for development.

"Zenith Week" Aroused the Interest of the Trade

Week of October 4 Featured by Dealers as Zenith Week to Celebrate Return to United States of MacMillan Arctic Expedition

The week of October 4 was celebrated by Zenith dealers throughout the United States as "Zenith Week," as it signified the return of the MacMillan Arctic Expedition to the United States, after a period of three months' exploration in the frozen North. At the time of the return of the "Bowdoin" and the "Peary," the two ships commanded by MacMillan and Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., respectively, newspapers, moving picture news reels and periodicals carried publicity on the fortunate return of the explorers. Zenith dealers effected a strong tie-up with this publicity and the keen public interest displayed, with advertising campaigns, special window displays of Zenith radio receiving sets, and an intensive direct by mail drive on their prospect mailing list. An advertisement, prepared especially for the event by the Zenith Radio Corp., was sent to all Zenith jobbers and dealers in order that each might tie up in effective fashion in his local newspaper.

In the near future Commanders E. F. McDonald, Jr., and Donald B. MacMillan will officially open the new Zenith studio, WJAZ, in the Straus Building, Chicago, with a reception to all jobbers with Mr. McDonald presiding as host at the homecoming event, and Dr. MacMillan as the guest of honor.

Stewart-Warner Radio Sales Managers Are Appointed

George Armstrong in Charge of Manhattan Division—S. J. Levy, Manager of Brooklyn Branch—Franklin M. White Comments on Outlook—Production Facilities Taxed

Announcement was recently made of the appointment of George Armstrong, as sales manager of the radio division of the Stewart-Warner Speedometer Corp., in New York, covering the Manhattan and Bronx territory, and Sol. J. Levy, as sales manager of the Brooklyn radio division, covering Brooklyn, Long Island, Staten Island, Westchester and Rockland counties. Mr. Armstrong has been with the Stewart-Warner organization for some time as manager of the city accessories department. He was formerly sales manager for a prominent automobile agency and was at one time connected with the La Salle Extension University. Mr. Armstrong possesses marked executive and sales ability and since taking over the radio division reports good progress made.

Mr. Levy before his connection with the Stewart-Warner organization was in charge of the radio division of Wurlitzer's and is an electrical engineer with a wide experience in radio merchandising. He has put into effect an extensive drive for high-class Stewart-Warner representation.

Franklin M. White, in charge of all the metropolitan activities of the Stewart-Warner Speedometer Corp., in commenting on the outlook, states that the manner in which progress is being made is more than satisfactory. Dealers are waxing enthusiastic over the complete Stewart-Warner ensemble and orders already received in New York and other cities will tax the factory production for the balance of the year, he declared.

Holiday Sales Depend on Promotion Drive

Competition From Merchandisers in Other Lines as Well as Trade Fight for Sales Intensify Struggle for Fall and Holiday Business

The best selling season of the entire business year is at hand and the talking machine trade will be faced with the keenest competition of the entire twelve months. The "butcher, baker and candlestick maker" will be on the job to push their lines as gifts and to secure as much of the "gift money" as they possibly can. The individual talking machine merchant, in addition to facing this competition, knows that every other merchant handling talking machines, records, radio and other musical merchandise in his community also will be fighting for as large a share of business as he can get. Because of this greatly intensified struggle for sales the retailer who is determined to get his share of the business must go after it harder than ever.

Next month will be Thanksgiving Day and the month after occurs the great gift day of the year—Christmas. There is no finer gift than the product handled by the talking machine dealer, whether it be a phonograph, a radio set or a small musical instrument or last, but not least, records. The dealer knows this to be true and a portion of the public has also been educated to this belief. But by far the greater part of the public gives little or no thought to music as the ideal gift. There is a good reason for this, namely, the idea has not been brought home to the public strongly enough. A vigorous holiday sales drive, with two objects in view—selling the idea of music or a musical instrument as a gift and selling the public on the idea that your store is the logical place to purchase that kind of gift—certainly will have a marked effect on sales. The opportunity is there.

At this season the dealer must reach the masses as well as the individuals whom he con-

siders live prospects, and the one best way of doing this by advertising in the newspapers and other forms of publicity. Remember your competitors, both in and out of the talking machine trade, will be advertising in a big way with the object in view of building large holiday sales

Are you planning to make the holidays this year real profit producers? Do you realize that the holidays mean more to you as a retailer this year than other years? The accompanying article is an analysis of the holiday sales situation as it affects you.

volume. For this reason the stereotyped advertising will be practically worthless. Plan your advertisements and make them original and striking. It pays always, and most during the holiday season. This applies with equal force to window displays.

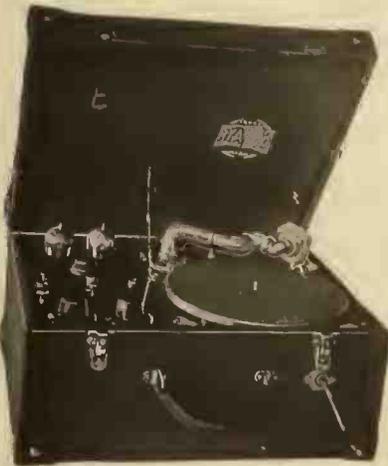
In several previous articles on this page of *The World* the writer has emphasized the fact that never before in the history of the trade has the talking machine dealer been in such an excellent position to attract attention to the products he handles. Improvements of the most striking character in talking machines, radio, records, etc., have placed the dealer in this fortunate position. The public knows little of

these wonderful improvements, however, and it is up to the dealer to broadcast the message that will interest them and bring in the business. A talking machine or radio makes the ideal home gift and records are always appreciated.

A single record is a small item in itself, but at this season the time is opportune for bulk sales—that is, selling selected records of an appropriate character in groups to individuals. Also there are the special record groups by world-famous artists in albums which are now being distributed by the leading record companies. That there exists a real market for records during the holiday season was brought home to the writer a few weeks ago. A dealer in a small Connecticut city, in discussing the record situation, mentioned the fact that the bulk of his business in records was done through periodical canvasses of his customers. He declared that immediately preceding each holiday he staged one of these canvasses and his record sales of a single number were sometimes over the five-hundred mark. That is mighty good record business, especially as this dealer has over three hundred names on his list and the variety of records purchased from the canvasser runs the gamut of the entire catalog. The point in this incident is that this dealer's experience proves people will buy records, especially during the holidays, if their worth as a gift is brought home to them.

Musical merchandise offers a similar opportunity. Where there are children in the family the dealer will have no trouble in interesting either the parents or the children themselves in a musical instrument of some kind. Holiday time is selling time.

NYACCOFLEX
R. P. I.



See NYACCO Radio

*before you decide on this
season's radio line*

The NYACCO Line is attractively
priced merchandise with big
profit for the dealer

This combination created
a big summer demand—
and NYACCO Panels and Cab-
inet Models will continue this
demand.

*Dealers write your jobbers for details on the complete
NYACCO line or address:*

New York Album & Card Co., Inc.

23-25 Lispenard Street, New York

Get Ready for Christmas!



The New

Brunswick Panatrope

forecasts a season unparalleled in the industry

BRUNSWICK Panatrope—the musical sensation! Music merchants of more than 20 years' experience, declare it the greatest achievement they ever hoped to hear.

Unparalleled in musical reproduction, and in *Sales Possibilities*.

Offering profits, exclusive business undreamed of hitherto.

For the Brunswick Panatrope appeals to all those who now own other instruments, and who seek something finer; and to those who have awaited the ultimate in musical reproduction for the home—in fact, to every home owner.

Thus with the new Brunswick Panatrope in this Christmas' stocking, the industry turns to a new era of great business.

Brunswick again has made musical history

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

GENERAL OFFICES: CHICAGO

Branches in all Principal Cities in the United States and Canada

Brunswick Panatrope *and* Radiola

Brunswick Co. Announces Details of Merchandising Plan of Its New Line

A. J. Kendrick, General Sales Manager of the Brunswick Organization, Outlines New Plan of Merchandising the Panatrope and Other New Products Made by the Company

The Brunswick-Balke-Collender Co., Chicago, has prepared a most intensive, elaborate and practicable plan for merchandising its new line of instruments, and the details of this plan were set forth to the members of the Brunswick organization in a very interesting letter forwarded



A. J. Kendrick

recently to branch managers, district managers and salesmen by A. J. Kendrick, general sales manager of the Brunswick phonograph division and widely known throughout the industry. In part, Mr. Kendrick's announcement said:

"In the presentation, advertising and sales of the new line, we are dropping the word 'phonograph' except as applied to those phonographs which we will, for the time being, continue to merchandise, or, until we have decided to entirely discontinue the production and selling of phonographs. It is not unlikely, however, that we may decide, so far as portables and lower-priced instruments are concerned, to continue to produce such types. This, only time will permit us to determine upon.

"In the development, presentation and sale of the Panatrope and the Panatrope with Radiola, we are convinced that the trend of the times, both in scientific development as well as public demand and tendency, is entirely toward electrical applications and progress. What we are presenting opens a new field of scientific development which will make for a very marked growth in our business.

"This is the first time, in the writer's experience in the phonograph business, that any manufacturer has really been justified in asking

\$400, \$500, \$600 or more for an instrument, so far as quality of reproduction is concerned, as compared to what the purchaser might secure for \$150 or \$200. The difference in price has always been determined largely by cabinet value. This alone will be no longer true, as has already been attested by those to whom we have been privileged to demonstrate the Panatrope. The Panatrope is a most amazing development as you will soon ascertain, and places us now in a position to interest that great part of the music trade who are most interested in raising, without difficulty, the average retail sale.

"In confirmation of this open market we have recently canvassed several important Middle Western towns, interviewed those who purchased Brunswick Radiolas and found that fifty-two per cent of these purchasers had never previously owned a phonograph, that sixty-one

Hear It!
THE BRUNSWICK PANATROPE

SINCE our announcement of this wonderful new musical development, hundreds have been notified and amazed by the title like booklet with which the Brunswick Panatrope reproduces the complete range of beautiful music!

The Singer—The Marquis—The Fall Oriole are in our line before you—Music that is really new!

Buy and enjoy this remarkable reproduction in the warmest way. It only so rarely you realize that we will gladly demonstrate that in every statement we give you with no obligation to buy.

NAME OF DEALER _____

Ask to hear the Brunswick Panatrope and Radiola

Dealer Help for Panatrope Advertising
per cent of these sales of Brunswick Radiolas were made in Class A homes, twenty-four per cent in Class B homes and fifteen per cent in Class C homes. The greater majority of Class A homes are to-day without phonographs or are no longer interested in the one purchased several years ago.

"Our advertising and sales endeavor will be based entirely upon a campaign to demonstrate the Panatrope before as many people as possible. This in itself will stir up an amazing number of prospects because the demonstration is so tremendously impressive."

Columbia Phonograph Price Reductions Are Announced

Price Cut Made to Move Merchandise From Dealers' Floors to Make Room for the New Columbia Phonograph Models

The Columbia Phonograph Co., Inc., advised its dealers this week of a very important reduction in the prices of current models of Columbia phonographs. This announcement, which was forwarded to the trade over the signature of W. C. Fulmer, general sales manager of the company, read as follows:

"We have advised you on October 1 of a new line of Columbia instruments which has been developed in our own laboratories, which we feel assured will meet with the approval of critical experts. This new line will be ready, as stated, after January 1, 1926.

"In order that we may dispose of the present models now on hand, of which there is not a large supply, we have decided to offer them to dealers at very attractive prices, which will net a handsome profit during the season we are now entering. The following prices to dealers will prevail as long as our present stock lasts:

Model	List Price	New Price	Model	List Price	New Price
420	\$400	\$400.00	530	\$150	\$45.50
430	125	42.00	540	175	45.00
440	150	43.50	550	200	47.50
450	175	45.00	560	250	62.50
470	200	47.50	570	300	75.00
520	175	39.75	580	350	87.50

"We remind dealers of our agreement to rebate them on purchases of the above types billed after date of August 12, 1925, and will issue promptly the credit memo which may be due you from the Columbia branch or distributor from whom you may have purchased instruments of the types enumerated. This rebate, as agreed, to be paid to you in Columbia merchandise, either phonographs or records. These special prices on phonographs apply until present stock is sold."

Joins Chicago Branch of Columbia Phonograph Co.

Harry Allen and D. W. Guthrie Will Visit Trade in Territory Controlled by Chicago

Chas. F. Baer, manager of the Chicago branch of the Columbia Phonograph Co., Inc., announced recently the addition to his sales staff of Harry Allen and D. W. Guthrie, both of whom have been identified with the Columbia organization for a number of years. Mr. Allen, who was formerly associated with the Columbia headquarters in Los Angeles, will visit the trade in Indiana and Missouri, and Mr. Guthrie, who was previously identified with the Columbia organization in Kansas City, will visit the dealers in the Loop and the South side of Chicago. Mr. Baer has added these experienced men to his staff in order to give Columbia dealers in Chicago territory maximum service.

National Record Albums

are

Good Albums

Nationally known because they give real satisfaction.

They require less selling effort. Made to contain all makes of disc records including Edison.

Write for our list of 1925 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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

The Amazing, New
Brunswick Panatrope
and
PANATROPE *with* RADIOLA
—again making musical history

WE have reached the conclusion that the field for mechanical reproduction of music has its limitations—that radio, with its application of things electrical, has opened an entirely new world of research and development in musical acoustics.

The Brunswick Panatrope—applying these new scientific principles, the result of three years of experiment and perfection, represents today the ultimate in musical reproduction, an advance which the music trade had not conceived as possible in this generation.

While an appreciable market will continue for the phonograph, we make the prediction here that a far greater new field of business and opportunity is now opened by this amazing new musical instrument.

The whole musical world welcomes the Brunswick Panatrope as the greatest musical achievement of the time.

THE BRUNSWICK-BALKE-COLLENDER CO.

Manufacturers—Established 1845

GENERAL OFFICES: CHICAGO

Branches in all Principal Cities in the United States and Canada

Brunswick
Panatrope *and* Radiola

Systematizing the Canvass and Follow-Up

Blaustein's Method of Canvassing for Prospects, Building Fall Sales by Outside Selling and Keeping Records Brought Success

The dealer who sits in his store wasting time which he might put to use by going out after prospects, especially in a dull season, is missing an opportunity to build up real sales volume. This is the belief of M. Blaustein, proprietor of Blaustein's Music Store, of Syracuse, N. Y., who, even by his competitors, is considered one of the best canvasser-salesmen in the music business in that city. Mr. Blaustein has been in the talking machine and general music business for a number of years and his experience covers every phase of this type of merchandising.

Canvassing for Prospects

When this dealer starts out in the Summer on his canvassing drive he does not go out into the territory so much with the idea of making sales as to secure live prospects. Of course if he comes across a prospect who is in the market at the moment for an instrument, whether it be a talking machine, piano, or a small musical instrument, Mr. Blaustein loses no time in closing the deal and securing the name to the dotted line. But his main idea during the hot months right through to the latter part of October is to secure the names of prospects who will be in the market for an instrument of some kind during the Fall and Winter. Naturally in this way a nice prospect list is built up and from the first of November right through the holidays and the Winter months Mr. Blaustein goes out with the idea of closing each individual on his list, and the number of sales made in this way is surprising, in fact comprising most of the sales made by this dealer.

House-to-House Drive

When Blaustein goes out to canvass he carefully makes his territory before starting. That is, he maps out the territory he desires to cover on any particular day and then covers it. He visits every house in a block before going on to the next street. He does not hurry and if he misses one house or family in an apartment he makes note of the name and address and comes back later. Thoroughness is the basis of successful canvassing, he believes. He also is of the opinion that it is better to make ten calls a day and do it right than it is to make twenty or thirty calls and not give the proper attention to each family.

When he interviews a prospect he first attempts to find out what musical instruments, if any, are owned. If there is a piano in the house he strives to get the prospect's attitude toward the ownership of a talking machine and vice-versa. If both of these instruments are part of the home furnishings he enters his attention

on small musical instruments. He sells the prospect on music and the joys it brings. If there are children he calls attention to the enjoyment and cultural advantages of the talking machine, piano or musical instrument. He gets into the most exclusive homes and he gets the data on which to base his future sales effort. A fine front lawn or a butler answering the bell does not make him timid or make him swerve from his determination to see the mistress or master of the home. Get what you are after

Someone has said "there is nothing new under the sun," but the live Syracuse, N. Y., retailer whose methods are described in the accompanying article certainly has developed a method of making canvassing more effective from the sales standpoint that is somewhat different from the average canvassing campaign and has proved to be a winner.

and don't let anything stop you is his slogan.

A special book is kept in the store to keep track of the territory covered. In this book is entered each street covered in the canvass and the date of canvass, so that there is no going over worked territory. Also this canvassing for prospects with the idea of making the sale at a more propitious time has another advantage. It gives Mr. Blaustein time to get a line on the prospect's credit standing before attempting to make the sale.

Filing Prospects' Names for Follow-Up

A card system is maintained by Blaustein's Music Store of the prospects for later follow-up. This system differs from most prospect lists in several ways. First, instead of filing the prospects according to names they are filed according to the section of the city in which they live. For example, if John Smith lives on the North Side his name is filed under N. S. If Mary Brown lives in East Syracuse her name is filed under that heading. The cards pertaining to each section of the city are kept together simply by putting a rubber band around each group. The prospects also are filed according to streets. If, for example, there are five live prospects on Blank street, these cards are kept together in-

der that heading. Out-of-town prospects are listed separately, under the name of the town or city in which they reside.

This form of filing prospects has been found most efficient by Mr. Blaustein because in all cases the follow-up is made by direct contact. There never is any attempt to get in touch with a prospect by mail. Mr. Blaustein personally goes out to try to close the sale. Thus, it is easier for him to get the names of all the people living in a certain section of the city or on a particular street than it would be if he had to wade through the entire file, if the prospects were listed according to their initials. If there are five prospects on Blank street, he takes the five cards with him and visits all of them, in each case doing his utmost to close the deal or making an appointment to bring the prospect into the store. If an appointment is made he calls for the prospect and brings him or her to the store in his machine, a service which is appreciated.

Twenty Years in Business

That Mr. Blaustein's methods are sound is evidenced by the fact that he has been in business over a period of twenty years, starting by making a room in his home his wareroom and keeping in that room his entire stock of musical instruments. In addition he was a teacher of music. He plays the piano, violin and banjo, and he is in a position to demonstrate personally what he is trying to sell. He gradually developed his business from this small start until now he has a nice store. His son, who is also musically inclined, watches the store while Mr. Blaustein is canvassing. The son also takes care of the repair service.

Urges Correct Mail Address

The United States Post Office Department is waging a campaign among merchants and business organizations, as well as the general public, to have the complete address placed on pieces of mail. Circulars entitled "Complete Address for Mail" and "An Appeal for Definite Address" have been distributed, explaining the processes which a piece of mail must go through and describing the confusion and delay which are caused by a wrong or incomplete address.

Commodore Radio Corp., New York, has been incorporated at Albany with a capital stock of \$5,000. S. Kasindorf, A. G. Sidelle and I. E. Kaplan are the incorporators.

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

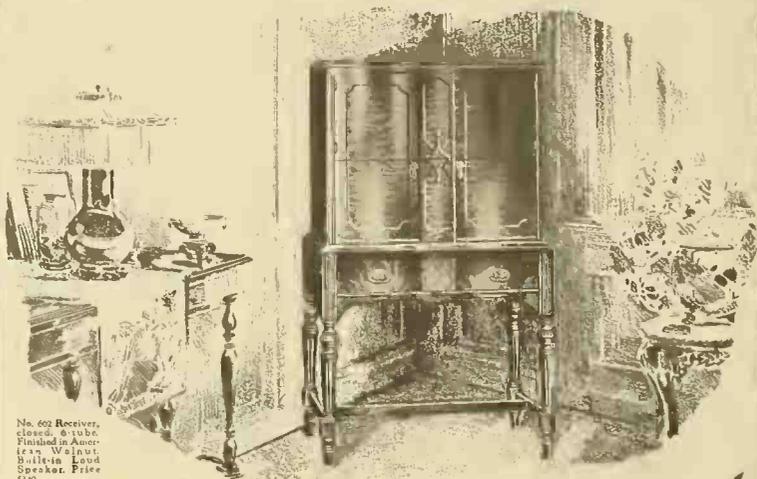
The modern method of demonstrating and selling records Without the Use of Booths

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.





No. 602 Receiver, closed, 6 tube. Finished in American Walnut. Built-in Loud Speaker. Price \$340.

Responsibility!

Stromberg-Carlson responsibility is two-fold—to users of its product and to dealers whom it authorizes to distribute that product.

Inspectors in the Stromberg-Carlson plant are awarded a bonus for any imperfection that they can detect and reject in every stage of the production of Stromberg-Carlson Apparatus. Workers are given cash awards for suggestions which will improve Stromberg-Carlson Apparatus. These provisions are indicative of the responsibility that the company feels toward users of its product.

Dealers, to become authorized Stromberg-Carlson distributors must measure up to accepted Stromberg-Carlson standards.

To such dealers, in fulfillment of Stromberg-Carlson responsibility, there is accorded a protection which is unique thus far in radio merchandising;—unique as to price stability, freedom from service costs and customers' good will.

(Prices quoted are for the United States east of the Rockies)



No. 601 Table Model—6 tube; totally shielded; dual control; full meter; tubes, arc tube base; operates either horn or cone type loud speaker; Solid Mahogany. Price \$210.



No. 1 Type Table Model, 5 tube; has antenna coupling switch; also key for switching from first audio to second audio frequency amplifier; Solid Mahogany. Price \$180.



Stromberg-Carlson Telephone Manufacturing Co.
1060 University Avenue, Rochester, New York

Chicago

Kansas City

Toronto

Stromberg-Carlson

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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

(Registered in the U. S. Patent Office)

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President, C. L. Bill; Vice-Presidents, J. B. Spillane, Edward Lyman Bill, Randolph Brown; Treasurer, Raymond Bill; Secretary, E. L. Bill; Asst. Secretary, L. Z. Bowen; Asst. Treasurer, Wm. A. Low.

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Cable Address: "Elbill," New York

NEW YORK, OCTOBER 15, 1925

A. Atwater Kent's Great Educational Campaign

ON Sunday evening, October 4, there was launched officially a series of thirty radio broadcast programs that will present to over fifty per cent of the radio listeners in the country some of the greatest musical artists of the day, artists of international reputation whose personal performances through matters of circumstance have been enjoyed directly by only a comparatively few of the many millions who are lovers of good music or would be if the opportunity presented itself.

The music industry and the public at large are indebted to A. Atwater Kent, president of the Atwater Kent Manufacturing Co., ranking among the leaders in the making of radio receiving apparatus, for this contribution to radio broadcasting and to the musical entertainment and education of the public. It was Mr. Kent who conceived the idea of signing up and presenting in concert the great group of famous artists and stands sponsor for the expense of the movement, including the cost of the broadcasting facilities.

It is Mr. Kent's plan, which has received wide publicity in the daily press, to present each Sunday evening for thirty weeks through Station WEAF, New York, and associated stations, these concerts by noted artists, a great majority of whom are well known to the public not only through their appearances on the concert stage but through the medium of records they have made for various talking machine companies.

Judging from the results achieved last season through the medium of broadcast programs by famous artists, arranged and sponsored by the leading talking machine and record companies, there is every reason to believe that these new programs as offered by Mr. Kent will not only add tremendously to the interest in radio on the part of the better class of our citizenry, and thus promote business in that field, but will also prove a distinct stimulus to the sale of the records made by the featured artists.

There has been much said and written regarding the improvement in broadcasting programs, and the desirability of presenting on such programs artists of standing. Considerable work has already been done toward such improvement, but the lack of available funds to provide for the payment of competent artists has

served to act as a check on the movement. In the engaging of the artists and the providing of funds to compensate them Mr. Kent is rendering a distinct service not only to the public but to the entire music industry, including that highly important radio branch in which, of course, he is primarily interested.

The movement is so big and so well worth while that it seems almost unfair for one individual or one concern to bear the entire burden. If nothing else, it should lead to an earnest discussion of ways and means whereby those interested in the future of radio and music itself might co-operate effectively to link up more closely to high-class programs, those two interests that are already so strongly allied.

Distinct Spirit of Trade Optimism Prevails

IN most sections of the country there is noted among talking machine and radio dealers, in fact the music trade generally, a distinct spirit of optimism and confidence quite in contrast to the attitude evidenced only a few months ago. No better evidence of this feeling is to be found than in the willingness of the dealers to place orders in anticipation of an active demand during the months to come.

It may be stretching a point to say that the talking machine industry has gone in for a period of rejuvenation, but certainly the new developments in the field and the efforts of the manufacturers to offer to the trade and the public radical improvements in sound recording and reproducing media have had the effect of creating for the dealer a future in which he appears to have a full measure of confidence.

There are, of course, complaints being made in certain quarters, and undoubtedly these complaints will continue regardless of the status of the business, but as the matter stands at the present time by far the great majority of the dealers profess confidence in the future of the industry and a willingness to lend their best efforts as they have in the past to the work of distributing. One thing is certain and that is that there is a likelihood of the merchandising methods in the industry undergoing marked improvement in the near future, a move that is going to benefit all the factors of the trade by producing a greater volume of sales on a more efficient basis.

Prophecies are always dangerous, but there are enough real tangible facts available to make sound the belief that there is going to be much good business for the talking machine dealer to look forward to whether he handles that line exclusively or features other products in his store.

Service as a Business Builder

IF the talking machine or radio dealer is going to figure his service department accounts on a cold dollars-and-cents basis with so much cash income for so much mechanical work done on the instruments in the homes of his customers, then he will find that the department yields very little profit, if any at all.

On the other hand, if the dealer places on service the proper valuation as a builder of good-will and new business, then he will find that it pays very substantial dividends through the medium of satisfied customers. A talking machine that is out of adjustment, or a radio receiver that does not function properly, represents a liability instead of an asset to the dealer for it discourages rather than encourages prospects to buy.

Dealers who have taken the trouble to inquire of purchasers as to what prompted them to come into that particular store and select a particular machine or set have been surprised to learn that an unbelievably high percentage have been actually sold through hearing similar instruments in the homes of their friends. It is service work well done that turned these instruments into good advertisements. It means profits through the medium of new prospects.

Shows Augment Public Interest in Radio

BY the time this issue of The World reaches its readers the new radio season will be in full swing and a great majority of the dealers will be in a position to display stocks of the improved sets that have been designed to reawaken and maintain public interest. While it may be said that the public is interested it is obvious that the retailers will have to work a little harder to bring buyers to the

closing point. This has been the experience during the past couple of seasons.

There have been held, and are scheduled to be held during the present Fall, close to thirty radio shows in the larger cities of the country, and it is probable that when the smaller exhibitions are counted in, the number of exhibits will increase that figure materially. Perhaps there are too many shows in Chicago and New York, for it would seem that one big exposition would not only serve all useful purposes but would mean the saving of money for those manufacturers who seek to display their wares. At the present time, however, there is no question of the value of the shows from the standpoint of public interest, for in New York last month well over a quarter of a million people visited the two shows held simultaneously to inspect what was new in radio. On this basis it is estimated that between two and a half and three million people will have had the opportunity to examine at first hand new products as they are on display in various sections of the country and a large proportion of these should prove potential purchasers.

One outstanding fact demonstrated by the lines exhibited at the show and elsewhere is that the radio industry has made noteworthy progress towards stabilization, for although the new lines include many new and valuable improvements of various types there is little of revolutionary character to be discovered. In short, the industry appears to have reached the point where its products have been placed on a solid foundation and subject to only such further developments as are calculated to keep abreast of the times and deserve the help of the trade.

Radio of course is more or less of an uncertain quantity so far as its developments go, for its growth has been rapid and there may yet be new discoveries of a radical nature, but just at present the progress has reached a satisfactory point where those who demand the latest or who have waited for the final products may buy with confidence and those who were among the early purchasers may enjoy the satisfaction of knowing that their sets are not obsolete even though they may not embody the latest improvements. This keeping faith with the public should have a distinct influence on business.

With the new lines completed and delivered, and the manufacturers engaging in widespread advertising of a national character, the question of final distribution is now up to the dealer. He has been assured in most cases of sound and protective merchandising policies put into effect by the manufacturers and of their support in his work of selling. Local progress, however, depends entirely upon the dealer himself, for it has reached the point where he must sell radio rather than have the public buy it. It means a knowledge of the field and its products—a knowledge of sound selling methods and the ability to demonstrate in a manner that will arouse interest to the buying point.

Flat Carrying Charge on Instalment Accounts

INSTALMENT selling in the talking machine field has always brought its problems, for it has meant the careful checking of credits, the watching of collections and the proper handling of instalment paper on a basis calculated to give the dealer proper pro-

tection and maintain as much of his capital as possible in liquid form for carrying on and expanding his business.

Not so many years ago dealers with foresight, who were charging interest on instalment accounts, had great difficulty in persuading competitors to do likewise, for there was a distinct feeling that the offering of terms without interest would mean increased sales and that business would be lost were the customer called on to pay more than the established and, for a time, fixed price on talking machines.

It has been determined, however, by careful investigation, and in some cases painful experience, that even interest at the rate of 6 per cent on instalment accounts does not begin to recompense the dealer for the trouble and expense incident to handling such an account. There has, therefore, grown up a widespread interest in the establishment of a flat carrying charge on time sales calculated to at least give the retailer an even break financially.

It is quite common for the dealer to figure that the charging of the legal interest rate, whether it be six, seven or eight per cent, permits him to realize finally the full cash price of the instrument without reduction. As a matter of fact, he is not only tying up a very substantial portion of his capital at the common six per cent rate, which is not in any sense profitable because it hinders expansion, but is faced with the heavy expense incident to credit investigations, collections, extra bookkeeping, and the losses caused by bad accounts even though they may be few, all these being factors not met with in the cash sale.

The carrying charge as adopted by many dealers, including the members of the Music Trades Association of Southern California, is designed to provide a sufficient increase in price to offset in some measure at least the increased expenses. For instance, it provides, we will say, a flat three per cent charge on balances running six months, an equitable proportion of which amount is collected with each monthly payment, and when the account runs over that period a definite charge ranging from one-half to one per cent a month is made for the extra accommodation. Under the usual interest plan when an instrument is repossessed after the third or fourth month the dealer is lucky if he has collected a half dollar in interest, while under the carrying charge he has very probably collected from three to four times that sum, or sufficient to cover the cost of transporting the machine to the store.

Another phase is that the carrying charge can be easily explained to the average customer, for he sees the justice in paying for the privilege of carrying an account and appreciates knowing just what the extra charge will be instead of having unexpected interest charges written on his monthly bill. The main factor is that the carrying charge means that the dealer realizes a sum ranging from twenty-five to thirty per cent more than the amount that would be realized on interest, which helps a lot in covering expenses, particularly if it is found necessary to discount instalment paper through outside channels.

It is interesting to note that the music trade is probably the only trade that does not already make general use of the carrying charge on term sales. On automobiles sold on instalments there is a carrying charge. There is a cash and term price on vacuum cleaners and even on electric irons. It is the logical way of handling a class of sales that is continually growing and fortunately many members of the industry are realizing the fact.

RADIO

CABINETS

PHONOGRAPH

Quality Cabinets on a Quantity Basis

Your inquiries will receive prompt attention.

QUALITY—SERVICE—PRICE

JORDAN CABINET CORPORATION

Telephone SUNSET { 4453
4454

EDWARD B. JORDAN, JR., President

First Avenue and 56th Street
Brooklyn, N. Y.

For thirty years the name Jordan has stood for quality in cabinet work

Neglecting Any Department of the Talking Machine Business Means Decreased Profits

Julian H. Rosenfeld, of Hanff-Metzger, Inc., Emphasizes Need for Sales Promotion Campaigns to Cover All Departments of the Business—Danger in Following Line of Least Resistance

The radio has come to stay. Of that there can be no question. The merchant who handles talking machines and other musical merchandise is the logical man to handle radio. That is now accepted as good sound business logic.

In many cases, however, the phonograph dealer who handles radio is concentrating practically all of his energy on this comparatively new source of revenue, and is permitting his talking machine business to fall by the wayside.

What that dealer is really doing is working along the lines of least resistance. But is it good business? For he is neglecting a source of sales and profits to be gained from a line that is far from having been displaced by radio. As a matter of cold fact, the radio and the talking machine each have a definite place in the broad field of home entertainment. And it has been amply demonstrated that each can help the other.

The recent forward step which the leading talking machine makers have taken is direct evidence of the strong tie-up between the talking machine and the radio. McCormack, the vocal genius whose fame needs no amplification, and Lucrezia Bori, the celebrated coloratura soprano of the Metropolitan Opera Company, recently "went on the air." The next day there was a demand for the phonograph records of both artists that virtually exhausted the available supply. This was unmistakable proof that the phonograph is going to benefit from the radio, and the merchant is by no means the last man to benefit from the situation.

It is not my purpose here to dwell upon the many advantages of the radio. They are too well known to require comment. I do want to mention the obvious advantages of the talking ma-

chine, however, because I believe that too many merchants—and good merchants, too—are neglecting a department of their business that is responsible for their being in business, and which has for so many years been highly profitable.

My suggestion right here and now is that the dealer in his daily routine should devote a certain amount of his time to his phonograph sales, and a great deal more time than at present to keeping up his record sales. Putting up posters in his store is fine as far as it goes. Giving out lists of new records is always good. But these measures do not go far enough. He should instruct his clerks to inquire of customers whether they have heard the new records. He should have every salesperson keep pushing the old standards and the classics as well as the new hits which do not require so much sales work. He should obtain lists of people in his neighborhood who do not own talking machines and send them a series of letters calling attention to the advantages of owning a machine—or, better still, make personal solicitations. Circular matter is also good if it is attractively designed. Cheap circulars are, of course, worse than none. Newspaper advertising is excellent if the dealer is so located that he can use spare in a daily paper to advantage. And, without question, the windows should be utilized for drawing talking machine and record business. In other words, instead of mistakenly assuming that the phonograph business is being sidetracked, which is not a fact at all, he should keep after his trade in an aggressive manner and he will get results.

As I have said, the advantages possessed by the radio do not require comment here. This

article is not intended to do anything except to bring to the attention of the merchant the possibilities for profit that will continue to come from the sale of talking machines and records. And in reviewing the advantages of the talking machine—advantages which are exclusive with this universally used instrument—I want to express the hope that the dealer will make a note of them, impress them on his salespeople, and utilize them as selling ammunition.

First: The phonograph owner can arrange his own programs, including the music that pleases him most.

Second: He is able to hear artists who do not broadcast, or who may not happen to be broadcasting at the particular time it is desired to hear them.

Third: He is able to hear artists who are no longer among the living, and whose work the phonograph has made an ever-living treasure.

Fourth: He can repeat any record as often as he pleases, and play it at any time.

Fifth: There is no expense aside from the moderate cost of the records, which, of course, have permanent value unless destroyed.

Sixth: There is no variation in the quality of reproduction.

As I see it, one pretty safe rule to follow is not to let any sales possibilities go adrift. Both the radio and the talking machine can be productive. Each branch of the business can be made to return a satisfactory profit. Each is able to stand on its own legs and help its mate in addition.

There are going to be plenty of phonographs and plenty of records sold in the future. Somebody is going to sell them and somebody is going to make some profit out of them.

The wholesale division of the Columbia Co., New York, has inaugurated a system of supplying dealers with window signs, listing the most popular of recent releases. New lists are sent out each week, and it is expected increased sales will result.

PEERLESS LEADERSHIP

Peerless Albums and Peerless Record Products have achieved leadership because of their superiority and because they pioneer with original Album ideas. They hold their superiority through their high quality and large production which makes possible their popular prices.

PEERLESS ART MISSION ALBUMS

The new Peerless 10 and 12-inch Art Mission Albums are an example not only of the finest products of the Album makers art but are as well a constructive factor for right now and future record sales.

All Peerless Albums are produced with an idea of being record sales creators. These constructive sales features are recognized and adopted quickly by leading talking machine merchants.

PEERLESS RECORD CARRYING CASE

The Peerless Recording Carrying Case does not confine its sales activities to the portable season. It is an all year round seller. It has been used effectively in making group-record holiday sales. During the winter season its uses around firesides for indoor events will continue to give it great popularity.

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

Main Springs
Repair Materials

Customers



QUAKER STICK-ITE

is a new Quaker product, being an adhesive for use in attaching felt to turn-tables. It has taken a great many years of experimenting to perfect STICK-ITE and we know it is the most satisfactory product of its kind on the market.

It is put up in one pint cans on which our price is \$1.00.



WELL do we remember our initial bow without one customer. And how we have watched the constantly increasing list of satisfied customers, many of whom sent small initial orders and who now think nothing of buying thousands of dollars worth of phonograph supplies, accessories and repair parts.

So we would like to pay this tribute to our trade friends, comprising companies, firms and individuals scattered all over the globe, and to thank them for their aid in making Everybody's Service the greatest and finest service of its kind.

A "repeat" order is the expression of confidence that we value beyond all things, for it is a tacit endorsement of our efforts and spurs us to further effort in doing well the one thing that has been the foundation of our business—service.

Our new building gives permanency of location with room for expansion, enabling a co-operation in the future that will surpass our activities in the past. We pledge this.

EVERYBODY'S TALKING MACHINE CO. 89 PHILADELPHIA, U.S.A.

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

\$50,000 a Year From Record Sales Plan

Talking Machine Co. Has Worked Out a Method of Sending Records on Approval to Its Patrons Which Solved Record Turnover Problem

In these days of high overhead and keen competition volume business and quick turnover assume a growing importance. In the talking machine business especially turnover presents many problems, for the reason that most of the progressive firms now handle other products than the instruments themselves. For example, the well-stocked store operates a radio department, musical merchandise section and in most establishments the record department is handled as a separate branch of the enterprise. Each of the departments is expected to show a profit. In the talking machine and musical instrument and radio sections turnover is simplified because a complete line consists of comparatively few instruments. In the record department, however, the problem becomes more intricate, due to the fact that the stock is made up of a large number of items, depending, of course, on how many records are carried.

The Talking Machine Co., of 97 East Main street, Rochester, N. Y., has solved the record turnover question by utilizing a new sales promotion plan. Briefly, the results of this plan, which is a carefully devised system of giving records to old patrons on approval, is as follows: During the last year from this source of record sales alone a gross revenue of about \$50,000 was derived. The store carries a record stock of 80,000 numbers, an unusually large stock by the way, which is turned over frequently enough to give an excellent return on the investment. The "approval system" has created many regular buyers of records among the store's patrons, customers who make it their business to visit the store regularly for the new releases. E. T. Smith, manager of the store, states that on a busy Saturday the number of visitors to the store averages anywhere between three and four hundred. Naturally, where so many people visit the store regularly good will is established which could not be bought at any price. Also, it is natural that while in the store, many of these people see other articles handled by the concern which they desire, hence the benefits of the approval system are felt in other departments of the business, especially in increased sales of needles, oil, and other necessary accessories.

How the Approval System Operates

The foregoing was mentioned to show that the method of sending out records on approval as practiced by the Talking Machine Co. is successful as a profit producer. While the dealer is mainly interested in, of course, is how the plan is operated.

Of first importance, according to Mr. Smith, is placing an experienced record salesman or woman in charge of the approval record sales. To this man is delegated the responsibility of selecting the records and seeing that they are received by the persons who order them. He also takes care of the bookkeeping incidental to the operation of this end of the business. By bookkeeping is meant he takes care of orders, and keeps a check on the records going out,

those returned and those purchased. At the Talking Machine Co. the man who has been placed in charge of this department is able to handle all the business during the major part of the year, although he is kept busy. In the Fall and Winter, however, the demand for records on approval becomes so great that he has an assistant. A small part of the store has been

APPROVAL
97 MAIN ST., EAST,
Near Water St.
THE TALKING MACHINE CO.
MAIN 3296

RECORD APPROVAL REQUIREMENTS

3 or more to be retained if called for and returned by self, 4 or more to be retained if delivered. RECORDS RETURNED MUST BE IN PERFECT CONDITION.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
No. 3478

TO SERVE YOU IS OUR SINCERE
DESIRE

The Approval Order Blank

partitioned off from the rest of the warehouse by counters and in back of these counters all "records on approval" business is transacted.

Because its record business has developed to such tremendous proportions the Talking Machine Co. has found the usual service counter in front of the record department inadvisable. The business in records is so great that speed in the selection of records is of the utmost importance. For this reason the service counter has been dispensed with. Practically the whole of one side of the store is given over to the record racks, which reach up to the ceiling. Small ladders permit the salesmen to reach the upper tiers of records without any trouble or loss of time.

Record Approval Requirements

Experience has taught the Talking Machine Co. many things about sending out merchandise on approval. It is the little mistakes that kill profits and these have been practically eliminated so that the system is as nearly perfect as

the establishment has been able to make it. One of the first things discovered in connection with selling on approval was that each patron who desired to avail himself of herself of the privilege must be bound by certain rules, with absolutely no exceptions. These rules are few and they are simple, but they insure making the approval plan profitable. They are as follows: Three or more records must be retained if the customer calls for them at the store and returns them after the home demonstration. Four or more records must be purchased if the store is asked to deliver the records to the patron's home and to call for them. Records returned must be in perfect condition. These are the requirements which the store compels the customer to live up to and these rules, as may be seen in the illustration of the approval order form, appear on every order for records on approval.

Also records on approval must be returned within twenty-four hours or bill will be rendered for same and will not be taken back. Records played for customers are not exchanged. Records not played before delivery may be exchanged within twenty-four hours provided they are returned in good condition.

Simple Order and Checking Plan

When a customer makes a request that certain records be sent out to her home on approval the numbers of the records are jotted down on a form similar to the one reproduced herewith. This record is made out in duplicate, one being retained by the store and one going to the customer. After the customer has selected the records which she desires to retain those not wanted are returned to the store. The returned records are checked against the duplicate of the original order and the numbers representing the records purchased are also checked. Under the approval plan the customer can make payment immediately after the purchase of the records or can take advantage of a charge account. As has been mentioned, all the customers to whom the approval privileges are extended are well known to the establishment and their credit standing warrants the store in taking the risk of opening a charge account.

If a charge account is opened on the first of each month bills are sent out and customers are expected to pay promptly. Failure to make settlement within a reasonable time means that the charge account will be closed.

If customers ask for records on approval and then return the entire number or do not make purchases as provided for in the "Record Approval Requirements" he or she is politely told what the requirements are and the need for adhering to the rules is emphasized. Of course, in the case of very good customers often it is not wise to do this after the first infraction of the rules, but repeated offenses are checked before they become habit.

Another thing, by having a list of the records
(Continued on page 16)

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

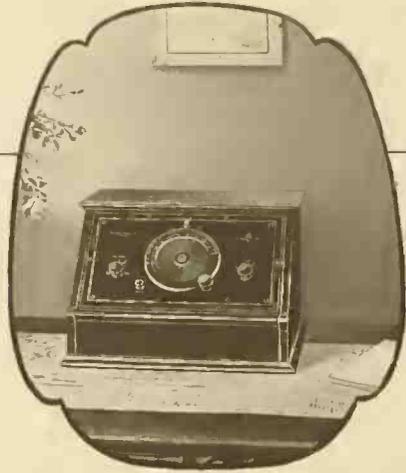
The STARR PIANO COMPANY

Established 1872

Richmond, Indiana

Model Twenty

A new one-dial Kennedy combining simplest operation with accurate control. All broadcast stations conveniently separated from one end of the dial to the other. Lists at \$50.00, without accessories. Slightly higher west of the Rockies.



Royal Sixteen

A completely self-contained set, including superb reproducer with full-throated tone chamber, all built in. Lists at \$25.00 (without accessories). Slightly higher west of the Rockies.



Model Fifteen

The outstanding performer in the radio field. Only two dials for tuning. Highly selective, with true pure, natural and life like. Price \$20.00 (without accessories). Slightly higher west of the Rockies.



Royal Speaker

Model Six-Thirty

A console speaker design enclosed in mahogany cabinet with beautifully grained front. Lists at \$29.00. Slightly higher west of the Rockies.



Speakers

Embodies the same reproducing unit used in the Kennedy Royal Speaker. Two sizes. Model Six-Ten, 12 in. bell, \$30.00. Model Six-Twenty, 15 in. bell, \$23.00. Slightly higher west of the Rockies.

Music Dealers are Flocking to this Highly Attractive Radio Line

Music dealers! Model Twenty is the latest addition to the famous Kennedy line. It's a real seller—combines royal radio reproduction with one dial and accurate control . . . This new 5-tube receiver features a special Kennedy development. Its 5" dial is so arranged that all stations are conveniently separated over the entire scale, even those whose wave lengths are ordinarily "jammed" together. This feature, added to its high selectivity, makes Model Twenty the ideal instrument to operate and the ideal instrument to sell.

Model Twenty is every inch a Kennedy—designed, engineered and manufactured to those high standards that make all Kennedy receivers stay sold and free from "come-backs" or excessive service.

Real Protection for You in the Kennedy Franchise

The Kennedy Dealer Protective Franchise offers every radio dealer a real working goal. It grants him exclusive sales privileges in his own community—protects him against encroachment, unfair competition, overlapping, dumping,

"gyp" practices and other evils that have menaced the radio trade.

Get full details on the Kennedy Protective Dealer Franchise, take the road to permanent radio success.

COLIN B. KENNEDY CORP. • 2019 LOCUST ST. • ST. LOUIS, MO.

COLIN B. KENNEDY CORPORATION,
2019 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

The Royalty  of Radio

K E N N E D Y

Eliminating "Loss Through Service" Leak

The Repair and Service Department Can Be Made to Pay Its Way
—How L. Bamberger & Co.'s Service Department Aids Salesmen

Many businesses operate on such a small margin that the small leaks, incidental to any mercantile enterprise, assume serious proportions, making the difference between profit and loss. Unless these leaks are eliminated the dealer of this type hovers between failure and success. Take for example the repair or service department. In many stores, because this is considered merely as a necessary evil, little or no attempt is made to systematize the work and to get the most out of it in the way of remuneration.

Keeping Check on Repairs and Service
A business progresses because the men at the head of it take advantage of every oppor-

The illustration herewith shows a form in use by the repair department of the Bamberger store, which is about as good as anything which has reached this office. When a call is received by the talking machine, radio or general music department for a repairman or for service this form is filled out. The text of this special form is self-explanatory. However, a word regarding the second section of the form. This is really in the nature of a receipt and reads as follows: "We desire a permanent patronage and spare no effort to make every transaction mutually satisfactory. No claim will be honored after ten days and only for such work as is mentioned on order. Received payment. . . ."

The customer signs the other half of the form if the work is satisfactory and this is turned in to his superior by the repairman. This not only is a record of the work done by the repairman but it is also a check on the repairs or service given each customer. This no customer can come into the store, after a few months or year, and make a claim for free service on the ground that the service which was promised at the time of the sale has not been given. The service record of the customer, signed by him or her, is produced and the argument is ended right there.

Important Data

On the back of that portion of the service record which is turned in to the store is some very important information both for the service department and the sales organization. At the top the repairman jots down the following information regarding the service call:

Time arrived, time left, time spent in traveling and traveling expense. He also makes note of the condition of the instrument, whether it is in good condition, fair or poor, and the age of the machine. Beneath this is space for a list of the materials used on the job.

Aiding the Sales Department

At the bottom of the back of the form is the following: Prospect—Would customer consider a possible purchase of a new instrument with allowance on old one? May salesman call?

Each repairman is expected to secure this in-

formation and if the customer is considered a live prospect for a new instrument no time is lost in putting a salesman on the job. The number of sales that have been made through this co-operation of the repair department is surprising and illustrates how repairmen can do much to make the department in which they are employed a profitable institution.

Card Sales Record

The L. Bamberger Co. also uses a card sales record system which is a winner for simplicity and which also acts as a stock record. As new instruments are ordered the number of the talking machine, radio, etc., is placed at the top of the card reproduced above. The card is then placed in a file provided for that purpose. When a sale is made of a certain

Names Town

Address

Make Model

Finish No. Price

Record \$

Accessories

Total Amt. of Sale \$

Terms

Ship to Date

Address Town

Exchange: Make Model

Finish No. Allowance \$

Salesman Date

Lease No.

Remarks

model the card bearing the number of that instrument is taken from the stock file and it is filled out, this becoming a sales record. As may be seen the data on the face of the card is complete. On the back of the card there is room for information which may prove useful, such as the dates on which collection letters were sent out, etc. Also these cards have been found useful to determine the age of instruments in the homes of customers who desire to trade in the old talking machine or piano as a trade-in on a later model.

\$50,000 a Year From Records on Approval

(Continued from page 14)

sent on approval to its many customers the Talking Machine Co. is in a position to tell instantly what type of music is preferred. This has proved especially effective in that it enables the salesman to select records which he is certain will interest the customer.

Because of the rapidity with which records move from the shelves of the Talking Machine Co. sometimes records asked for are not in stock. In order to overcome this condition as much as possible and to insure as little as possible lost time in securing new records a book is kept handy to the record department. As soon as any one of the salesmen takes the last of a certain number from the rack he makes an entry of the number in the book. Each day the orders for new records are placed and the "sold out" numbers are replaced.

There is another book which has been found very effective in promoting service. If a customer asks for a record which is not in stock at the moment the name and address of the individual together with the selection wanted are recorded in the book and no time is lost in securing the record for the customer.

When the company desires to move a certain record number the telephone wires between the store and the customers are kept humming. Also the number is called to the attention of approval customers, with the result that it is moved from the store into the homes of customers with expedition.

NAME DATE 1925

Address

Phone,

What Instrument? (Type)

Work to be done

REPAIR CHARGE TIME SERVICE

Material (List) \$

Time Over Estimated

Accepted by Customer GET A RECEIPT

L. Bamberger & Co.
REPAIR AND SERVICE DEPARTMENT

We desire a permanent patronage and spare no effort to make every transaction mutually satisfactory. No claim will be honored after ten days and only for such work as is mentioned on order. Received payment. . . .

Bamberger's Service Record

unity to take a profit. Each department is expected to pay for itself and to show a profit. The repair department is not exempt from this rule. L. Bamberger & Co., one of the largest department stores in the country, have a repair department which is second to none. The work has been systematized and the men in this branch of the business have been trained not only to do their work well and without loss of time but to act in other ways which are proving of help to the sales department.



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.

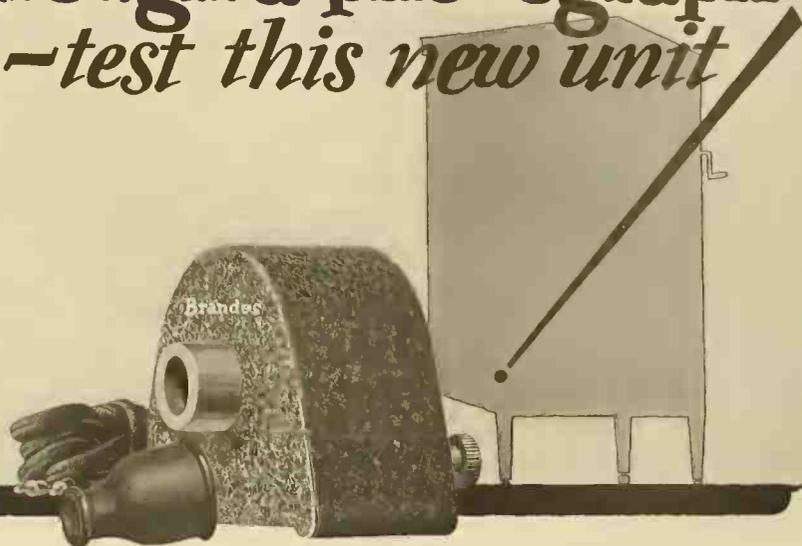
The Genola stands but 7½ inches high. Then to retail at \$10.00, there is The Baby Cabinet, standing 17 inches high and which is a delightful piece of nursery furniture as well as a splendid little talking machine.

Order Samples Today

THE GENERAL PHONOGRAPH MANUFACTURING CO.

Elyria, Ohio.

At last—real radio through a phonograph —test this new unit



The Type H—a simple horn of graceful lines and antique green and black finish. Great in volume—true in tone. Adjustable by the turn of a thumbscrew. List \$18



OF greatest importance to every music dealer is this new Brandes Phonograph Attachment. You really don't know what perfect radio tone can come through a phonograph horn, if you haven't heard this little unit.

We know you've heard this story before—but—you've never heard anything like *this* attachment! It has the same quality and volume of tone as those wonderful new Brandes Speakers.

All we want you to do is to test it thoroughly. Compare it with any speaker in your place. Then, you be the judge.

Order just one from your Brandes jobber. If you don't know who he is, we'll gladly send his address to you.

Brandes Products Corporation
200 Mt. Pleasant Avenue Newark, New Jersey

Prices slightly more West of the Rockies and in Canada.

The Brandes Cabinet of mahogany finished in walnut brown. The same unit, quality of tone and even greater volume than the Type H Speaker. Adjustable. List \$30



Brandes

EXPERTS IN RADIO ACOUSTICS SINCE 1908

First Public Demonstration of Orthophonic Victrola Is Received With Enthusiasm

Members of the Press and Other Guests at Dinner at Waldorf Astoria Hotel, New York, Tended by Victor Co. to Officials of Western Electric Co., Hear Remarkable New Instrument

On October 6, at the Waldorf-Astoria Hotel, New York, members of the press and other guests at a dinner tendered by the Victor Talking Machine Co. to the officials of the Western Electric Co. were privileged to listen to an extended demonstration of the new Orthophonic Victrola, and to add their unqualified enthusiasm regarding the new instrument to that evidenced by Victor Co. wholesalers and dealers in the private demonstrations that have been held throughout the country during the past few weeks.

To put it briefly, the Orthophonic Victrola came, was heard and conquered, for the results produced in the matter of sound reproduction proved little short of amazing to those who had been told to expect much. It represents more than an advance in talking machine construction, presenting, rather, an entirely new development in the art.

The guests of the Victor Co. included a number of officials of the Western Electric Co. and of the Bell Telephone Laboratories, Inc., who had played a direct and important part in the development of the new instrument. John Gregg Paine, of the legal department of the Victor Co., presided as toastmaster, and after introducing S. S. A. Watkins, a member of the technical staff of the Bell Telephone Laboratories, who described the scientific theory of

Records of dance music by Whiteman's orchestra and other organizations with the characteristic rhythm found in the lower registers



"Credenza"—Orthophonic Victrola

as it should be were also demonstrated, together with a violin selection by Kreisler and duets by the Happiness Boys, with the enunciation perfect and the words coming sharp and clear to every section of the room.

The demonstration ended most appropriately with the reproduction of two test records brought back to Camden by a traveling recording outfit. One of the records was of the Mormon Tabernacle Choir, of Salt Lake City, with 150 voices, an example of chorus singing that was most impressive, and the second record was that of the great tabernacle organ itself.

A most interesting quality of the new instrument, it developed, was that although every tone was carried to the end of the large hall sharply and clearly, the volume of sound to those seated near the new Victrola was of the proper quality for the normal living room, with no distortion and no forcing apparent.

The use of snappy phrases and superlatives regarding the new instrument and what it does



"Colony"—Orthophonic Victrola

Orthophonic reproduction, the demonstration itself was staged under the direction of Walter W. Clark, a director of the Victor Co.

Any skepticism that existed among the members of the audience regarding what the Orthophonic Victrola could accomplish was eliminated with the playing of the first selection, the Soldiers' Chorus from "Faust," presenting twenty voices with all the naturalness and faithfulness of the stage production. It was explained by Mr. Clark that the new development also included correspondingly improved means of recording, and as illustrating limitations under which the company has heretofore operated, there was played in contrast on an old type of Victrola a chorus selection by eight voices. The contrast was so marked as to be ludicrous.

The next new record played was that of a march by Sousa's Band, it being the record of which the great bandmaster said recently, on hearing it for the first time: "That is a band." Particularly effective in this record was the manner in which the playing of the tympani was brought out at various points. Another record which offered a most convincing test was that of a Chopin waltz, played by Cortot. From the standpoint of the audience, it was the piano itself with the chords in the bass, upper treble and the sustained notes of the melody all clearly defined. In many respects this was the most remarkable exhibition of the reproductive qualities of the new instrument that was offered.

old type, and play from a minute to a minute and a half longer.

It was explained to those present that the new Orthophonic Victrola is actually a feat of mathematics and physics based on the translation of the principle of matched impedance from electrical to mechanical terms, as worked out by the engineers of the Western Electric Co., the Bell Telephone Laboratories, Inc., in conjunction with the Victor Co.

The result is not a matter of numerous experiments, but comes from the careful working out on paper in advance of the entire problem. The secret of the excellent reproduction is due in no small degree to the fact that whereas the average talking machine in the past had a range of frequencies of from 350 to 3,000 per second, or roughly, three octaves, the new machine has a range of from 100 to 5,000 frequencies, or five and one-half octaves. There is included in the instrument, too, a horn measuring 70 inches in length, it being built in a series of convolutions in order that it may fit into a cabinet of moderate size. The taper of each section of the horn and each curve and turn were worked out mathematically in advance. The whole front cabinet is the mouth of the horn concealed behind a fine wire screen.

One of the important features of the new instrument is the substitution of a diaphragm of duralumin for the old type of mica, which it is claimed will obviate blasting of any kind. The changes in the horns and diaphragms are supplemented by a multitude of refinements in the entire "acoustic system," in other words, in all the apparatus through which the sound waves travel.

In the course of his introductory talk, setting



"Granada"—Orthophonic Victrola

forth the technical principles on which the new machine is constructed, S. S. A. Watkins, of the Bell Telephone Laboratories, Inc., said in part:

"As all the sounds of speech and music are made up of a mixture of tones of various pitches, the natural result of magnifying any one tone will be to change the quality of the sound. An air cavity will resonate certain notes so that if I talk into it you will notice the quality of my voice is changed. Resonance may occur not only in air cavities but also where there are mechanical parts having mass and stiffness, such as the diaphragm of the acoustic system or, in fact, at any part of the system.

"When the vibrations in passing through the acoustic system encounter sudden changes of impedance, not only will the vibrations at certain pitches be magnified, but some will be pushed back—reflected—and may get back to the needle, where they will prevent the needle following the record groove correctly, and result in 'blasts' and in bad wearing of the record.

"If the acoustic transmission system is correctly designed, the flow of the vibrations through it will be smooth, the impedance of each part of the system being properly 'matched' to that of the next part and the troubles produced by resonance and reflection avoided.

"In the new talking machine these principles
(Continued on page 179)



"Consolette"—Orthophonic Victrola

would fall short of the mark, for it is only by actually hearing it in demonstration that an adequate appreciation of its remarkable qualities can be obtained.

The new Orthophonic Victrola is operated with a spring motor of the usual Victor type and requires no electrical connections. The new records designed for the instrument can also be used on the old Victrola models, and when so used, show definite advantages. The new records have a narrower groove than the

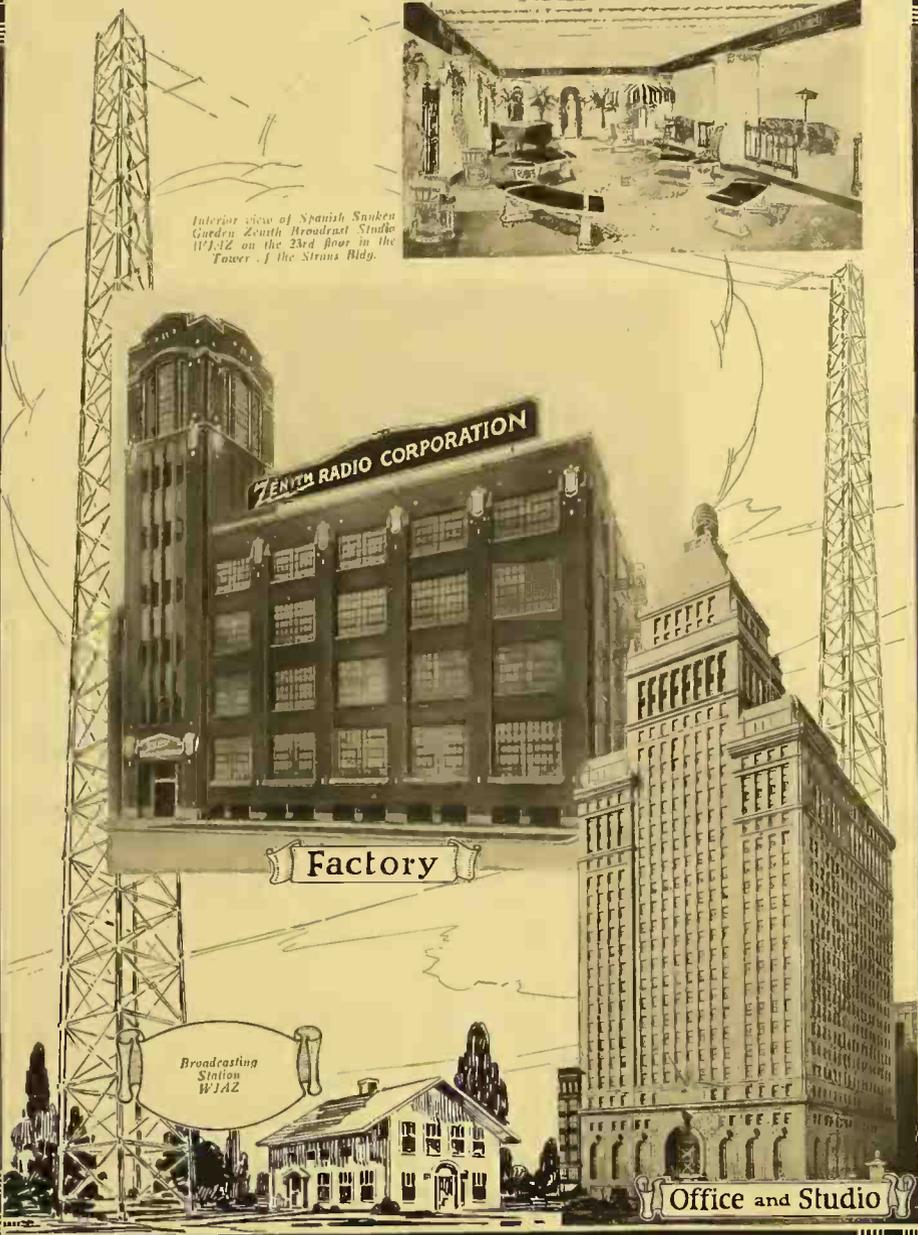


ZENITH
- LONG DISTANCE - **RADIO**

It Costs more - but it Does more



Interior view of Spanish Snaken Garden South Broadcast Studio 1171.12 on the 23rd floor in the Tower of the Straus Bldg.



Factory

Broadcasting Station WJAZ

Office and Studio

ZENITH

LONG DISTANCE

RADIO

Achievement— Ambitions Realized in Success of Zenith Policies

Widespread knowledge of the successful working out of Zenith's policies makes necessary no elaboration of the facts. Zenith has permanently established its leadership, not alone in the excellence of its products, but in the soundness of its policies—policies which are essential to the upbuilding of an unbreakable retail field organization.

The Zenith Exclusive Territorial Franchise is all that the term implies. The Zenith Franchise is not a figure of speech to entice a dealer today only to disregard his position tomorrow. A Zenith dealer becomes an integral part of the Zenith Organization, and is considered as such; thereby he enjoys a partnership in Zenith rather than the relationship of "buyer" and "seller."

Supplementing its strict enforcement of territorial exclusiveness, Zenith's "non-cut" price policy has stood out preeminently as the greatest dealer and consumer protection afforded in the industry. Permanency of any given line cannot withstand the shock of unstable prices. Irrespective of credit allowance to the dealer, whereby his stock on hand is to be protected, there is to be considered that great public confidence which governs the destinies of all retailing—that confidence which cannot reconcile losses beyond a product's natural depreciation. In an unloading market a price-cutting policy renders a consumer's purchase practically worthless, and leads to an advertised dissatisfaction, not alone with the product but with the dealer as well.

Zenith products are the result of Radio's most modern laboratories and factory. Zenith apparatus has always been and will continue to be a year or more ahead in the industry. The mechanical and electrical plan of a circuit may be of the highest type of efficiency and performance—but if when in production each set is not so constructed in respect to materials and workmanship as to compare equally

with the laboratory model, not only does its advertised claim fall short, but service becomes an insurmountable, profit dissipating obstacle to dealers.

All Zenith apparatus is constructed from materials which have undergone the most severe tests before being entered into our stockroom. In some instances great quantities of raw material are rejected by Zenith. After passing so rigid a test, each Zenith set during construction and assembly passes through 75 various departments and operations, during which each set is subjected to 153 gauge tests and 25 electrical tests. As a result, Zenith dealers have realized greater profits through minimized service requirements; and have built greater sales through public satisfaction, made possible because of dependable Zenith performance and sturdy, durable apparatus.

Zenith design is correct. In point of historic style, period and technique, in point of woods employed and in the treatment thereof, and in point of construction, Zenith models awaken a commanding desire and encourage that exquisite pride of possession which inevitably results in sales.

Zenith DeLuxe models represent each an absolute perceptible value in the faithful replicas of a materialized ideal. Expense has been secondary in their designing and production. Carving that is carving has been employed by artisans whose life's work has been dedicated to Art. Exquisite masterpieces have been created—individual in their distinctive characterization of something new—Radio. A style has been originated and established that will hereafter identify Radio in that same manner as has typified the identity of what we know to be—a piano—a phonograph—or an automobile.

The following pages are by exclusive Zenith Distributors—established merchandisers whose ability to select and distribute quality goods is marked by long years of successful service to the Dealer Trade.

ZENITH RADIO CORPORATION ✓ STRAUS BUILDING ✓ CHICAGO

It Costs more — But It Does more

ZENITH

TRADE-MARK REG

Art for

AS Rembrandt breathed the living breath of life upon his canvas—as Beethoven enchanted the souls of men into the peaceful realms of sympathetic glory—as greatness reaches upward to embrace the ideals of man's supreme effort—so has Zenith humiliated commercial desire in the creating of the infinite in this greatest of all industries. And again Zenith leads in its faithful contribution to the Art.

Designs that are apart from all else—so vast in their vivid reflection of a realistic personality—living, dignified things of a reality that possess true and individual charm—personal in their correctness—supreme in the dignified masterpieces they so faithfully reflect and which have again characterized Zenith's genius as the creator of exclusive accomplishment.

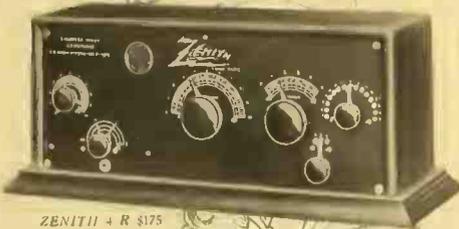
As debutantes of beauty, five Zenith creations will this Fall bow their acknowledgment to a discriminating public's patient hope and desire.

Zenith's discrimination has unfeelingly combated the commonplace influence wherein the identity of a style is seen only in the exaggerated "high points" preeminently characteristic of a particular design.

Costs More—



ZENITH 3 R \$100



ZENITH 4 R \$175



SUPER-ZENITH VII \$240



SUPER-ZENITH VIII \$260



SUPER-ZENITH IX \$355

LONG DISTANCE RADIO

Art's Sake

ZENITH'S fearless hand of approval has pointed positively and definitely to such technique and craftsmanship as will be recognized by the trained eye of the seasoned connoisseur in the faithful reproduction of every detail significant to historic origin.

Artisans, whose sympathetic devotion nestles within the love of art for art's sake, are here given materials and designs that are genuine in their duplication of ancient patterns. Between these Zenith masterpieces of art supreme and the ancient models of years ago—exists such a difference as marks only a period of time—the pattern of a long ago and today, its faithful replica. That same ancient aristocrat of real craftsmanship—that same timber of "chlefian days"—that same undeniable criterion of a correct design—that vehicle of confidence to the grandeur of America's finest homes mastered by the most fastidious taste.

Zenith dealers may well feel the thrill of pride that has spurred ambition to a justly earned class distinction within which a sincere recognition has proved an exemplification of its motto—"Zenith Costs More—But Does More" and, has truly passed beyond the stage of speculation in establishing an acknowledged dependable value in its product. "Quality" is but another name for "Zenith."

But Does More



ZENITH SPANISH MODEL \$2000



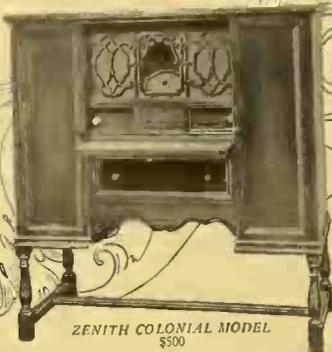
ZENITH CHINESE MODEL \$1500



ZENITH ITALIAN MODEL \$1100



ZENITH ENGLISH MODEL \$750



ZENITH COLONIAL MODEL \$500

ZENITH

TRADE MARK REG.



★ Cabinets

LEFT

Dog teams drawing sleds on their return from the Musk Ox Hunt.

RIGHT

Eskimo Husky sled dog—“Snap.”

Character

A word to the dealer—associated as we are with Zenith in the designing and construction of all Zenith De Luxe cabinets.

As sound renders distinctive expression audible to the ear, so can inanimate woods and metals be made to speak in a language to the eye and create living character—personal in its reflected message.

There is more to cabinet construction than wood, screws, and glue—more than mere design. It is that composite completeness of character, lines, and technique—not alone in the design but in the knowledge and ability to build from and carve into selected materials a living personality—and that's art.

Zork Manufacturing Co.

1509 North Halsted St.

Chicago, Ill.

It Costs more - but it Does more

ZENITH

TRADE MARK REG



Why We Selected ZENITH

We sought a line that in actual performance-tests could outclass all competition. *We found it in Zenith.*

We wanted a range of models and prices so wide that a dealer could well afford to concentrate. *We discovered it in Zenith.*

We demanded the backing of powerful and continuous national advertising—plussed by intensive merchandising. *We got it in Zenith.*

We required a sales policy so liberal that it would permit our dealers to make real money. *We have it in Zenith!*

For someone in your territory the Zenith line is going to spell big profits—and a permanent business. Wire for all information.

★ Birmingham

LEFT
The village of Godhaab
RIGHT
Godhaab children.

Talking Machine Co.

1618 Third Avenue

Birmingham, Ala.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Los Angeles and San Francisco

LEFT
Proud mother and her puppies—Eskimo Huskies.

RIGHT
The "Borodoin" on the rocks at Refuge Harbor.

Known for Dependable Results

Radio today is sold on *performance*.

Zenith—exclusive choice of Commander Donald B. MacMillan for his Arctic Expeditions—has demonstrated performance of a most unusual order. By the severest tests it has proved its dependability.

The public knows Zenith—believes in Zenith—wants the kind of radio results that only Zenith can deliver.

Wire us about your territory.

Listenwalter & Gough

Los Angeles, Cal.

San Francisco, Cal.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



First In Public Interest

Millions of lines of newspaper space have been devoted to the adventures of MacMillan and Zenith in the Arctic.

No amount of money could have *bought* this space. Only outstanding performance on the part of Zenith could have earned this free publicity.

Who will cash it in *your* territory? Wire!

★ *Miami*

LEFT
Whaler's Lookout.

RIGHT
Arctic observatory. MacMillan making study of instruments.

Premier Electric Co.

121 N. E. 9th St.

Miami, Fla.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Chicago

LEFT
Eskimo women chewing inside membrane of hides, preparatory to curing and working into wearing apparel.

RIGHT
MacMillan schooner "Bowdoin."

Ten Models—\$100 to \$2,000!

The Zenith Line offers a price and model range wide enough to permit concentration of effort.

Zenith sells on performance. It is backed by extensive advertising, plussed by intensive merchandising.

If you are ready for the biggest money-making opportunity in radio, wire for the Zenith Sales Plan.

Music Trade Radio Corp.

328 N. Michigan Ave.

Chicago, Ill.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



Merchandising that "Follows Through"

Chance has no place in the Zenith Sales Plan.

National advertising—local advertising—store displays—attractive literature—all are focused on the final sale at the dealer's counter.

Zenith offers a liberal *cooperative program* that will interest you. A telegram will bring it—and it beats the other fellow's letter. Wire now.

★ *Streator*

LEFT
Musk Ox fighting off dog.
Note how these wild beasts
form a perfect circle within
which are their young and
the female. Each Ox holds
his position until the attack-
ing enemy comes within his
range.

RIGHT
"Dressing-up Day" at Disc.

Williams Hardware Co.

Streator, Ill.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ South Bend

LEFT
Commander Donald B. MacMillan in Arctic costume at -45 degrees below zero.

RIGHT
White Wolf at left and White Eskimo Dog at right. Wolf was killed a few moments before MacMillan snapped his camera.

Liberal Profits for the Dealer

The Zenith Sales Plan provides a generous margin for the dealer—recognizes his right to a handsome profit.

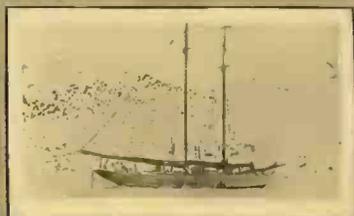
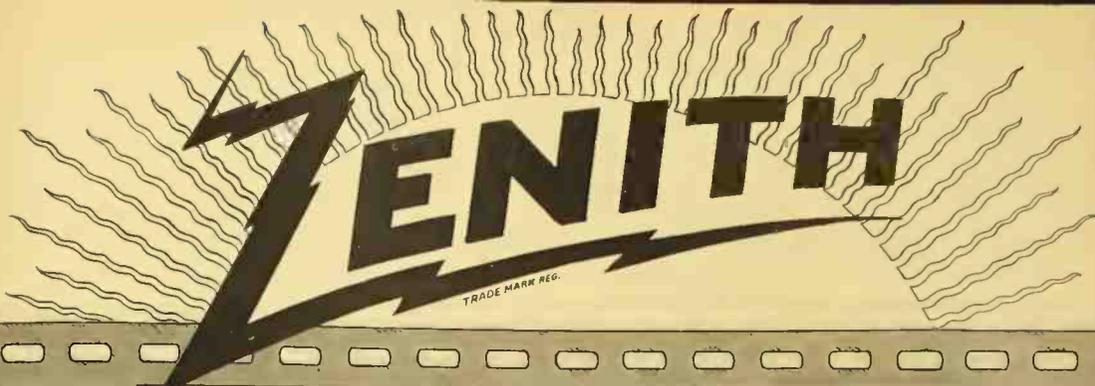
Nation-wide publicity, powerful advertising, intensive merchandising, prepare the prospect. Zenith artistry and Zenith performance clinch the sale.

Zenith in your territory spells opportunity with capitals. Obey that impulse — send that wire NOW!

Howard Cranfill Co.

South Bend, Ind.

It Costs more - but it Does more



ZENITH Supremacy Will Be Maintained

Last spring, many radio manufacturers reduced their prices in order to meet slashing competition. Dealers accepted smaller profits. Zenith, however, *advanced* its prices; and the demand for Zenith was greater than ever.

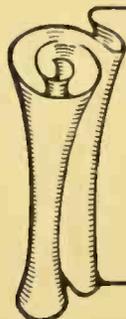
Quality **FIRST**; let the price fall where it belongs—that is Zenith's policy. It always will be.

If you are interested to make real money, you will find the Zenith Exclusive Franchise mighty attractive. Wire us for all information.

★ Waterloo

LEFT
White Whale being dissected. Note Eskimos crouch around the carcass instead of lengthwise.

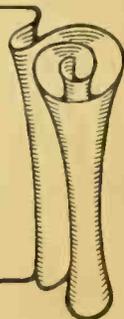
RIGHT
The Schooner "Berudain" just before the freeze-in of 1923.



Repass Auto Co.

170 Park Ave., West

Waterloo, Iowa



It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ New Orleans

LEFT
The return from the Musk
Ox Hunt on ice caps of El-
lesmere Land

RIGHT
Tablet Mackillan took with
him and erected over the
spot where Greetz's crew
died in the interests of sci-
ence.

Free From Unfair Competition

When a Zenith dealer advertises Zenith, he does not send prospects to the merchant across the street or around the corner. Neither can "Gyp the Cutthroat" slash the price on Zenith merchandise and undersell him.

For Zenith territory is *exclusive*.

Zenith recognizes the dealer's right to a fair profit —backs him with a four-square Selling Plan that means big money. Wire for that plan—today.

Woodward, Wight & Co.
New Orleans, La.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



Big Money—If You Say the Word

What is it worth to you as a radio merchant to sell receiving sets that everywhere arouse the greatest admiration; that everywhere excite immediate desire for possession?

—Especially when the only channel through which the prospective customer can buy is through an exclusive Zenith dealer in your community—and—*when you are that Zenith dealer?*

Zenith territory is going fast, but yours may still be open. Wire and find out.

★ Boston

LEFT

The Schooner "Bowdoin" as she appeared on the 10th of June, 1924.

RIGHT

NOO-HA-PING-WA eating raw white whale meat as he carves.

Geo. H. Wahn Co.

69 High St.

Boston, Mass.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Detroit

LEFT

Eskimos sleeping on their sleds. Not an unromantic "stunt" when the Eskimo is traveling from tribe to tribe.

RIGHT

Snow House on Starboard side of the Schooner "How-doin." Note mother dog holding puppy with paw as one of MacMillan's men harnessed its mate.

Choose Now for Leadership

Radio is just beginning to hit its stride. And in every community the public is taking the measure of its radio merchants.

It means a tremendous lot—right now—to be known as a Zenith Dealer—not only in prestige but in good big profits. And—it's going to mean a great deal more. . . .

If you are in the radio business for keeps, choose Zenith. A wire will bring you all the information.

Republic Radio Corp.

523 East Jefferson St.

Detroit, Mich.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



Big and Increasing Profits

The big profits in radio come from picking winners. Zenith sells on performance; and every set sells others.

Dealers who want to make big money—and who want to see their business grow . . . tie to Zenith! Wire about your territory—now.

★ Kansas City

LEFT
Skinning two seals captured
at their breathing holes in
the ice.

RIGHT
Eskimo girls at Disc.

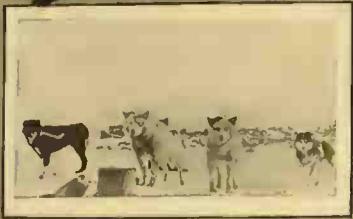
J. W. Jenkins Sons Music Co.

Kansas City, Mo.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Lincoln and Omaha

Customers Who Sell Their Neighbors

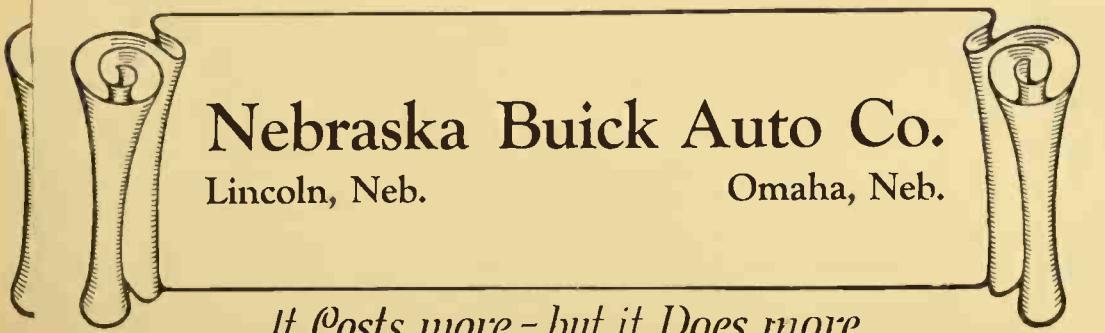
There is no "kick-back" to a Zenith sale. On the contrary, Zenith purchasers take more and more credit to themselves every time they compare their Zeniths with *other* sets they *might* have bought.

When a growing corps of customers continually sing the praises of a dealer's merchandise, that dealer is certainly headed toward a mighty prosperous business.

Who will cash in on Zenith reputation and performance in *your* territory? Wire.

LEFT
 Eskimo dogs waiting for food. They do not bark or howl. They stand and wait. When fed, each must be given an equal amount and alternately.

RIGHT
 Igloo at Avontak. There are various forms of houses in the Arctic. This illustration shows the character of carcase or stone houses used by certain tribes, while others use the better known inverted bowl snow house, with the small opening at its base.



Nebraska Buick Auto Co.

Lincoln, Neb. Omaha, Neb.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



They Enter Predisposed to Buy

No radio set we have ever seen presents such "eye-value"—such evidence of craftsmanship—such convincing proof of results—as Zenith. No radio set is backed by such nation-wide publicity.

Prospects who enter your store already favorably disposed make mighty profitable *customers*. Who will get those profits in *your* territory? Wire!

★ *New York City*

LEFT
Another form of Eskimo house built of boulders, canvas and snow. This scene is located at Refuge Harbor.

RIGHT
MacMillan and one of his crew at Dine with Eskimo girl.



"Desire to serve plus ability!"

SILAS E. PEARSALL COMPANY

WHOLESALE **DISTRIBUTORS** ONLY

10 East 39th Street New York, N. Y.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ New York City

LEFT

A close-up view of the Musk Ox shown in a previous illustration during the Ox hunt. Note how the Bulls take a position of defense and protect the young and female, which are in the center. "Baby" Ox closely guarded by the two beasts in the center foreground.

RIGHT

MacMillan and "Baby" Musk Ox captured from the herd shown in the illustration immediately to the left.

Makes Quick Sales in the Home

Place a Zenith radio alongside other radios—note its artistry and craftsmanship. Consider how beautifully suited it is to keep company with a grand piano, Oriental rugs and luxuriously upholstered furniture.

Men are quick to appreciate Zenith performance. Women are captivated by its fine appearance.

What opportunity that spells for the Zenith dealer! Is your territory open? Wire and find out.

Herbert-John Corp.

1780 Broadway

New York City, N. Y.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



A Permanent Foundation

The Niagara Frontier is rightfully served by dealers interested in merchandising the best in Radio. To these dealers Zenith means perfection.

The rigid sales policies and territorial limitations have made the Zenith Franchise a medium of profit and satisfaction to the authorized dealer.

To build with Zenith is to establish a permanent foundation for the best in "radio."

★ Buffalo

LEFT
Boulder to which MacMillan anchored the Greeley Memorial Plate.

RIGHT
Impacted ice at edge of iceberg near Anoutok.

Joseph Strauss & Co.

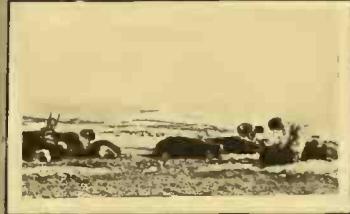
25 High Street

Buffalo, N. Y.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Rochester

LEFT
"Osmiak" Woman's boat at
Holstenburg.

RIGHT
Musk Ox killed during the
Ox Hunt. Eskimos skinning
hides.

Worth Its Price—and Looks It!

Zenith is no "diamond in the rough." It looks as flawless as it sounds. To see and hear a Zenith is to want it, and to want no other.

When you consider how many radio sales are influenced by women, and how dear to a woman's heart is an exquisite piece of cabinet work, you will realize what an advantage a Zenith dealer has when he displays his merchandise.

The Zenith Line offers matchless opportunities for profit—none other that we know so great. Wire for all information.

W. H. Rowerdink & Son

78-82 North Avenue

Rochester, N. Y.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



Opportunities That You Can Cash

Zenith advertising — reaching more than fifteen million readers—gives Zenith dealers countless opportunities for demonstration.

Zenith artistry and fine performance quickly change those opportunities into sales and substantial profits.

Who will be the dealer in your territory to make big radio money? Wire for that Zenith Sales Plan—now!

★ *Syracuse*

LEFT

Musk Ox Calf hitched in rear of dog sled after the hunt. Eskimos about to leave for their camp.

RIGHT

White Whale playing in open water in the Arctic.

Andrews Sporting Goods Co.

216 East Washington St.

Syracuse, N. Y.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Cleveland

LEFT

Dead White Wolf hung to rear of dog sled. The White Wolf is the most troublesome beast in the Arctic.

RIGHT

The Schooner "Botedain" anchored and prepared for the long winter freeze-in.

Tough Sledding for Competitors!

Radio prospects everywhere are asking, "Is it as good as Zenith?"

They have read of Zenith's outstanding performance in the Arctic—they have been told about Zenith by friends who own Zenith sets. They have come to regard Zenith as the *standard of the industry.*

We know of nothing sweeter than those words "*just as good*"—*on the lips of a competitor!* Who will be the lucky dealer to cash in big with Zenith in *your territory?* Wire.

Cleveland Talking Machine Co.

Cleveland, Ohio.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



Outclasses "Competition"

Many singers are considered good until they happen to get on the same program with a great artist. Then one notices a difference. . . .

Many radio instruments possess a "good tone." Yet is it merely a coincidence that Zenith sells most readily *when dealers demonstrate it in direct comparison with other sets?*

Zenith territory is going fast. Wire about yours —today.

★ Lima

LEFT

Stone Fox trap. Note Eskimo's head protruding from behind rocks immediately to the right of box.

RIGHT

Eskimo family seated on dog sled.

Northwestern Rad. & Inst. Co.

213 W. High Street

Lima, Ohio

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Oklahoma City

LEFT

Little Eskimo girl seated among flowers on hillside at Etah, during the summer months.

RIGHT

Mr. Leach, Ala. Millan's cook, serving the Sunday dinner, Roast Arctic Ducks.

Lends Magic to the Demonstration

There is something very uncanny about the way in which Zenith brings in distant stations—especially in the big cities, when ten or a dozen powerful locals are on the air.

Half the fun in owning a radio set is in showing it off to the neighbors. We know that many a Zenith sale has been clinched by the proof of its instant selectivity.

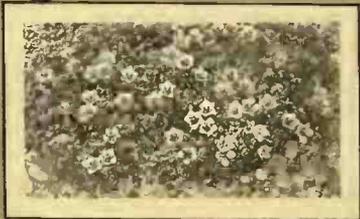
Harbour-Longmire Co.

Oklahoma City, Okla.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



Zenith Does Do More!

The great American measuring-stick—in radio and everything else—is *results*.

Before we added our name to that of Zenith we tested it in direct comparison with other radio sets in the same price-class. And—Zenith more than made good. It does *do* more!

Zenith sells on performance—is backed by extensive advertising and intensive merchandising—recognizes the dealer's right to a handsome profit. Zenith is going to spell big money for some dealer in your territory. Wire for all information.

★ Philadelphia

LEFT
Purple Saxifrage at Refuge Harbor.

RIGHT
Whale's Lookout. Note old style cannon in foreground.

Penn Phonograph Co.

913 Arch Street

Philadelphia, Pa.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Philadelphia

LEFT
The Pillars of Disc.

RIGHT
*White Whale immediately
after being harpooned.*

Ideas—then Action!

One of the big reasons we have added our name to Zenith is that Zenith always leads the procession.

For instance—when we attended the radio show in New York, it seemed as though the whole town was marching 'round with paper bags marked "ZENITH."—Hundreds of thousands of 'em!

We like initiative. We are convinced that it's the secret of big money-making. For you, too, if you tie to Zenith. Wire.

Trilling & Montague

49 North 7th St.

Philadelphia, Pa.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



Carries Itself With Distinction

Zenith reveals fine craftsmanship in every line; it sells readily—yields gratifying profits.

Show a prospective buyer a Zenith Radio instrument, tell him the price, and his secret wonder is that it costs no more.

“Zenith” is a six-letter word that means “Big Money for the Dealer.” Who will make that money in your territory? *Wire!*

★ Pittsburgh

LEFT

Eskimos nearing body of White Whale which has just been harpooned.

RIGHT

Iceberg at Melville Bay. The most dangerous water off the coast of Greenland, better known as the “Explorer’s Graveyard.”

Buehn Phonograph Co.

37 Water Street

Pittsburgh, Pa.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Ogden

LEFT

Dog sled. Note "screen" on left sled. This MacMillan erects and sits behind to operate motion picture camera, or to approach wild game when hunting.

RIGHT

Young Gull at Elder Peak Island

Less Service--More Profit

Servicing radio sets costs money. Very much of this sort of thing eats a big hole in a dealer's profits.

One of the fine things about selling Zenith is that Zenith radio sets stay *right*--and Zenith customers stay *sold*.

The dealer who wants to make a sizable *net profit* may count himself fortunate if he possesses a Zenith Franchise. How about your territory? Wire!

Browning Bros. Co.

2451 Hudson Ave.

Ogden, Utah

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



Exclusive Choice of MacMillan

Eleven degrees from the North Pole Zenith made new radio history. Its achievements under Commander Donald B. MacMillan have been told and retold in the public press until all America knows that Zenith performance is outstanding.

The romance of Zenith in the Arctic is a tremendous stimulus to sales. It means eager prospects—quick and convincing demonstrations—handsome profits.

The Zenith Sales Plan is a surefire money-maker. Wire for all information.

★ *Richmond*

LEFT
Eskimo tents and camp.
RIGHT
MacMillan's Thermometer
rack at Refuge Harbor.

L. N. Mauck Radio Corp.

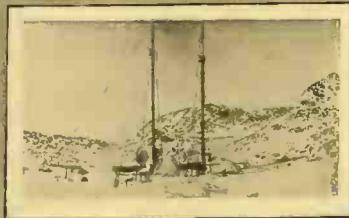
604 E. Main Street

Richmond, Va.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Wheeling

LEFT
The Shik of the Arctic—
"AH-NOW-KA."

RIGHT
The Schooner "Bowdoin"
snowed in for almost a
year. Flag flying for Com-
modore Peary.

Sells on Performance

More and more the public is shopping for its radio sets. That means it is buying on *comparisons*—and no radio set we have ever seen can compare with Zenith in radio results.

Zenith sells on performance—is backed by extensive advertising and intensive merchandising—is known throughout America for its matchless achievements with MacMillan in the Arctic.

The merchant who plans to be in business tomorrow and the day after will do mighty well to tie to Zenith. Is your territory open? Wire and find out.

Radio Distributing Co.

2209 Main St.

Wheeling, W. Va.

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



Radio's Greatest Sales-Maker!

"My Zenith"—that's the way a Zenith owner speaks of his radio set. He wants the world to know that he owns the most distinguished radio set that's made!

Pride of ownership is a tremendous sales-maker. And nothing less than outstanding radio performance could have possibly established it for Zenith. The kind of sales that profits a merchant most is the kind that results in a continuous stream of well-sold *prospects*. That, by the way, is exactly what Zenith delivers, day in and day out, to its exclusive Zenith dealers.

Who will cash those sales in *your* locality? Wire.

★ Seattle
Portland

LEFT
MacMillan's Eskimo Dog—
Took-a-lik.

RIGHT
Eskimo Camp en route on
exploration under Com-
mander MacMillan.

L. C. Warner Co.,

Seattle, Washington

Portland, Oregon

It Costs more - but it Does more

ZENITH

TRADE MARK REG.



★ Canada

LEFT
MacMillan's snow house built
over the cabin on board the
schooner "Bozadain."

RIGHT
MacMillan, behind screen,
making motion pictures of
Musk Ox fight. The white
screen against the snow com-
pletely conceals the observer

An Investment in Prosperity

Zenith satisfies those people who demand the best—in beauty and performance. Its purchasers stay sold; they sell their friends.

That is one of the big reasons why the Zenith Franchise increases in value year after year. It is an investment in prosperity.

The dealer who ties to Zenith reaps big profits—adds to his reputation as a merchant—builds for permanence.

Some dealer in your locality can make big money with Zenith — not only next year and the years thereafter, *but this very season.* It's your opportunity. Wire!

Canadian Avery Co., Ltd.

Cor. 8th & Osler St. Regina, Sask., Canada.

It Costs more - but it Does more

Profit Winning Sales Wrinkles

Radio Window Display That Permitted Passers-by to Tune in the Set From the Sidewalk—An Example of How Service of a High Type Made a Steady Customer for a Live Dealer—How the T. M. Co. Advertises Its Store Location—Unusual Ad Contest—Use of Direct Mail

It has been said that curiosity once killed a cat. However, instead of causing someone's pet feline to die a sad and dreadful death, the Radio Service & Electric Co., of Pittsfield, Mass., found that its sales were boosted considerably by capitalizing this very human failing. In fact, so much interest was aroused through the stunt pictured below that crowds stood around the company's window until the wee small hours of the morning in answer to the invitation to "tune it yourself." The win-



Radio Window That Stopped the Fans

dow proved to be the most novel and the most effective ever devised by the company because it led the curious to initiate themselves into the pleasure of operating a radio receiver. The prospective purchaser could see for himself how easily the receiver operated and could experience the thrill which every fan has felt upon tuning in on a radio set for the first time. As

the illustration shows, the receiver was placed a foot or so from the glass, its three dials being connected by means of strings kept taut by coil springs. The middle dial, which bore the names of several stations at their correct positions, was connected by means of another cord and spring to a shaft which runs directly to a master dial on the outside of the window frame. The shaft of this dial was so contrived that the battery current could be turned on or off by pushing the master dial in or out. A loud speaker to which the receiver was connected was placed in the transom over the front door.

A gentleman entered a well-known and successful talking machine store in the Middle West and asked the record salesman for a particular number. The clerk discovered that the record had been sold out. He turned to the customer and said, "I'm sorry, but we haven't that record in stock. However, I will get it for you within twenty-four hours." The man smiled and answered: "If you get it in that time, I'll be surprised. Perhaps I can get it at Blank's." "I will have that record for you in twenty-four hours or less," answered the salesman, "and if you will give me your telephone number and name, I will call you up when we get it in stock." Accordingly, he made note of the name, address and telephone number, together with the number of the record which the prospective customer wanted. He jotted these data in a small book, which had been placed in the record department for just that purpose. As soon as the gentleman left the store the purchasing department was notified and the jobber was asked to rush that record to the store. In three hours the salesman telephoned the man that the record was waiting for him. "By George," declared that individual, "that is what I call service." During the past year this customer has spent more than three hundred dollars for records at that store, and all because the store believes in service plus speed. By the way, the idea of that book to

jot down the names of customers and the records which they desire is a good one. The book is cheap but the record business thus saved means dollars and cents in the dealer's pocket. This plan is worth trying.

Does the public know where your store is located? A clever plan to emphasize the location of its store has been put in effect by the Talking Machine Co., of Rochester, N. Y. This concern is located at 97 E. Main street and the number and street have been so well advertised that to the general public '97 E. Main' is synonymous with talking machines. This has



Showing How '97' Is Emphasized

meant much extra business for the Talking Machine Co., the slogan, 97, being known to practically every person in the city. The illustration shows how the slogan is emphasized. The dealer who pays a high rent for a good location cannot afford to let slip by the opportunity of capitalizing his address.

The Fitzgerald Music Co. recently held an unusual advertising campaign with the end in view, not only of immediate sales but of building future sales and good will for the establishment. The stunt lasted for three weeks and was devoted to three subjects, the Brunswick Radiola, the De Forest Radiophone and the Knabe Ampico piano. Invitations to participate in the affair were sent to members of the advertising classes of seven Los Angeles high schools and a total of some 500 pupils was immediately interested. Each participant in the campaign was given literature on each subject to study and become familiar with the subject. They then prepared advertising copy on the subject. Each week the teacher of each school selected the six best and submitted them to the judges. The winning one from each school was chosen and run in the school paper of that school while the advertisement of the winner of all the schools was run in a Los Angeles paper. The awards were made on the basis of sales appeal, attractiveness, knowledge of subject and truthfulness. The campaign not only aroused wide interest but it drew attention to the company's line of instruments.

A live New York dealer utilizes direct mail to good purpose in creating interest in radio. Whenever something exceptional is scheduled for broadcasting this dealer sends a letter to the many prospects he has on his list, calling attention to the program and then cleverly bringing out the point that to enjoy these "radio delights" it is necessary to own a radio set. Some of the letters are in the form of invitations to a "listening-in hour" at the store. This little stunt has brought about some nice radio sales. Another talking machine dealer who handles radio has reorganized his service department and made a paying proposition of it. He has two service men on the job, and these chaps, when they are in the homes of customers, keep their eyes open for business. For example, if the customer lacks a loud speaker, the fact is contained in the repairman's report and the store loses no time in getting in touch with the prospect with the idea of selling a speaker. In this way the repair department is responsible for a good deal of accessories business in the course of a year and also some sets have been sold through the efforts of the repairmen, who, of course, are paid a commission on every sale thus made.

Rockford Hardware

FROM the complete Rockford Line of Hardware you can get what you want when you want it. More than 300 hardware items for pianos, phonographs and radio cabinets are illustrated and described in our special 96-page catalog. Advantageous service is assured by the strategic locations of our large factory and convenient branch offices. You cannot know the best in cabinet hardware unless you know the Rockford Line. Write for catalog 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. |



Specific Agreement Reduces Free Service

Before a Radio Sale Is Definitely Closed Saul Birns' Patrons Know Exactly What Free Service the Firm Is Prepared to Give

The experiences of talking machine dealers who handle radio have demonstrated that there are two fundamental requirements in making the radio department successful. First, standard products of distinct merit should be stocked, and, second, the service end of the business must be organized. Lacking either of these requirements the radio department stands a good chance of being a poor investment from the dealer's standpoint. Standard quality merchandise

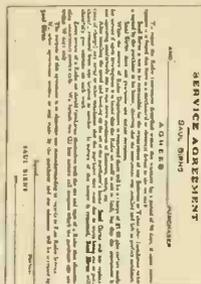
politan New York in connection with radio sales. This warranty outlines to the customer exactly how far the Saul Birns stores will go in the matter of free service. It reads as follows:

"We guarantee this radio set bought from us to be free from mechanical and electrical defects and to function properly when installed in accordance with our authorized directions. We agree to replace at our expense any unit or part

attached for this purpose and upon each call you will surrender a coupon to our service man in payment. All other service calls after that a charge of one dollar plus carfare will be made."

Merit of Specific Service Agreement

From the foregoing it will be seen that the Saul Birns stores make a specific service agreement with the customer. At the time of the sale this is made clear to the purchaser. Also the customer who desires free service must take



The Warranty Used by the Saul Birns Stores in Connection With Radio Sales Which Has Reduced Service Cost disc means less service and consequently a lower service cost. A systematized method of giving service means the businesslike operation of this department with two objects in view, namely, satisfaction of the customer with all that this means in good will and continued patronage and keeping the service down to a point where the dealer can still make a profit on the sale.

Merchandising Service

That radio service can be made a profitable adjunct to the radio department has been proved and that wrong management of the radio service end can result in the entire elimination of profits has also been demonstrated. Service is a costly proposition, but the dealer who refuses to give a certain amount of free service to his customers will lose in another way—lack of sales and repossessions. In other words, service must be extended by the dealer. Recently in the columns of *The World* was described the methods of a radio dealer who actually merchandised radio service, with the result that the income from this end of the business is large enough to pay the rent of the store—a fine example of how intelligent operation of the service department can be made to pay.

Reducing Free Service

The illustration herewith shows the warranty in use at all of the Saul Birns stores in metro

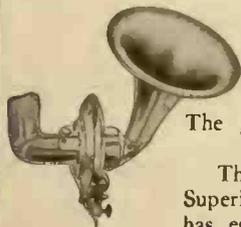
politan New York in connection with radio sales which may prove defective within 30 days. (Batteries, tubes and aerial equipment not included.) It is understood that the radio set covered by this guarantee is a scientific instrument, the effective operation of which is subject to the skill and knowledge of the operator, manner and kind of aerial installation and location of the instrument, atmospheric conditions and other interferences; and it is understood that irrespective of whether separate payment is made to Saul Birns for installation of this instrument or aerial, no representation, warranty or guaranty as to specific kind of operation of results is made by Saul Birns by virtue of the installation in question; and as this instrument was not manufactured by Saul Birns, the only warranty made by Saul Birns is that the instrument is that of the manufacturer and is in workable and good condition at the time of delivery. Reception of specific and distant stations not guaranteed. We will adjust the instrument in question, free of charge, within 90 days provided said instrument is delivered to our service shop, 310 Sixth Avenue (batteries and tubes not included). Should you request an adjustment of the instrument at your home, a charge of one dollar plus carfare will be made. We will send our service man at your request twice within 90 days of delivery (free). Two coupons are

attached to the Saul Birns Service Shop, otherwise there is a charge for time and carfare. Because of this inconvenience to the customer unnecessary calls for service are cut down to a minimum. Two coupons are attached to the warranty. As may be seen in the illustration, they are numbered Coupon No. 1 and Coupon No. 2. The date of sale of the radio set is entered in the space provided for that purpose in the upper left corner of each coupon. The last line on each coupon, which is very important, reads as follows: "Your man has been here and adjusted our radio to our entire satisfaction." The customer signs the coupon and turns it over to the service man, who enters his name and the date of the call in the lower left corner. Thus the store has a record of each service call, by whom and when it was made and is certain that the work has been done to the satisfaction of the customer.

On the back of the warranty appears the service agreement which is signed at the time of the sale. A duplicate of this "Service Agreement" also appears on the right of the warranty and is signed by a representative of Saul Birns and also by the purchaser of the radio set. Briefly, according to this agreement, Saul Birns promises to repair the instrument within the period of 90 days, provided the set is found to be mechanically imperfect. It also states the company will not replace batteries, tubes, etc., after the instrument has been installed in the purchaser's home and the customer signs a special form which is presented after satisfactory installation. The agreement concludes with the statement: "The purpose of this agreement is to eliminate any misunderstandings in regard to free radio service. No other agreements, written or oral, made by the purchaser and our salesmen will be accepted by Saul Birns."

Houdini Broadcasting From Crosley Station

Houdini, the famous magician, is broadcasting from radio station WLW, operated by the Crosley Corp., of Cincinnati, O., and through the efforts of the Crosley Radio Corp. newspapers are tying up with the "lessons in magic" which fans are receiving over the air.



ADD-A-TONE

A Revelation In Sound Reproduction

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

There is only "one" **ADD-A-TONE** Superiority of workmanship and design has established it as a quality product.

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

A Page from the New Valley Forge Catalogue

Valley Forge J. A. FISCHER COMPANY Valley Forge
PHILADELPHIA, U.S.A.

J. A. FISCHER CO.

SCREWS
STUDS
↑
It is
indexed

[33]

This is only one page taken from our indexed 100-page catalog which contains every known part in talking machine repair materials.
You ought to have a copy. Send for it today.

Valley Forge J. A. FISCHER COMPANY Valley Forge
730 MARKET STREET
PHILADELPHIA, U.S.A.

New Odeon Album Sets to Be Released in November

Series to Be Known as "Odeon Library, Orchestral Works of the Great Masters," Will Contain Many Formerly Unrecorded Works

Announcement was recently made by the General Phonograph Corp., New York, that during the month of November the following Odeon album sets of symphonic works and operatic scores will be released: Beethoven's Fourth Symphony, four records; Beethoven's Fifth Symphony, five records; Beethoven's Eighth Symphony, three records; Bizet's Orchestral Music from Carmen, three records; Rimsky-Korsakoff's Scheherazade, five records; Schubert's Unfinished Symphony, three records; Richard Strauss' Death and Transfiguration, three records; Tchaikowsky's Symphony Pathétique, six records; Wagner's Isolde's Love Death and Rienzi Overture, three records, and Weber's Overtures to Der Freischutz and Oberon, three records.

These sets will be known as the "Odeon Library, Orchestral Works of the Great Masters," and each album will be of distinctive appearance with heavily gold-stamped cover. A description of the music will be given on the fly leaves of the album.

Broadcasting Included in Pooley Publicity Program

Foremost Artists to Be Heard Through Three Stations Under Auspices of the Pooley Co., Inc., on Wednesday Evenings

PHILADELPHIA, Pa., October 6.—The Pooley Co., Inc., of this city, manufacturer of Pooley radio cabinets equipped with Alwator Kent receiving sets, has inaugurated a new departure in Pooley publicity. Beginning on Wednesday evening,

September 16, and continuing each Wednesday evening thereafter, beginning at 8.30, the Pooley Co. is broadcasting through stations WEAF, New York City; WOO, Philadelphia, and WCAE, Pittsburgh, what is known as the Pooley Period. The Pooley Co. will entertain radio fans from these three stations for a half-hour period. Much attention has been paid to the preparation of the program for these Wednesday evenings, and an interesting feature of the Pooley Period will be the radio appearance each week of a different distinguished artist, each one an outstanding soloist. In the first program appeared one of the foremost concertists in the United States. His appearance has been and will be followed by other artists of equal prominence and ability.

Koerber-Brenner Co. to Handle Music Master Line

Well-known Victor Wholesaler Appointed Exclusive Distributor for Music Master Products in the St. Louis Territory

KANSAS CITY, Mo., October 5.—A most important addition to the list of distributors for the products of the Music Master Corp. has recently been added in the Koerber-Brenner Co., St. Louis, Mo., which concern will feature that line exclusively. The Koerber-Brenner Co. is well known as wholesaler for Victor talking machine products, and is in close contact with a large number of dealers in the Middle West territory.

Immediately after the appointment of the Koerber-Brenner Co. as a distributor there was held a large conference of Music Master dealers attended by Fred Williams, of the Philadelphia headquarters of the company, and Arthur A. Trostler, Western sales manager. The St. Louis conference followed a very successful meeting held a few days before in conjunction with the J. W. Jenkins Sons Music Co. in Kansas City.

Clark Music Co. Exhibit Scores at the State Fair

Leading Syracuse, N. Y., Music House Shows Panatrophe and Other Lines at Exhibit Which Attracts Wide Attention of Visitors

SYRACUSE, N. Y., October 6.—Among the leading exhibitors at the State Fair held in this city the middle of last month was that of the Clark Music Co. which in addition to showing a complete line of musical instruments, including pianos, radio, musical merchandise and phonographs, made the first public showing of the new Brunswick Panatrophe, the instrument which has attracted such wide attention among members of the trade and music lovers who have seen it. The phonograph exhibit was one of the centers of attraction at the Fair and of particular interest seemed to be the Brunswick Panatrophe.

The Clark Music Co., under the general management of Morris Lamb, who was formerly manager of the piano department at the New York John Wanamaker store, is enjoying a good business. The firm is one of the oldest in this part of the State and its warehouses are among the finest. The company believes in the publicity avenue to business, hence the Fair exhibit. The Clark Music Co. owns a building on the State Fair grounds and it was in this building that the exhibit was held.

Columbia Old Tunes Catalog

A catalog of "Old Familiar Melodies" recorded by the Columbia Phonograph Co. was recently distributed to Columbia dealers. The booklet is attractively gotten up and contains sixteen pages and a cover design in two colors. The listings are up-to-date and contain the selections played and sung by such Southern favorites as Riley Puckett, Gid Tanner, Vernon Dalhart, Ernest Thompson, Bumgarner and Davis and others.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

A loop for every Super Het customer

Distributors for



Wholesale only



Radiola Loop

You have sold a great many Radiola Super-Heterodynes to your trade, but did you sell a Radiola Loop with every set?

You can sell every Super Het customer a Radiola Loop if you care to try. You know the advantage of directional tuning; how much better and longer distant reception can be made with an external loop. Then, too, think of your city customer with the nearby stations overlapping and what a Super Het Radiola Loop will do for this man.

Don't wait for your customer to come back into your store. Send out a postcard with a picture of the loop on it. Tell them how the R.C.A. have still further perfected reception of the Radiola Semi-Portable Super Het with the Radiola Loop.

It's more business you are after and here is a way to get it—resell your good old reliable customers.

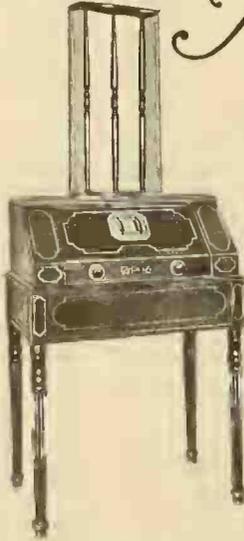
How many can you use? Write or tell our salesman.

CONTINENTAL RADIO and ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.
2118-Q

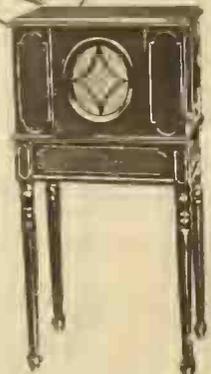
You never before had such MUSIC to sell



Radiola 28 is the new eight-tube Super-Heterodyne with uni-control. As a dry battery operated receiver, it gives volume in excess of that obtainable from storage battery receivers. If used with Radiola Loudspeaker Model 104, all batteries can be replaced by 60 cycle, 110 volt A. C. lighting circuit. Radiola 28, with all Radiotrons but without batteries, list \$260

TONE reproduction has reached a level only dreamed of a few years ago. It has been possible to "educate the ear"—to satisfy a great many people that they were hearing music "just as it sounded when the famous violinist played it." But it was never before possible to come so close to perfection as to satisfy the most critical musicians. Today that has been done.

The music dealer can sell radio as every radio dealer does. But he can sell unsurpassed tone quality as no other dealer can. Listen to Radiola 28 with the new power Loudspeaker (Model 104) and you will know at once that reproduction of music in the home has taken a great stride forward. You will know at once that you have found the basis for a new era of music selling.



Radiola Loudspeaker, Model 104, is the outstanding loudspeaker development of the radio art—built on an entirely new principle. It can reproduce orchestra and band music with the full volume of its original rendering. Or the music can be reduced to a whisper. It has volume, range, and amazing acoustical fidelity never before achieved. With Radiolas 25 or 28, it can be made to replace all batteries, operating entirely from 60 cycle, 110 volt A. C. lighting circuit. With all tubes, list \$245

This set and speaker make a combination unsurpassed in radio performance and in perfection of tone. They make a combination unsurpassed as a selling opportunity for the music dealer whose customers are among the music lovers.

RCA-Radiola

MADE BY THE MAKERS OF RADIOTRONS

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

Use of Collection "Club" Kills Good Will

The Too Blunt Collection Letter May Get the Money, but the Chances Are It Will Drive Away a Customer—Collection Hints

By Richard C. Walter

Good management of a business is expressed in terms of efficient service and tactful handling of customers, particularly in reference to past-due obligations. This is an obvious truth, but it is necessary to restate old truths occasionally and reevoke them for modern consumption. The teacher teaches what was taught centuries ago and the preacher preaches from a book that is 2,000 years old, the lawyer follows precedent, but it is not necessary for the business man to follow cut-and-dried commercial methods in the matter of overdue obligations.

Using a "Club" Does Not Pay

There are many ways of collecting overdue accounts. One way is to use a club, diplomatically camouflaged. The trouble is that the club is usually quite obvious, no matter how carefully concealed. Yet the wise business man knows that the old adage about molasses catching more flies than vinegar applies to collecting money as well as to selling goods. He also recognizes that the problem of "collections" is much similar to the problem of "selling." In fact, up-to-date firms have in recent years made radical changes in their collection policies so that they harmonize with the policies of the sales department.

Some business men contend that no worthwhile method can be built around any other idea than one that "gets the money," irrespective of the method employed. It must have been such a man whose palm itched for the almighty dollar who wrote the following letter to an old-established firm:

"Gentlemen: It has been brought to my attention that there is a balance due on your account of \$8.65. We can't understand why a firm of your standing should allow a balance of this kind to remain unpaid for sixty days. We can't afford to spend our time writing letters about such small amounts and ask that you send your clerk to cover same by return mail."

Such a letter effectively destroys good-will. The man who wrote it was controlled by his emotions instead of his judgment. He allowed his feelings to run riot and the result was a letter that made a good customer feel cheap. The "decease" of many an account dates from the day that some firm head opened and read a "collection" letter of this sort.

"You may lead a horse to the water but you can't make him drink" is a good adage for the writer of collection letters to remember. Persuasion may often carry a point where force is applied in vain. "Let every man be persuaded in his own mind," said St. Paul, and persuasion

should be the keynote of all collection efforts. What is it that induces you to pay a bill? The same appeal will likely reach the other fellow. We all owe money. Banking houses advertise the fact that they owe money and seem to be proud of it. Then why not sell the debtor the idea that it is to his advantage to pay up? You can if you approach him right.

High Collection "Overhead"

In the light of these remarks many a business man who thinks that his collection "overhead" is low and who prides himself that his method "gets the money" might be surprised to find, upon investigation, that he was conducting a collection "graveyard" wherein he had buried many otherwise productive accounts. A different approach, a different appeal might have saved them.

There is an old platitude about familiarity breeding contempt and it applies with particular force in collections. New ideas and new angles of approach will bring a response where the oft-repeated request for payment will pass unnoticed into the waste basket.

The familiarity that breeds contempt is nowhere more forcibly illustrated than in the case of the railroad crossing sign reading "Stop, Look and Listen." Everybody has seen them. Few pay attention to them as the mounting death list from crossing accidents proves. So the wise business man is the one who strives to get out of the rut, who recognizes that everything has changed since his grandfather's time (even the grandson) and who decides to clothe his collection appeals in new garments. What most collection methods lack is lubrication. They produce friction and friction is fatal to goodwill. It builds a wall of antagonism where friendship should be cemented.

Yet the business man must be careful not to be too lenient, for the debtor may mistake leniency for weakness. A deferred obligation can't be treated as a joke. Let us analyze the situation as between the average debtor and the creditor.

Debtor Versus Creditor

The customer-debtor obviously has the advantage. He has the goods in his possession or may have used them or disposed of them. In any case he knows that to force collection by legal means is both expensive and tedious. Therefore it is necessary to use the greatest amount of persuasion to overcome his "paying resistance." We have heard a great deal recently about "selling resistance." But there is also another kind of resistance that exists, even though it may not have the official recognition

of advertising clubs and salesmanship institutions. It is known as "paying resistance." I have coined the term because it seems to cover the situation. There is an actual wall between the creditor and debtor which tactless tactics only tend to build bigger and stronger. Of course, this wall may be breeched by training the heavy guns of the credit department on it, but no firm has long succeeded by using such methods. Anyone can collect money with a gun. Highwaysmen do it very successfully. It is much more difficult to try and get the debtor to pay. The ordinary collection methods are responsible for the alarming spread of that universal disease among debtors, "writers' cramp." They don't seem to be able to write or sign a letter. They are in the position of the fellow who had rheumatism so bad he couldn't move and St. Vitus dance so bad he couldn't keep still. The situation is a serious one. If the debtor won't give some signs of his intentions the creditor hardly knows what to do and in the meantime the account is getting older and harder and harder to collect. Therefore the business man if he is to stay in business must learn the best method of overcoming paying resistance and retaining the customer's goodwill and preserving future business relations with him.

You must first induce the customer to pay, but to think that he wants to pay and not that you want him to pay. Also you must start the offensive early while the debtor has the money and is in a receptive mood. Every deadbeat was at some time or other a good paying customer. The fact that he is on your books proves that. The laxity of business men toward debtors is the one big reason why there are deadbeats at all. The deadbeat starts by taking a little more time than he is entitled to and ends by taking the entire amount as a gift. He succumbs to the temptation which the careless business man places in his pathway, and so he follows the line of least resistance. As a result we all suffer. We must, therefore, start our offensive early and follow the account persistently. The customer, however, must not become aware of the fact that a system is being used on him. The follow-up mustn't be too obvious. It must be human and persuasive. It must get the money with a smile and bring the customer back again.

M. A. Modell & Sons, New York, were recently incorporated at Albany to manufacture radio apparatus with a capital stock of \$20,000. H. Ferstenzer, L. Haupt and L. Pantell are the incorporators.



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



Crosley 51 Regular
A 2-tube long range set, now
at the new low price....\$14.75



Crosley Super-Trirdyn Regular
In the Super-Trirdyn 3 tubes do the
work of 5. Matchless performance,
\$45.00



The Crosley Pup
A real long range one-tube re-
ceiving set\$9.75

Not One Sided

Sound engineering, progressive design and accurate manufacture are not wholly responsible for Crosley's present position in the Radio World.

True, these have bred the Crosley reputation for performance. Yet the performance of any product, superior as it may be, can never single-handed carry its maker to the undisputed leadership of an industry.

Crosley today is the world's largest builder of radio sets, because Crosley sets have always given "owner-satisfaction," because Crosley prices have always reflected the economies of large volume production and because Crosley's merchandising policies have always enabled Crosley dealers to operate soundly, securely—and at a profit.

Of this, a typical example is the Crosley field organization. With headquarters in strategically located cities, twenty-five experienced radio merchandising men are working with Crosley distributors and dealers on their individual local sales problems so as to make the Crosley franchise more valuable, more desirable—and more profitable to those who now hold it.

THE CROSLLEY RADIO CORPORATION, Cincinnati, Ohio
Owns and operating WLW first remote control, super-power broadcasting station.

CROSLLEY · RADIO

B E T T E R · C O S T S L E S S

A Complete Line

Crosley manufactures a complete line of radio receiving sets which are licensed under Armstrong U.S. patent No. 1,113,149 and range in price from \$9.75 to \$60.00 without accessories—10 per cent higher west of the Rockies. For further information about the Crosley line, write Department 26.



Crosley De Luxe Combination
Musique De Luxe...\$ 27.50
Super-Trirdyn
Special 60.00
Console Table 25.00
Complete 112.50

Building Sales in the Record Department

Work With Customers, Sell by Suggestion and Never Argue Are the Basic Principles of Success Achieved by Miss O. Sanchez

By B. C. Reber

After all, it is not the education, the pep, the knowledge of merchandise, or the position that really makes the successful salesman, but the sincerity of purpose. No matter how much time a firm may spend in educating its salesmen and showing them the selling points of the goods, unless there is sincerity back of all these efforts the cause is lost.

The other day I dropped into the phonograph department of The Fox Co., of San Antonio, Tex., and I had not observed the work of Miss Olimia Sanchez very long before I realized that here was an unusual saleswoman. Every effort that Miss Sanchez made had a purpose behind it—and it got results. But greater than all that, there was a sincerity behind her suggestions which was infectious. It made the customers more interested, and it explained why Miss Sanchez has a record of three to four records per customer. Figure it out for yourself: four records per customer, and a steady stream of customers all day. No wonder this department is one of the most successful in the city.

As soon as I had the opportunity I asked Miss Sanchez to tell me about some of her methods in selling. Her story is interesting.

Work With the Customer

"I have always found that you can almost double your sales if you will work with your customer and not against them," Miss Sanchez stated. "When one has been at this work a short time they can soon learn to judge their customers, what they like and what they don't like. Then, by catering to them accordingly, the salesman can increase the sales and at the same time create a strong friendship.

"Only this morning I had a man come in and ask for a selection made by Art Gilliam. I got it out for him, showed him to a booth and started the music; then I went on with the other customers. When the record was finished he came out and was very much pleased with it. I asked him if he had heard the others by this same artist, and showed him the full set. I had picked these out of stock while he was listening to the first record, so I had them all

ready for him. He had heard some of them, but others were new to him; so he took them all back and played them. Before he left he had purchased five records.

"I have also found that there are many little courtesies which a salesman can use in dealing with the customers which will make a much stronger impression. For example, I always go with new customers to a booth, see that they

The record department of the Fox Co., of San Antonio, Tex., which is under the management of Miss Sanchez, is one of the most successful in the entire city. This volume of record business has been brought about by the application of certain principles of selling and handling customers which are described in detail in the accompanying interview with Miss Sanchez.

are comfortably seated, have the lights right, and a fan running if necessary; then I start the machine and the record before I leave. In fact, I do everything for their comfort and convenience that can be done before I leave them. I do this even though some of them are old customers and know how to operate a machine. I have found that they appreciate these little courtesies, while others prefer to take the records and play them alone. A little observation on the part of the salesman will soon classify the customers so that they can be waited upon accordingly.

Never Argue With Customers

"It is always foolish to argue with the customers. Music is a hobby, and many people

become rather eccentric about it. They will try to pick an argument with you about some selection, but if you show them that you are looking to them for authority it will touch their vanity and they will become your best friends and customers.

"When a person comes in a second time I make it a point to make their acquaintance, for they have shown that they are interested in the department, and you owe it to them. I give them my card and ask them to call on me when they want any information on records or phonographs. People like to get acquainted and know each other, and if you take advantage of this you can bring in a lot of extra trade.

Make Patrons of Friends

"I also work among my friends who do not come into the store. When I am in a conversation with them I ask them if they have a phonograph, and if they have not I invite them in to hear and see some. Being my friends they are more willing to come, since they do not feel under the same obligations. Then, when they come in, I show them what we have, and the machine sells itself. Knowing them as I do also helps in selecting the size and model of machine that they can afford to buy.

"On the other hand, if they own a machine, I go after their record business. Owning a machine shows that they are interested in music and offers an opportunity for record sales.

Every Item Worth Sales Effort

"All customers are prospects for needles. I never fail to suggest needles to every customer who buys a record, unless I know that I have sold them recently. Such a little item as needles is easily forgotten and people really appreciate your reminding them. It is not getting too much out of the customer by going after this business, for this is determined by the manner in which the suggestion is made. If you are too aggressive you are trying to force the sale. But if you go about it in a casual manner, as though you just happened to think of it yourself, they'll buy in the majority of cases.

"Every item carried in stock is worthy of sales effort. This not only applies to records and phonographs, but more especially to needles, repeaters, etc. There is a big market for these latter items if they are given the proper incentive. You would be surprised at the number of people who really do not know about the repeater, although it has been on the market for some time. I have sold many of these by using it at the same time that I make the demonstration of a record. This offers a good opportunity of showing what it will really do. The fact that the customer is willing to listen to the record gives you the chance to use the repeater.

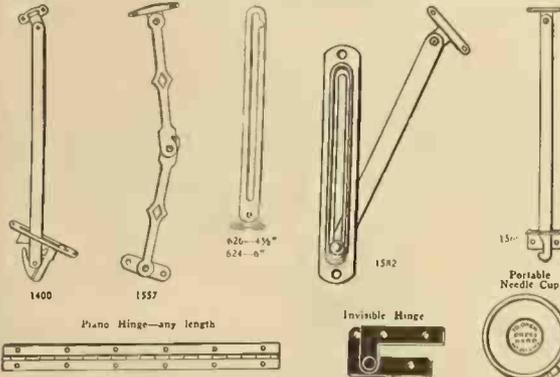
Go After the Parents

"Parents are always interested in children, especially their own, and this offers an opportunity for selling a large number of the Bubble Books. These little books are ingeniously gotten up and should be in every home where there are young children. They are as instructive and entertaining to a little child as the classics are to adults. It is seldom, however, that you find them given the attention they deserve.

"I watch the stock carefully and reorder as fast as necessary. If a new, popular song is going well and we order heavily of it, I watch these very closely; for such pieces as these are here to-day and gone to-morrow. For this reason, if the records are not going as fast as they should, I give them a little more attention and do not wait until we have no calls but a heavy stock."

FULL LINE of HARDWARE

For Radios and Phonographs



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NEW YORK, N. Y.

“There is no better loud speaker at any price”

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



Eliminates All Battery Troubles



Majestic
A&B
Current Supply
Retail Price
Without Tubes
\$47⁵⁰

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4540 Armitage Avenue, CHICAGO

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New Era Opens in Talking Machine Field

Radical Improvements in Instruments and Recordings Open New Profit Possibilities—Sales Will Depend on Efforts of the Dealers

Any phonograph merchant who can continue to feel pessimistic about prospects after the news which has come out during the last few weeks had better go into the casket and funeral urn business at once. He has no place in the phonograph business.

I make not the least attempt to analyze the stories which have emanated from Brunswick and Victor sources. What interests me is that they signify the opening of a new era in phonograph recording and reproduction, an era of accomplishments wholly outdoing anything hitherto imagined possible or even conceivable in connection with the commercial reproduction of sound. It is evident that we are at the threshold of a new epoch.

Now there has been a great deal of talk about the talking machine business going dead. Not only some, but all, absolutely all, of that talk has been the veriest nonsense. It has been indulged in by men who have never, in all their experience as dealers, been obliged before this present time to go in for any serious hard selling work in order to clear their floors of surplus business and records. The talking machine business has been not only an easy business, but one of the easiest. Profits have come in for the mere opening of a store and securing of a franchise for some well-known make of machine and record. As a body, phonograph dealers have not been compelled to get out and hustle. They have not been compelled to canvass from house to house. Their sales have come to them, and until very recently they have only had to carry the advertising which was supplied to them gratis by the manufacturer whose goods they handled to have their floors filled with customers.

Oh! What a Change

But what a change there has been since then! We have seen suddenly the whole trade go into the extremes of confusion and of pessimism. We have seen sales dropping off until merchants have cried out that the roof was coming down upon their heads. And what had happened? Nothing, save that the public found itself provided with a new and an undoubtedly most fascinating means for musical reproduc-

tion, mysterious, even astounding, romantic and thrilling. Naturally, the public turned to the new fairy radio, and began to throw their surplus pennies onto the altar of the divinity. Whereupon the talking machine merchant, sinking upon his knees in awe, set up a lugubrious cry to the general effect that he was ruined and

W. Braid White gives some sound reasons why the future prosperity of the talking machine business depends on how the trade takes advantage of the opportunities for sales opened up by recent improvements in talking machines and methods of recording. Real sales promotion will bring rewards in talking machine and record sales, he points out.

that the end of all things for him was at hand.

But it was not at hand. "Not by no means, Mr. Muzzle," as Mr. Weller said upon a famous occasion. For pretty soon it was apparent that the public, which likes music and which has been collecting record libraries for years, was not at all the less interested in its old musical hobby. It was simply that something new was occupying its attention, and that it was determined to test whether this new thing would supersede the talking machine or take a new place alongside it.

Alongside, as a Fellow Worker in Music.

What has happened is precisely what a few faithful always knew would happen. Radio has taken its place alongside the talking machine. Its realm of ideas has been shown to be different, and the field of usefulness which it occupies parallel with but not superposed upon the field of the talking machine. To-day the whole aim of radio manufacturers is to bring to approxi-

mate perfection the necessary devices of reproduction and of transmission, to make the apparatus satisfy a public taste which has been made critical and sensitive by years of the talking machine.

Buying Philosophy

And the recent change of policy, which has resulted in the selling of accumulated stocks of talking machines at reduced prices, has brought the public into the market with a rush. Talking machine dealers have learned that this public has been waiting outside the store doors, and probably wondering why no one was taking any interest in selling machines and records. Of course, it is a bit too much to expect that the public will of itself rush in and furiously demand quantities of anything with which it is already familiar; whereas the public will always run after something new, if that something is only noised about enough. Once, however, there is given some sensational impetus the public will rush to buy, if it is really a wanted thing. If it is not really wanted, no out in price will help it a particle. In the present case the public shovled at once that it wants, and wants largely, talking machines and records, and that its recent apathy has only been the result of the apathy of the merchants. As was said before, a mere reduction of prices does not in itself induce anyone to buy anything. There must be a sense of value built up first, a sense of money value and also of what may be called use-value. Only when such senses have been built up can there be any response to reduction of price. For only then does the reduction come with the authority of a genuine bargain. There is no merchandising value in a low price as such. The value only begins to exist after a sense of worth has already been built up, compared with which the announcement of a new and lower price operates to promote the idea of bargain, that is to say, of value at a price temporarily lowered beyond its right level.

So that if recent events prove anything at all, they prove that the public is completely "sold" on the talking machine and its records, and is just as ready as ever it was to buy largely and enthusiastically; but that, on the other hand, it is absurd to expect the public to buy without some effort on the part of the merchants.

Business a Coy Fairy

The lesson then is plain enough. Business is a coy fairy, always beckoning on the seeker after her favors, but always ready to submit to him who comes with courage, persistently refusing to be cried down, to be put off or to be delayed. To her worshippers who think that once she has surrendered she will remain forever faithful and beneficent, she loves to give unpleasant surprises. She says in effect: "You may gain my good will, but you must work day and night to retain it, unless you care nothing about success!" Or, to put the metaphor differently, statistics show that men who have always had hard lives seldom commit suicide under the impetus of a novel misfortune. They have always had to fight, and one more fight means little. Men who have had easy lives, well-fed pleasant lives, often break down utterly when temporary misfortunes come, losing their grip and even pitting themselves out of the world entirely. Their fibre has been softened by too easy times, and they have no reserve strength against trouble.

Which is a parable. Put more rudely it may be expressed by saying: "Quit mourning and get to work. The talking machine business is just about the liveliest thing to be found between the Atlantic and the Pacific. But those who insist upon looking into the grave all the time can hardly be expected to see much of that big thing. Look up, and get busy!"

For your sets—

the tube that took New York and Philadelphia by Storm

Equip your sets with the tubes that eliminate rushing, sputtering tube noises by means of triangular stabilizing plates—an exclusive Schicklerling feature.

Try Schicklerling tubes in comparison with any others—note the big difference in tone

and volume. Sturdy, long-lived and so sensitive that far-off stations come in with bell-like clearness.

Greater consumer satisfaction and quicker sales come with the use of Schicklerling tubes. A great improvement!

Write or wire for our interesting dealers proposition that insures legitimate profits.

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Executive Offices and Factory, 401-407 Mulberry Street, Newark, N. J.

New York Offices:

Katelebocker Building, Broadway & 42nd St. Jewelers Building, 38 W. 47th St.

Havenmeyer Building, Cortlandt and Church Sts.

Philadelphia Office: Jefferson Building, 1015 Chestnut Street

SCHICKLERLING RADIO TUBES

With the Stabilizing Triangular Plates

Mail Orders filled from our Newark factory



Retail Price

\$2.50
S-600—3 volt, Standard Base,
36 amp. Detector-amplifier
with full, noise-free disor-
tionless volume.

All models sold with a 10
day written guarantee

OTHER MODELS SELL AT

3 volt—8/100 amp. Miniature Base
Model S-100 Det.-Ampl. . . . 2.50

5 volt—4 amp. Standard Base
Model S-200 Detector 2.50
Model S-400 Det.-Ampl. . . . 2.50
Model S-700 Power Tube . . . 5.00

3 volt—1/10 amp. Miniature Base
Model S-400 Det.-Ampl. . . . 2.50

7 1/2 volt—1/2 amp. Standard Base
Model S-300 Det.-Ampl. . . . 2.50

5 volt—16/100 amp. Standard Base
Model S-1600 Det.-Ampl. . . . 4.00



Eveready Radio Batteries build business and reputation

"Since my start in business twenty years ago," says Mr. L. C. Blundin, of Philadelphia, Pa., "my policy has been to handle first-class merchandise only, and give every customer value received for his money. I can't think of another article in my store that fulfills that requirement better than Eveready Radio Batteries.

are selling satisfaction as well as batteries, and banking confidence as well as profits.

One of the sensations of the year is the great growth in Eveready popularity manifest to dealers by their increasing sales. Order Eveready Radio Batteries from your jobber.

"Such lines as Eveready Radio Batteries help build a merchant's reputation."

Evereadys are the choice of dealers everywhere, who

EVEREADY HOUR
EVERY TUESDAY AT 9 P. M.
Eastern Standard Time
 For real radio enjoyment, tell your customers to tune in the "Eveready Group."
 Broadcast through—

WEAF New York	WCTS Worcester
WJAR Providence	WSAI Cincinnati
WEEI Boston	WVI Detroit
WFI Philadelphia	WCCO Minneapolis
WGB Buffalo	WOP St. Paul
WCAE Pittsburgh	WOC Des Moines

Manufactured and guaranteed by
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 Atlanta Chicago Dallas
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EVEREADY

Radio Batteries

—they last longer

Talks on the Benefits of Radio to the Farmer

General J. G. Harbord, President of Radio Corp. of America, Outlines Farmer's Need for Radio in Talk to Advertising Men

The benefits of radio to the farmer was the general subject of an address given by General J. G. Harbord, president of the Radio Corp. of America, to the members of the Advertising



General James G. Harbord

Club of New York the latter part of last month. General Harbord stated that radio broadcasting ended the isolation of farm life and so is a great factor in keeping young men on the farm. The address in part follows:

"Through radio the farmer receives the advice of agricultural authorities. It is a friend in the time of the farmer's need. Be it insect plague, animal epidemic, threatening weather, or other adverse conditions, the radio brings the information necessary to meet the problem. With these milliarian benefits there comes a wealth of entertainment. The great men of the nation, the President himself, will speak in the farmer's home.

"The city listener, tuning in on a station only to hear a voice reciting off the price of white leghorn eggs, fancy cabbage, red onions and pork, where he had hoped to hear jazz, may not be much impressed with the value of market reports. But at that very moment there are thousands of men on farms who have laid aside everything else in order to listen in on what is to them business information, a matter of dollars and cents.

"But in the long run perhaps the greatest utility of radio to the farmer is in lying in with the extension work of agricultural colleges and schools. With 31,000,000 people living on farms, the agricultural colleges enroll

but 150,000 students. Radio should bring the advantages of scientific schooling to millions of farmers. It will enable the student, whose college course has been interrupted, to continue it, often with the same instructor.

"Of all that may be said of radio, the best is that it will tend to keep the young people on the farm. There is the true independence, there is the real throne of the American sovereign. Entertainment and culture and the throbbing life of the metropolis, carried to the farm by radio, helping to make rural life more attractive and desirable, will sustain that class which is the very backbone of our national existence."

Made Exclusive Sonora Kentucky and Ohio Jobber

Pennsylvania Phonograph Distributing Co. Will Distribute Sonora Merchandise Exclusively Throughout Ohio and Kentucky

CHICAGO, O., October 6.—The Pennsylvania Phonograph Distributing Co., of Philadelphia and Pittsburgh, was recently appointed exclusive distributor in Ohio and Kentucky for Sonora products and has established local offices and display rooms at 1747 Chester avenue. Lucille J. Schultz, formerly connected with the Ohio Musical Sales Co., is office manager and Stanley M. Townsend, who was also formerly identified with the Ohio Musical Sales Co., will call on the trade. A complete line of Sonora phonographs, Sonora radio receivers and speakers will be carried and prompt mechanical service and parts will be furnished dealers.

Northwest Radio Jobbers Form an Organization

Will Act as Section of Northwest Radio Trade Association—H. F. Thomas Named Chairman—Consider Matters of Interest to Jobbers

Radio jobbers of Minneapolis and St. Paul, Minn., in order to enable them to give adequate attention to the many problems which are of particular interest to them, recently organized a separate working section of the Northwest Radio Trade Association. H. F. Thomas, president of the Northwest Electric Equipment Co., was elected first chairman of the section, which shall be known as the Jobbers' Section of the Northwest Radio Trade Association. The president and secretary of the Association are ex-officio members of the committee of five of the jobbers' section. Meetings will be called whenever necessary for the discussion of important problems.

The Rudolph Wurlitzer Co. recently declared a quarterly dividend of \$2.00 per share on the 7 per cent preferred capital stock of the company, payable October 1.

Brunswick Record Sales Gain Throughout Country

John F. Ditzell, Manager of Record Sales of the Brunswick Co., Declares Dealers Are Pushing the New Records Most Effectively

Brunswick record sales are gaining in all parts of the country, according to John F. Ditzell, manager of record sales of the Brunswick Co., in a communication to the trade. The letter reads as follows:

"It is our old friend increase! From Maine to the Pacific Coast, from Canada to the line where General Funston chased Villa, we are hearing from dealers who are enjoying splendid record increases. The most satisfying part of all is that these increases are not just slight, but instead in every instance they are substantial. In fact, dealers are reporting the largest record days since the last Christmas Season.

"We attribute this nationwide increase in the record business to the dealers and the record sales people who have taken full advantage of the sales possibilities in the records produced by the new Panatone recording methods. Almost without exception record organizations have enthusiastically presented these new recordings to their trade, and the result has been a renewed and greater demand than ever before for records. The public has again recognized the supremacy of Brunswick. What we have presented in the way of these new recordings within the past two months is only an indication of what the future holds. We therefore, most sincerely urge that every dealer—every record sales person—pay particular attention to the recordings shown on the attached sales contracts. These records have unlimited sales possibilities, and without exception a profitable return can be had if they are called to the attention of record buyers.

"There is a specific reason for every recording, and in the comments we have explained our reasons for presenting them, and the features of each record. All of this information can be of value at the time the records are demonstrated as well as for advertising purposes."

Ft. Wayne Dealer Gets Publicity Via the Radio

Loans Radio Station the Latest Records With the Result That Thousands Hear the Name of His Store and Know the Line He Handles

FT. WAYNE, Ind., October 3.—A live dealer can frequently get valuable advertising that costs him nothing except a little effort and the task of being on the job. In this city, there is such a live wire dealer known as Duesler Music House, operated by B. J. Duesler and his son, H. R. Duesler—both of them on the job all the time. It is an exclusive Brunswick Shop.

The following letter recently received by the Brunswick Co. from this dealer shows how very good publicity is being secured at the mere cost of giving some service:

"We want to let you know that a new broadcasting station, WOWO, which has just gone on the air in this city is using a style No. 210 Brunswick and we are loaning them new Brunswick records which they are using in a test program conducted every noon for half an hour.

"They announce that they are using Brunswicks records and from them they are obtained. We believe this will give us some good publicity."

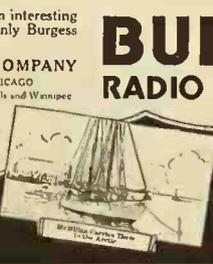
The Adventures of



The World Flies Christed Program



The New York of the World



The World Flies Christed Program



The World Flies Christed Program

These adventures make an interesting sales story—a story that only Burgess dealers can tell to their trade.

BURGESS BATTERY COMPANY
GENERAL SALES OFFICE, CHICAGO

Canadian Factories and Offices: Niagara Falls and Winnipeg

BURGESS RADIO BATTERIES

**Built,
not Assembled**

TRINITY

SIX

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

\$50

- 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 \$57.00

TRINITY SIX is "The First Production-Engineered Radio Receiver" EVER BUILT

BEACON'S revolutionary method of construction, combined with the purchasing power of the world's largest radio parts plant, makes possible the TRINITY SIX at \$50.00. No competitor can duplicate this phenomenal value without duplicating this great organization, which buys no parts, but makes everything (with the exception of one or two patented minor attachments) under one roof.

*What
The*

TRINITY SIX Exclusive Franchise Gives to Dealers

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.



From Factory to YOU!

The manufacturing cost is kept low, first, because there is no additional profit to be paid to parts manufacturers; and, second, because BEACON'S manufacturing methods make one operation take the place of dozens of soldered joints. The list price is kept low by selling direct to the dealer. There will be only one TRINITY dealer in your locality. If you think you want to be that dealer, write.

BEACON RADIO MFG. CO., Inc.
(Broadcast Receiver Division)
323 Berry Street
Brooklyn, N. Y.



Butler Sells Key Men of the City First

Kansas City Dealer Adopts Unusual Method of Selling Radio and Gaining Prestige—"Personal" Advertising Reaches the Prospect

Following the installation of a radio department, the problem of the dealer is to establish prestige. And there is no more effective way of doing this than by selling the "key citizens" of the community first, according to Manager Graham, of Butler's Music Co., which operates two successful stores in Kansas City, Kan., who outlined his method of promoting radio sales in the Retail Ledger recently.

"When we established our radio department," he says, "we determined to work out some plan of sales promotion which would place this new line on an equal footing with our regular musical lines. Here was the problem: We had taken on a radio line running into real money, sets retailing as high as \$650 each, hence it was up to us to attract the best class of trade in the city. We felt that the first step toward creating prestige and attracting that class of customers who could afford radio-phonographs running into amounts of money such as these was to make key-sales to some of the leading men in town, then utilize the prestige thus developed to attract the class of customers whom we wished to interest in our line.

Prestige-Building Prospect List

"The first move in this program was to make out a list of leading citizens in the town—not a large list, but one to include those who stood out as leaders, men of exceptional standing, in different professions, such as banking, contracting, politics, education, retail and wholesale business, etc.

"When this list was completed, salesmen were sent out to interest these people in our radio-phonographs and, if possible, to make a sale, or at least place one of our machines in the home of the leading citizen whom the salesman had approached.

"Right here is where the series of 'personal advertisements' which we had planned in connection with our sales campaign began to be used, and I am glad to say with results which soon aroused interest in the entire city and even in cities some distance away.

"For instance, one of these leading citizens was W. D. Partin, owner of the Home Laundry and a leading and progressive citizen of the

town. Instead of writing him a letter which would be read only by himself and family, we wrote the letter and printed it at the top of our advertising space in the Kansas City Kansan. Of course, the open letter was read by almost every one in town, but read with the most particular interest by Mr. Partin himself.

Sell some of the leading citizens first and the volume business will be easier to develop. That, briefly, was the policy which Butler's decided would make the radio department successful. How this live dealer carried on the campaign through a startling innovation in advertising is described in detail by Manager Graham of the company.

"In this case, you see, we had not yet managed to place a radio-phonograph in Mr. Partin's home for demonstration, but our salesman had already talked to him on the subject and his interest was partly aroused—hence this personal method of drawing his attention to our merchandise was a real factor in completing the sale to this prospect.

Personal to W. D. Partin,
The Home Laundry:

Your new, modern laundry, recently opened, makes me believe you appreciate up-to-date ways of doing things. And, say, talking about "up-to-dateness," you should hear our new radio, no ground wires, no antennas—no wet cell batteries—and it brings them all in. Drop in some time, Mr. Partin, and let me demonstrate this radio.

FRANK BUTLER.

"This is just a sample, since a whole series of ads of this type was prepared in our office, addressed to leading citizens of Kansas City, Kan., and printed at the top of our space in the Kansan, just as was done in this instance

"The interesting thing about this type of addressing personal letters to prospects, usually when their interest had been aroused to a certain extent, is the fact that it almost invariably resulted in a sale to that prospect, and something more as well. The result in the way of potential business ferreted out by the general interest aroused through speaking personally to a prospect through the newspaper columns was invariably more profit to us than that accruing through the sale of the single radio-phonograph in question.

How Testimonial Letters Were Used

"However, our campaign of personal advertising was (and is) not limited to letters addressed to prospects. Of even more value to us in a business way were the letters written to us by satisfied purchasers, leading citizens of the town, an entire series of which we have also printed.

"As we made sales to men of prominence in the various lines of learning and industry in Kansas City, we secured and printed letters of this type regularly in the most conspicuous place in our advertising with business results which are, to say the least, highly gratifying.

"Briefly, the plan consists in capitalizing the prestige won by 'key-sales' made to well-known citizens, utilizing the last ounce of this prestige by presenting the facts to all the citizens of the town through the medium of paid publicity, available to retailers throughout the line, in radio merchandise or any other.

Leading Citizens Have Following

"Almost every leading citizen of any town, in whatever line he may have won a position of leadership, has a certain following of personal friends and admirers. And all those who strongly believe in the good judgment of this leading citizen will say something like this: 'Well, if Butler's line of radio sets is good enough for Guman, I'm sure it will satisfy me, for that fellow surely shows good judgment in almost everything he does.' It works out that way in a big percentage of cases. We managed to make key-sales to leaders in almost every imaginable line in this city, and this fact has lessened sales resistance to a remarkable degree. Each of these fellows has his group of friends, his 'following,' you might call it, and from these groups we have selected lists of names of persons on whom our salesmen call personally, their work being along the line of 'direct leads' only, none of their efforts to sell radio sets being squandered in a haphazard manner.

A Chain of Sales Possibilities

"Thus it may safely be said that our business progress in the radio line is directly from the satisfied patron to the new prospect and eventually the new customer. We look upon every owner of one of our sets as a direct avenue to a group of new customers, perhaps only one new one, perhaps from three to five new ones and possibly in some cases a great many more than that, depending upon the prominence of the man and the degree to which he 'radiates his personality' to friends, relatives and even acquaintances.

The Follow-Up

"This is work, of course, for the outside salesman, and his first step, after securing the name and address of a 'live prospect,' is to call at the home—if practicable, taking one of our sets with him. This is taken into the parlor or drawing room, with the permission of the prospect, and demonstrated immediately, if any program happens to be 'on the air' at the time.

"The next step is to obtain permission to leave the set in the home for a few days, so that the family may judge for themselves of

(Continued on page 34)

Pathex
MOTION PICTURE
Camera and Projector

Now, you too,
can cash in with Pathex

UP TO the present the sale of Pathex has been restricted to a few cities.

Now we are ready for nationwide distribution.

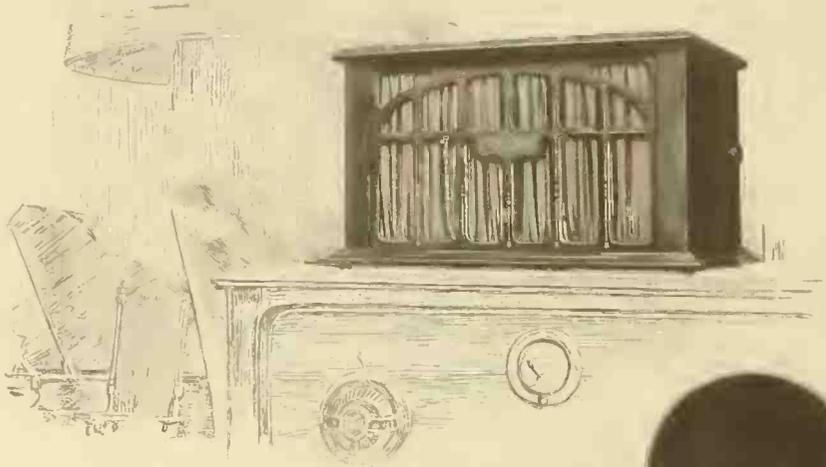
So you retailers who have heard the wonderful story of

Pathex profits but have not been able to get Pathex outfits to sell, can now get on the bandwagon.

It's a case of first come, first served. Best wire your order today. Price—complete outfit—camera and projector, to retail \$97.50, less 40%.

PATHEX, Inc., (a subsidiary of Pathe Exchange, Inc.)

35 West 45th Street, New York



Two Superspeakers Now— Both by JEWETT

With the new Jewett Superspeaker Console, a Radio reproducing instrument enters the realm of fine furniture.

Yet there is no sacrifice of brilliancy, volume or tone.

For the console is, in every essential, a Superspeaker. Its design is by the same staff of young Radio Wizards. Its concealed horn has the same proved Superspeaker air column. Its reproducing unit is the same exclusive, adjustable Jewett Vemco.

See how harmoniously this Console blends into any setting your customer chooses—how notably it graces the most perfectly appointed living room. And rely on it always to give Radio duplicated by but one other instrument we know—The Superspeaker itself.

Console cabinets are Jewett Built, of walnut or mahogany. Top is inlaid with Arlington Ivory. Grille is pressed leather. Drape is silk in a neutral brown.

A highly perfected product by a builder world famous in the field of quality Radio reproducers. And a tremendous asset to every holder of a Jewett Dealer Franchise.



Dealers: Place your orders now, for there will surely be another famine in Superspeakers.

JEWETT RADIO & PHONOGRAPH COMPANY

5660 Telegraph Road

Pontiac, Michigan

Quality Broadcasting to Match
Quality Products—Station WJR

There is no substitute for the best

JEWETT

THE MANUFACTURERS OF THE FINEST LOUD SPEAKERS AND PHONOGRAPHS USE

MICA DIAPHRAGMS

THEY BRING OUT

*The Purest Tones
The Subtle Overtones
The Delicate Shadings*

The Absolute Reproduction of the Voice, Instrument and the Ensemble
Diaphragms made of substitute materials do not attain the same results
WHY NOT HAVE THE BEST?

Write for Samples and Prices

WILLIAM BRAND CO., 27 E. 22nd Street New York City

Manufacturers of Mica Diaphragms, Oil Tubing and Insulating Material for the Radio and Electrical Trade

Butler Sells the Key Men of the City First

(Continued from page 32)

the pleasure, comfort and entertainment made possible through its presence.

"Then in the course of a few days—not more than a week, as a rule—the salesman calls again and, if possible, closes the sale while the interest of the family in the set is at its height. We have found that it is the essence of wisdom upon our part not to leave sets in the home for more than a week and, if the sale cannot be closed then, to remove it to some other prospect's home and try at some future time to make a sale to the first prospect. This, in general, is the method followed by our outside salesmen.

"Naturally, our advertising brings hundreds of prospects directly to our store, where much the same general process of putting over sales is in use. Sometimes a purchase is made on the first visit, but in many instances we find it necessary to place a set in the prospect's home for a few days, in order to convince them that a radio in the home is as much of a necessity and as little of a luxury as a vacuum sweeper, etc.

Terms and Turnover

"In the radio business, the matter of terms is one of general interest to the trade. In our regular musical line, we extend terms in the maximum to a length of thirty months, and have found that this policy is safe and practicable.

"But we allow no such terms as this in our radio retailing. One-third down and twelve months in which to pay the remainder is the most liberal plan allowed in cases where the customer cannot pay cash, and we consider that no more liberal terms than this could possibly be considered by us if we are to remain within the 'safety zone.'

"From the time of the establishment of our radio department we have strenuously avoided the common mistake of overstocking and have fought in every way to accomplish a rapid turnover. Thanks to these two elements we have incurred no losses in the way of antiquated merchandise. Perhaps the most important factor in achieving rapid turnover has been our system of advertising, emphasizing the personal equation. Correct and forceful advertising, follow-ups of direct leads by outside salesmen, and conservative buying have insured profits in radio in the Butler store."

Joseph Horne Co. Starts Executive Training Course

Large Pittsburgh Establishment Enrolling Employees for Course in Store Management

PITTSBURGH, PA., October 5.—Leading mercantile establishments have long recognized the need of training employes, and several successful attempts in this direction have been made by nationally known concerns. One of the latest to contemplate activities along these lines is the Joseph Horne Co., of this city, which, beginning this month, is enrolling students for an executive training course under the direction of the Research Bureau for Retail Training. The course will be made up of sixty-six lectures, given by executives at the Horne store and by the staff members of the Research Bureau. The store lectures to be given on store time will deal with policies and procedures in the Horne store. Bureau lectures two evenings a week will take up organization management, etc. To sustain the interest of students a small assessment must be deposited at the time of registration, which is returned to those who graduate.

The Joseph Horne store operates a large talking machine and radio department; in fact, one of the leading departments in this State. A large volume of business has been developed in these products by sales promotion of an unusual and aggressive type.

Atwater Kent Co. Issues Radio Instruction Book

PHILADELPHIA, PA., October 6.—The Atwater Kent Mfg. Co., of this city, has lately issued a new forty-eight-page instruction book covering every important phase of installing and operating Atwater Kent receiving sets and loud speakers. As heretofore a copy will be placed in the shipping container with each receiving set. This book is described as a valuable handbook for those who own Atwater Kent sets and a material help to those who sell them. It is planned to supply additional copies of these books to dealers as needed. A new section that has been added shows the installation of fuses between the batteries and the battery cable.

"I Miss My Swiss" continues to be one of the most popular Ted Lewis Columbia records.

Radio Exports This Year May Total Fifteen Million

Development of Foreign Business as Impressive as Growth of Domestic Trade—Markets Are Constantly Broadening

The radio industry is making quite an impressive showing by the increasing volume of its export trade. Every month the figures of shipments to foreign countries grow and the products to this youthful industry are apparently enjoying tremendous favor wherever they have been introduced.

While the growth of the domestic business has been phenomenal—it is estimated that the output of American producers of sets and parts for this year will total around \$500,000,000—the export field has been of even later development and is scarcely less striking. Manufacturers are casting eyes more longingly on the export field, it is safe to say, than they are on the domestic trade, for, as in other industries productive capacity has been expanded so rapidly that export business is needed to take up the slack.

Our best foreign markets for radio goods at present lie in the Far East and South America. Africa is beginning to open up most encouragingly. Canada, of course, is considered more or less of a domestic field.

Basing calculations on the rate of progress in the exportation of radio parts so far this year, it is estimated that the foreign business of American manufacturers of these goods will come close to \$15,000,000 in 1925. Our total exports of radio apparatus for the calendar year of 1924, according to government figures, was better than \$6,000,000, of which more than \$4,000,000 was reported in the last six months of the year and over \$2,500,000 in the last three months of the year. Exports for the first six months of 1924 totaled \$1,826,000. While it is unsafe to draw conclusions from figures that pertain to an industry so new as radio, apparently the export trade in this field is seasonal, with the peak being reached in the last three months of the year.

Exports of radio goods for the first half of this year totaled over \$4,000,000, or more than twice the exports of the first half of 1924. Figures are not obtainable for months later than June this year, but the same rate of progress, or even better, is reported by leading radio exporters, and judging from orders in hand and inquiries, the last quarter of the year will again prove to be the seasonal peak. It is not too optimistic to estimate radio export sales for the last six months of 1925 at \$10,000,000, which added to the \$4,000,000 and more reported for the first half of the year would bring the total of the twelve months of 1925 near the \$15,000,000 mark.

The White Radio Corp., Jersey City, N. J., was recently incorporated at Dover, Del., with a capital stock of \$500,000.

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.

TED LEWIS

The High-Hatted
Tragedian of Jazz
exclusively recording
for Columbia

SAYS:

"I have always taken a great deal of pride in being one of the featured artists with the Columbia Phonograph Company, but more now than ever."

Ted Lewis



COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York City

COLUMBIA



Ted Lewis and His Band

There is no more welcome entertainer in America today than Ted Lewis. His personality is unique and it is reflected in an unusual degree by his exclusive recordings on Columbia Records.

Your customers cannot buy better dance music, better recorded, than Columbia's Ted Lewis Records. Push these records. They're profit makers.

Recent *Columbia-Ted Lewis* Records by Ted Lewis and His Band

439-D	{	Milenberg Joys Fox-Trot
10 in. 75c.	{	Tin Roof Blues Fox-Trot
416-D	{	Say Arabella Fox-Trot
10 in. 75c.	{	Angry Fox-Trot
406-D	{	I Miss My Swiss Fox-Trot
10 in. 75c.	{	Marguerite Fox-Trot
311-D	{	We're Back Together Again Fox-Trot
10 in. 75c.	{	Al-Ha! Fox-Trot
274-D	{	I Like You Best of All Fox-Trot
10 in. 75c.	{	I Ain't Got Nobody to Love Fox-Trot

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York

COLUMBIA



Exclusive with Columbia

No wonder Columbia's recent dance-music records have become the talk of the trade. Look at this list of well-known bands and orchestras now recording exclusively for Columbia

TED LEWIS and His Band

ROSS GORMAN
and His Earl Carroll Orchestra

LEO REISMAN
and His Orchestra

PAUL SPECHT
and His Orchestra

EARL GRESH
and His Gangplank Orchestra

**HARRY RESER'S
SYNCOPIATORS**

**THE
KNICKERBOCKERS**

ART KAHN
and His Orchestra

**THE COTTON CLUB
ORCHESTRA**

THE GEORGIANS

**FLETCHER
HENDERSON**
and His Orchestra

THE CAVALIERS

**WARNER'S
SEVEN ACES**

And these are only a part of the continually enlarging group of both vocal and instrumental artists now recording for Columbia. Thus the customer has the widest possible choice in his selection of records and he is at the same time assured of recordings never before equalled for smoothness, definition and all-around brilliancy.

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York

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., 541 WHITEHALL STREET
 NEW ORLEANS, LA., 519 CANAL STREET
 BOSTON, MASS., 1000 WASHINGTON STREET
 CHICAGO, ILL., 430-440 S. WABASH AVENUE
 CLEVELAND, OHIO, 1825 E. EIGHTEENTH STREET
 CINCINNATI, OHIO, ROOM 42, 222 W. FOURTH STREET
 DALLAS, TEXAS, 2000 NORTH LAMAR STREET
 KANSAS CITY, MO., 2006 WYANDOTTE STREET
 ST. LOUIS, MO., 1213 PINE STREET
 LOS ANGELES, CAL., 809 S. LOS ANGELES STREET
 NEW YORK CITY, 111 W. TWENTIETH STREET
 PHILADELPHIA, PA., 45 N. SIXTH STREET
 PITTSBURGH, PA., 612 DUQUESNE WAY
 SAN FRANCISCO, CAL., 345 BRYANT STREET
 BUFFALO, N. Y., 700 MAIN STREET
 DETROIT, MICH., 438 E. FORT STREET
 MINNEAPOLIS, MINN., 18 N. THIRD STREET
 SEATTLE, WASH., 911 WESTERN AVENUE
 COLUMBIA WHOLESALERS, Inc., 175 W. CAMDEN STREET, BALTIMORE, MD.
 TAMPA HARDWARE CO., TAMPA, FLA.
 COLUMBIA STORES CO.,
 1008 GLENHORN AVENUE, DENVER, COLO.
 201 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
 1819 Broadway

COLUMBIA

Vitullo & Ulisse Get Effective Publicity

Utica, N. Y., Retailers, Who Have Just Opened Fine New Store, Provide Band Concert Programs and Advertise "Talkers"

Utica, N. Y., October 7.—Vitullo & Ulisse, one of the leading talking machine firms in this city, are now thoroughly settled in their attractive new home in the DeRosa Building, and are planning for a sustained Fall and Winter business drive.

Here is a publicity stunt which proved very much worth while for these enterprising retailers. A series of six band concerts by Creator and His Band was to be given at Forest Park here. Vitullo & Ulisse discovered that no provision had been made for the printing and distribution of programs to the large crowds of music lovers who were expected to be present. Accordingly, they decided to supply the programs and this they did, distributing more than 10,000 of them. The management of the concerts appreciated this co-operation and Vitullo & Ulisse profited by the publicity derived from the company's talking machine advertisement on the last page of the program.

"These programs were distributed by our boys in the Park," said Mr. Ulisse. "They were eventually tucked into pockets, purses and bags and taken home. Eventually came the psychological moment for many of these same leaflets to be brought around to our store with a band selection marked here, a penciled ring around one of the machines there, proving absolutely the truism that one can not overdo publicity."

Vitullo & Ulisse do a large record business, especially in foreign records. There are between 25,000 and 35,000 Italians in Utica and the company has found it advisable to carry a foreign record stock which numbers about 25,000, the bulk of these being the classics, which are in large demand.

Pfanstiehl Franchises Are Given Metropolitan Trade

International Clearing House, Settled in New Quarters, Announces the Awarding of Agencies to Dealers in Metropolitan District

The International Clearing House of New York, Eastern distributor for Pfanstiehl radio receivers, made by the Pfanstiehl Radio Corp., Chicago, who moved recently to 303 Fifth Avenue, is now settled in its new offices and display rooms with a complete display of the new Pfanstiehl line, consisting of six models, featuring one and two control dial sets. The display rooms where the sets can be demonstrated at all times are open to dealers and to their prospects who wish a demonstration of any or all of the sets. Within the past few weeks the following dealers have secured the Pfanstiehl franchise: Steadman Music House, Yonkers, N. Y.; Brunswick Music Shop, Portchester, N. Y.; Rohin, Inc., New York City; Denton, Cottier & Daniels, Buffalo, N. Y.; Gregory & Co., Kingston, N. Y., and Germain's Radio Shop, Montclair and East Orange, N. J.

F. A. Holman With Argus

Frank A. Holman, well known in the radio industry and until recently head of the Ambler-Holman Co., manufacturer of the Ambler-Holman receiver, has joined the sales staff of the Argus Radio Corp., manufacturer of the Power line of electric receiving sets. Mr. Holman will co-operate with Ira Greene, secretary of the company, in the national sales distribution of the Power Electric set.

The Colville Music Store, Colville, Wash., of which Fred Werner is proprietor, recently moved to a new location at 224 South Main street. The company has enjoyed excellent business and looks for a big year-end demand.

Lauritz Melchior Added to Metropolitan Artists

Famous Danish Tenor and Odeon Artist Acquired by Metropolitan Opera Co. for the Opera Season—Records in October Release

Lauritz Melchior, Danish tenor and Odeon record artist, is the latest addition to the ranks of Metropolitan Opera stars, for Wagnerian operas. Mr. Melchior comes direct from Denmark, where he made a triumphant success at the Royal Opera, Copenhagen. He has sung with equal success in Covent Garden, London, and has participated in the Bayreuth Festivals. He is regarded as one of the best interpreters of tenor arias in Wagnerian operas.



In the October Odeon record supplement two records by this artist are featured. They are: Parsifal—"Amfaras, die Wunde" (Amfortas the Spearwound); Parsifal—"Es start der Mliek dumpf auf das Heilige fass" (My frozen glance stares on the sacred cup); The Walkure—"Winterstürme wiehen dem Wainemond" (Siegmund's Love Song); Parsifal—"Nur eine Waffe taugt" (One Weapon Only Serves—Final Scene.)

Adds Freshman Radio Line

Gould's Music Store, Brooklyn, N. Y., recently secured the agency to represent in the Ridgewood section the radio products of the Chas. Freshman Co., Inc. A complete line of Freshman Masterpiece sets is being carried.

The Weed Music Shop, Poughkeepsie, N. Y., under the management of Nate Smith, handles R C A, Atwater Kent, Garod, Pathé and Radio-dyne receiving sets.

What Dealers Are Finding Out

Our Models "S" and "C" (The Cabinet) are equipped with the new extra large diaphragm of broad pitch range. It brings in the heretofore unreachible bass notes as well as the high.

Pure tonal quality, just what seasoned radio listeners want and BUY, is another achievement by Bristol engineers.

BRISTOL THE GREAT AUDIOPHONE RECORDING Loud Speaker Satisfies the First Time

Non-metallic horns, freely vibrating sound chambers and an electromagnetic tone mechanism are effective selling features of the Bristol. They all contribute to that pure harmony of reception which distinguishes the Bristol.

Bristol Sales Helps Help

The Bristol Company backs up a dealer with regular national magazine advertising. The window display with its daily bulletin feature is a sparkling new idea. There are handsome booklets for distribution and Grant Advertisements for window stickers. Send for our big prospectus telling the whole story.



Cabinet Model C \$30.00

Four Bristol Models

Three horn types, Models S, J and Baby Grand, at \$25, \$20 and \$15. The Cabinet Model at \$30.

The Season Is On Stock the Bristol Line Now

Send for Bristol literature which gives full description of the great Bristol Line of Loud Speakers.

THE BRISTOL COMPANY

Radio Division BS
 WATERBURY, CONN.

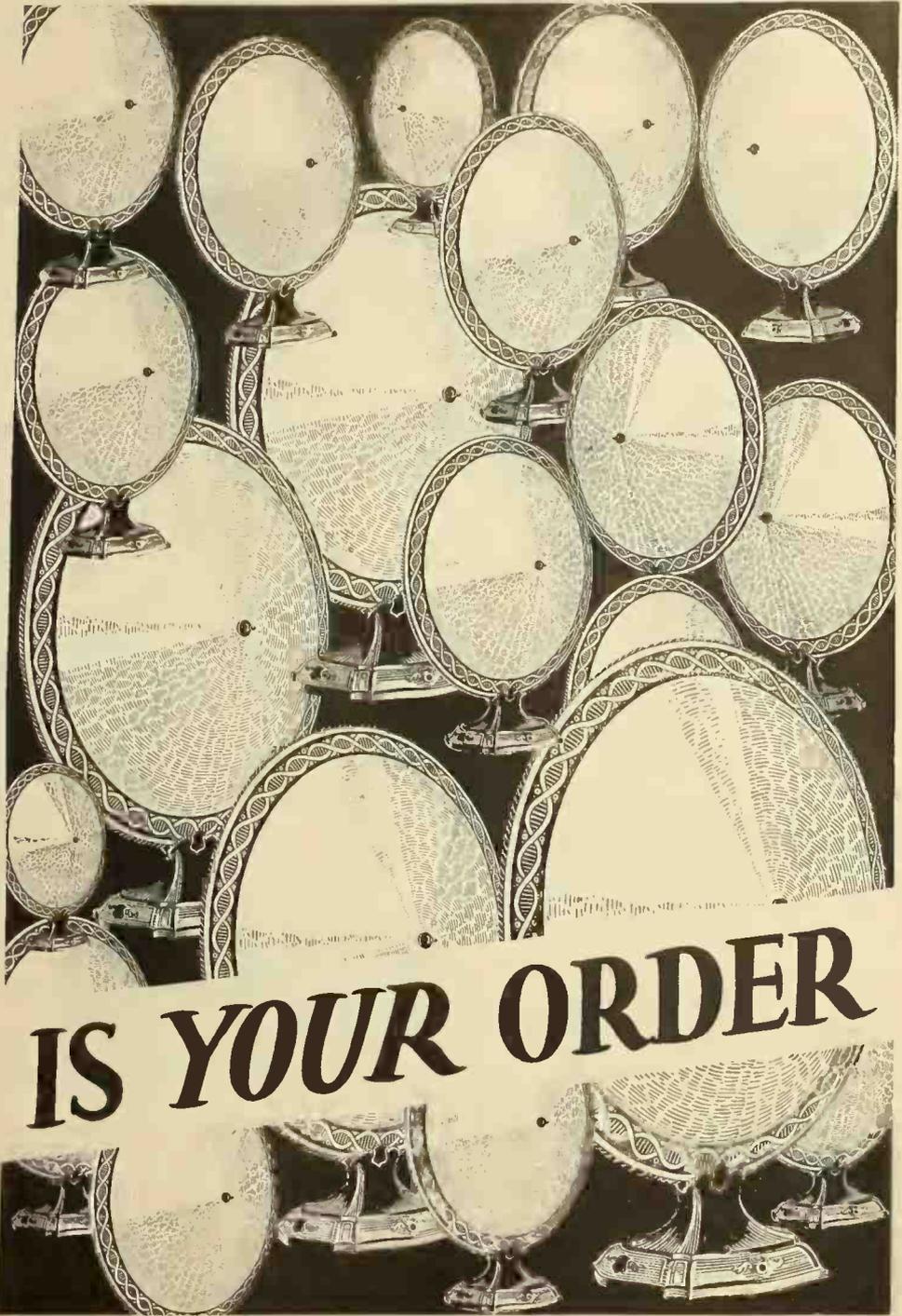
For 36 years makers of the highly sensitive and accurate Bristol Recording Instruments designed to record the most minute variations of heat, cold, density, humidity, etc.



Model S \$25.00
 Rubber horn 14 1/2" in diameter. Black mat finish with silver base decoration.

Represented by Branches in 9 Principal Cities

- Boston Old South Bldg.
- Philadelphia Widener Bldg
- Birmingham Age-Herald Bldg.
- Chicago Monadnock Block
- New York 114 Liberty St.
- Pittsburgh Friel Bldg.
- Detroit Book Bldg.
- St. Louis Boatman's Bank Bldg.
- San Francisco Rialto Bldg.



Without question, the greatest selling "hit" in radio history—
A Farrand Speaker at a popular price—forty-five thousand sold on introductory announcement—whole country clamoring for it. Is YOUR order in? If not, get in touch with your distributor NOW

Farrand
Speaker
Junior

IN?

\$ 16⁵⁰

FARRAND MFG. CO.

Thompson Avenue, at Court Street
LONG ISLAND CITY, N.Y.

Logic of the Instalment Carrying Charge

Dealers Throughout the Country, Realizing That Simple Interest Does Not Cover Instalment Costs, Urge a Flat Carrying Charge

The substitution of a flat carrying charge on musical instruments, including talking machines, sold on instalments in place of the usual graduated interest charge, is attracting an increased amount of attention from talking machine dealers in all sections of the country, for it is recognized that even with business of heavy volume the ordinary 6 per cent interest charge could not begin to meet the cost of carrying the account over a number of months even when the dealer handles his own paper, and with absolutely no protection when it is found necessary to discount the paper through banks, etc.

We have seen days when the talking machine business was particularly active, when certain groups of dealers could not even agree upon the

carrying of interest, many of them being inclined to figure that the discount provided a sufficient profit to enable them to sell on time at the list price based on cash. As the volume of turnover decreased, however, it became more apparent that some definite means must be adopted for giving the dealer at least some measure of return on the capital tied up in instalment leases.

Some months ago the Music Trades Association of Southern California adopted a definite carrying charge schedule on talking machines that had been used successfully by the members of that Association and adopted by individual dealers, with the courage of their convictions, in other sections of the country. The most recent indication that the carrying charge is being considered with increasing seriousness by the trade was found at the convention of the Music Merchants of Ohio in Cincinnati on September 15 and 16, when an entire session of the convention was given over to a discussion of the subject. The Association had appointed a carrying charge committee at the 1924 convention under the chairmanship of William R. Graul, of Cincinnati, who reported most favorably on the carrying charge idea at this year's convention and several members of the Association told of their experiences with the carrying charge.

How the Dealers Profit

The difference between the ordinary 6 per cent interest and the amount realized on the definite carrying charge is considerable, the latter running from 25 to 40 per cent over the total interest realized for a given period. Charles H. Yahrling, of Youngstown, O., who handles talking machines as well as pianos, musical merchandise, etc., stated he had worked on the carrying charge basis for one year in the talking machine department and found it so successful that he recently extended it to cover pianos. Mr. Yahrling's company, the Yahrling-Rhyner Co., charges a flat rate of 3 per cent on the unpaid balance for accounts running six months or less and an additional charge of 1½ per cent per month for each month over the six months period, with a limit of ten months as to terms. On radio the charge is 5 per cent on balances running six months, and 1 per cent monthly on terms over that.

One of the advantages cited for the carrying charge is that a charge is evenly divided over the several months through which the account runs and a just proportion is liquidated with each monthly payment, which means that if the instrument is repossessed the dealer loses received a fair amount for carrying charges.

Attitude Toward Carrying Charge

How the Ohio music merchants feel regarding the carrying charge was reflected not only in their enthusiasm over the report of the Carrying Charge Committee, but in the manner in which the members received a paper prepared and read by O. H. Boyd, of Marion, who said:

"Much has been said on the subject of the carrying charge, and my mission in bringing this matter to you is to try to get an expression from the members present as to their opinion on this subject, and what success any musical merchant may have had in using the plan.

"First of all, I wish to say that it is our opinion that every music merchant in Ohio should seriously consider this plan, and its merits should be thoroughly investigated, whether after such investigation he decides to adopt it or not. For it is only by acquainting one's self with all the available facts concerning a subject that one can arrive at an intelligent decision.

"In the first place, it might be well to define the carrying charge so that every one will know just what we are talking about. Contrary to

one dealer's impression, the carrying charge is not freight and drayage, but instead of added expense it is additional revenue, and that is what we are all interested in. We presume that most of the dealers here charge interest on the deferred payment sales plan. The carrying charge is, in a word, a legitimate charge for carrying the customer's paper.

"The different finance companies realize, if we do not, that it costs money to finance paper, and this is proved by the fact that they charge for this service all the way from 12 to 24 per cent and get away with it. So let's settle this point now, that we are not discussing something that is an impossibility.

"The carrying charge is nothing new. It has been used for years in the piano trade and is being used by many concerns, among them some very large and successful houses.

Successful In Other Lines

"In other lines the carrying charge is a recognized institution, notably among them the furniture trade, the automobile business and numbers of other specialty lines, such as electrical household appliances, etc. So why should a music merchant hesitate to ask of a customer what he is accustomed to doing, and in this way try to reduce the steadily mounting overhead that is upon us to-day. For the music merchant, as we all know, has two overheads to absorb—the overhead necessary in buying and selling instruments and the overhead in connection with financing the customer's paper.

"A year ago at Cleveland a committee was appointed to investigate the carrying charge and make its report at this meeting. The chairman of that committee, with the able assistance of his co-workers, was able to gather some information as to the different angles of the plan. In a few moments we will have the report of this committee.

"I believe we are all sold on the theory of this plan, and no doubt many of us know music merchants who are successfully using it. On the other hand, like all good things, it has its drawbacks, and some of the answers to my inquiries to dealers and manufacturers who tried it were very interesting indeed.

"One very successful merchant in a city of the mid-West tried to pioneer on this plan in his city. And as he wrote us he not only had all the other music merchants of that city to fight on the subject, but his own organization did not have the sand to carry it through. As a result he was forced to abandon the idea, much to his disappointment. Quoting from his letter he says that one of the troubles of the music business to-day is that there are too many spineless weaklings in it, and too many children sales-people; and sometimes he is tempted to get out of the business and get into some line where they have sense enough to make a profit and where a gentlemen's agreement means something. This, no doubt, is the way we all feel occasionally, and so also do merchants in other lines. However, the music business has not gone to the bow-wows, and neither is it headed in that direction. For, with added lines of merchandise, such as the reproducing piano, the radio, the recently announced new talking machines radically different from any present instrument, it seems the music business is keeping abreast of the times and it will hold its own in spite of competition.

"The Music Trades Association of Southern California has been using the carrying charge plan for some time on small goods sales, and at the Western Music Trades Convention in June of this year, at Los Angeles, E. Palmer Tucker, of the Wiley B. Allen Co., of that city, gave a very interesting talk advocating the use of the plan."

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.

Simple, mounted on motor board, 12x12x½ unfinished board. \$25.00 C.O.D. Money back if not satisfactory. ½ 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 best stop.

This is the only one.

Your customers appreciate it

We also sell General Phonograph Hardware

Cable Address:

PHONOMOTOR, Rochester, N. Y.

Code: 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

CLARITY

THE OBEDIENT SLAVE TO YOUR DESIRES

FROM the mellow depth to the highest pitch of harmony, the improved APEX Receiving Sets bring in, with startling clarity and naturalness, all of the delicate gradations of the entire range of sound — whether the highest soprano or the deepest of bassos profundo.

The charm of naturalness, combined with greater distance getting ability, positive selectivity and full volume, plus the enchanting elegance of design and finish, present radio receiving sets that are most satisfactory in every element of operation and a real delight to all whose choice of home furnishings is guided by true appreciation of artistic and refined beauty.

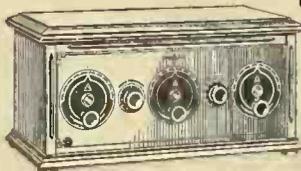
APEX ELECTRIC MFG CO.
1410 W. 59th St., Dept. 1017
Chicago



Dealers who are interested in increasing and maintaining profitable trade, should investigate the many advantages provided by the Apex co-operative plan. Write for complete details.



Apex Baby Grand Console
Price \$225



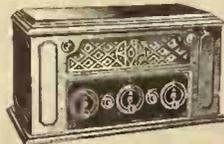
Apex Super Five—Price \$95—without accessories



Apex Utility Radio
Table—Price \$75



Apex Entertainer
Price \$22.50



Apex De Luxe—Price \$135



Apex Console Entertainer—\$27.50

Prices West of Rockies slightly higher. Canadian prices approximately 40% higher.

Victor Co. Formally Announces Its New Line of Sound Reproducing Instruments

Orthophonic Victrola, Electrola, Radio-Talking Machine Combinations in Both the Orthophonic Victrola and Electrola Lines and Radio Loud-Speaking Unit Designed on New Principle Described in Detail in Statement From the Victor Talking Machine Co.

Announcement of two new and distinctly different principles of talking machine reproduction, which will be made the basis of two large lines of models of instruments, has just been made by the Victor Talking Machine Co., of Camden, N. J. According to the statement of E. R. Fenimore Johnson, vice-president of the Victor Co., these new inventions "are expected to completely revolutionize the talking machine industry, since it is now possible, for the first time, to reproduce with mirror-like fidelity the complete range of musical sound."

The first announcement made by the Victor Co. was that of the instrument known as the Orthophonic Victrola, a mechanical talking machine which the manufacturers state reproduces sound with perfection and with freedom from distortion, something that has never been attained before by any process of reproduction. This extraordinary result has been arrived at through the mechanical application to the talking machine of the same principle of matched impedance which made possible the perfection of the telephone.

The second announcement of the Victor Co., which followed the first by about one week, was that of an electrical amplifying talking machine which goes on the market as the Electrola, and which utilizes the principle of radio vacuum tube amplification for the reproduction of sound from talking machine records. These electrical instruments can be operated direct from 110-volt alternating current household circuits, or can be adapted to use of dry batteries where necessary.

Radio-Talking Machine Combinations

Answering the speculation among the talking machine, radio and musical trades as to the attitude of talking machine manufacturers toward the radio, the Victor Co. has also announced a large line of radio-talking machine combinations, in both the Orthophonic Victrola and Electrola lines.

These new combination instruments are to consist of radio receiving sets ranging from five to eight tubes, of a new design just developed by the Radio Corporation of America, built into

the same cabinets with the new types of talking machines. In announcing the new radio equipment, Mr. Johnson states that it permits of clearer and purer radio reception. Uni-control (single control tuning) is a conspicuous feature of the receiving sets, and in the eight-tube sets enormous amplifying power is insured by the alternating current supply which is obtained from 110-volt household circuits. The five and six-tube sets operate on battery current.

An interesting feature of the radio announcement is the statement by Mr. Johnson that radio and the talking machine are not in any sense competitors.

"As a matter of fact, the talking machine industry recognizes in radio a very valuable ally which is of material assistance in bringing about the nation's ever-increasing appreciation of good music," says Mr. Johnson, significantly. "The radio telephone was made possible by many of the same acoustical researches which created the talking machine. Now comes radio with full repayment of its debt by aiding in world-wide musical education, and at the same time uncovering principles of sound amplification which are applicable in turn to talking machines."

Introduces Radio Loud-speaking Unit

Another new announcement by the Victor Co. is that of a radio loud-speaking unit, designed on a new principle of double balanced diaphragm action, and utilizing the plated parchment diaphragm. Into this unit has gone more than thirty years of experience by Victor engineers in the art of sound reproduction, and it is stated that it is a distinct forward step in the art of loud speaker construction, from the standpoint of quality of tone and beauty of design.

The plated parchment diaphragm of the new unit, which is the patented design of the French scientist, L. Lumiere, takes full advantage of the superior flexibility of parchment, while at the same time the stiffening pleats insure a rigidity which extends vibration over the entire surface. A description of the construction of the speaker would occupy considerable space, but one of the features which makes it ex-

traordinarily sensitive, and at the same time avoids persisting vibration is the double balanced diaphragm design. A secondary balancing diaphragm at the rear acts in a loading capacity, overcoming any resonant effects due to the diaphragm's natural period of vibration. This principle makes possible faithful reproduction over a very wide band of frequencies.

Construction of the New Orthophonic Victrola

It is the new Orthophonic Victrola, a mechanical instrument, which Mr. Johnson characterizes as being "a remarkable advance in sound reproduction." This result has been achieved through a re-design of the entire instrument in accordance with the principles of matched impedance.

In perfecting the telephone, electrical engineers developed a mathematical formula for the matching of the impedances which had hindered the free passage of undistorted sound. So successfully was this done that engineers of the Western Electric Co. made a check-up of the impedances that existed in the talking machine. They found that the same condition existed in this instrument that they had found in the telephone. There were a number of different vibration peaks, and each one doing its part in causing either distortion or cutting down range and spoiling tone color.

These engineers proceeded to give to these mechanical impedances values which they expressed in terms of electrical impedances. Then they matched them, mathematically. On a basis of their calculations the new Orthophonic Victrola was built. Its designers and the Victor engineers had expected something far better than they had ever developed before. When the instrument was tried out, however, and the most delicate instrumental tests were applied to its reproduction, Mr. Johnson states that both the Western Electric officials and the Victor Co. were astounded. They found that it was not only possible to build an Orthophonic instrument which would reproduce the entire range of audible vibrations, but that the original sound could be taken from the record and given out by the machine with fidelity.

The most unusual accomplishment is not the extraordinary range of the instrument so much as it is its remarkable fidelity, state officials of the Victor Co. The biggest problem that manufacturers of all sound reproducing instruments have had to contend with is the preservation of tone values in the reproduction. For instance, with an instrument having a fundamental and four overtones, it is absolutely necessary to faithful reproduction that not only the fundamental but all the overtones reproduced should come through with the ratio of their sound pressures unchanged. This is equivalent to saying that the sound pressures which give volume could be either increased or decreased, but that the ratio of multiplication or division of the various pressures must absolutely be maintained. This maintenance of ratio is the quality of the Orthophonic Victrola which has revolutionized the instrument, say Victor officials.

"It is entirely possible to reproduce the entire range of audible sound, and still have a most unpleasant reproduction," states Mr. Johnson. "We had to go beyond mere range, and preserve tone color which would meet the most exacting tests by the most delicate sound measuring instruments that have been developed. This has been done, in a manner that sets up the Orthophonic Victrola as an entirely new standard in the science of sound reproduction. Through improved recording methods and the orthophonic principle, we can now reproduce with accuracy a full band, a full chorus of a full symphony orchestra. Instruments like the piano, the harp, the tambour, come through clearly, in their proper value, and in such a way that they can be distinguished with absolute accuracy. Bass notes which once were lost are now given forth in their true beauty. The range of the piano is captured on the record, and given forth

(Continued on page 42)

During the "Reign" of Inferior Needles-

A "Reign" of inferior needles!

A moment ago—everything was calm. Old Sol was smiling pleasantly and the winds were friendly. All nature seemed to be helping the sales-balloon to soar skyward. Everything was going along nicely. Suddenly, a streak of lightning shows across the sky. Crash! A thunderstorm of resistance comes and—POOF!—down goes the balloon.

Many a time a "reign" of inferior needles brings your record sales-balloon down. Inferior needles pierce through your hog of prospects and puncture your good-will. It pays, as an investment for future clear sailing, to sell needles of the highest quality that have proved their value by giving satisfaction to the customer.

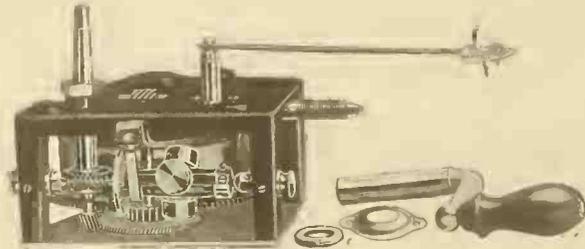
The highest quality and the best grade of carbon steel obtainable are the standards we have rigidly set for—

Okeh and Truetone Needles

Products of the
GENERAL PHONOGRAPH CORPORATION

25 West 45th Street OTTO HEINEMAN, President New York, N. Y.

SILENT S. S. MOTOR



MODEL S. S.

The Standard Portable Motor

guaranteed to play in excess of 2 records. Regulator within the motor and foolproof. The true running of the governor and rigidity of turntable shaft assured through patented adjustable features. Absolutely silent in wind and operation.

The Silent Motor Policy

is based upon the knowledge of the important facts confronting the dealer.

FIRST: Competition is unusually intense and the dealer must be doubly certain that the article he sells stays sold and produces a satisfied customer.

SECOND: The buyer of today is not "Penny wise and dollar foolish," but fully appreciates that utility and satisfaction are found only in high quality merchandise.

THIRD: Many dealers sell talking machines on the installment plan and a defective motor in a sale of this kind results in expensive service, the loss of record sales and finally the return of the machine by the thoroughly dissatisfied customer.

FOURTH: The average buyer knows practically nothing nor cares to learn about the mechanism of his phonograph. In view of this fact the motor must give perfect performance from the time of the sale.

SILENT MOTORS are intelligently designed and constructed of the finest materials, to give long and perfect service.

THE SILENT MOTOR CORPORATION

321-323-325 DEAN STREET

BROOKLYN, N. Y.

Simple and Inexpensive but Effective Method of Following Up Delinquents

Lauter Co. Branch Finds That a Very Brief Notice on a Card Brings in the Money From Those Inclined to Be Delinquent—Care in Granting Credit Reduces Collection Troubles

There are many collection systems in use in the talking machine trade and all of them have some points to commend their use, but one of the most simple and least expensive plans for following up delinquents is in use at the Lauter Plano Co. branch in Union Hill, N. J. This concern, under the management of G. A. Heberd, is doing a large business in pianos, talking machines and radio.

In the case of delinquents a very brief notice on a card about the size of a postal card is sent to the individual who has allowed his payments to fall behind. This card bears the following message:

"Your monthly payment was due We would appreciate your giving this your early attention. Yours truly, Lauter Plano Co."

This is the only message on the card with the exception of the amount past due which is placed in space provided under the words: "Payments Past Due."

If the customer does not make the payment four days after receipt of this card a second notice is mailed. This reads as follows:

"This notice calls to your attention the monthly payment due on your account"

"A reminder notice was sent, to which you have made no reply. This payment should be made at once."

"Thanking you for your prompt attention, we are, Yours very truly, Lauter Plano Co."

A week is permitted to elapse in order to give the customers ample time to make their payments. However, if no money is forthcoming within this period further follow-up in the form of a personal letter is resorted to. If this too fails more vigorous action is taken. A collector is sent out and then, if the collector fails to get the money, steps are immediately taken to repossess the instrument.

This system of following up delinquent ac-

counts has proved very successful. The card forms can be secured at very little cost. Methodical follow-up is necessary to make the plan successful. In other words, as soon as a customer falls behind in his or her payments the first card, which is really in the nature of a reminder, is sent out. "No time is lost in doing this," says Mr. Heberd, "because I have found that many customers expect to be reminded when their payments fall due. They get this first notice and the money is forthcoming immediately."

The expense of collecting is, of course, of vital importance to every dealer, the bulk of whose business is on the instalment plan. It is very easy to kill profits by leaks of various kinds and expensive collection methods are proving a big leak in many stores. Collection troubles can be minimized to a large degree at the very start by the exercise of more care in granting credit. Indiscriminate granting of credit, regardless of the financial responsibility of the customer, is poor business policy, and it is one of the direct reasons why so many dealers are compelled to squander profits in collecting, repossessions, and in some cases the actual loss of the instrument sold, due to the sudden disappearance of the customer for parts unknown. Selection of customers is therefore the first step in reducing collection troubles and overhead. The second step is to so simplify the method of following up delinquents as to reduce the cost without eliminating the effectiveness of the follow-up. The formal notice card and method described above accomplish this, with maximum effectiveness insofar as keeping accounts up to date without antagonizing customers is concerned.

New Victor Line Announced

(Continued from page 40)

in its splendid beauty by the instrument free from distortion and with unmarred color."

Features of the Electrola Described

The electrical amplifying instrument to be placed on the market by the Victor Co. as the Electrola is the result of experiments conducted simultaneously by the General Electric, Westinghouse and Radio Corporation of America laboratories. As is the case with the Orthophonic Victrola, the Electrola has made possible the reproduction of the complete range of musical sound. In the electrical instrument the vibrations are taken from the record groove by a needle, as in the old types. The vibrations are then translated into electrical impulses, which are picked up and amplified by vacuum tubes in the same manner as are audio frequency impulses in a radio amplifier. In some models the Electrola utilizes the principle of the radio loud speaker, while in others the amplified electrical impulses are made to vibrate the diaphragm of the orthophonic assembly, in conjunction with the orthophonic sound passage.

The Orthophonic Victrola and the Electrola, both with and without radio equipment, are to be put on the market in a wide range of models, from popular priced machines up to elaborate deluxe instruments selling for upwards of \$1,000. All the new products of the Victor Co. are to be sold through the well-established Victor wholesale and retail outlets throughout the United States.

Mr. Johnson states that the Victor Co. has in its laboratories at the present time devices for sound reproduction based upon the use of light rays and photographic films together with a fine groove record designed to play for nearly an hour. These are only in an experimental state, however, and will require a great deal of further development to make them commercially practical, he says.



Model "A"

For radio "A" and 6 volt automobile batteries.

A. C. line, 45 to 60 cycle, 110-120 volts.

Batteries—6 volts 6-8 ampere.

Complete complete with coils, plug and leaded clips.

\$19.00 List (East of the Rockies)

Model "A-B"

For charging radio "A" and "B" batteries separately,

or to charge both simultaneously.

A. C. line, 45 to 60 cycle, 110-120 volts. Batteries—"A",

6 volts 1-4 ampere, "B", 48 to 96 volts in series,

110 ampere, up.

\$22.00 List (East of the Rockies)

FACTS ABOUT FUL-WAVE

- The only charger that charges A and 96 volts of B batteries at the same time.
- Uses the full electric wave to charge almost in half time.
- More economical to operate.
- Requires no water, chemicals or maintenance.
- Needs no adjustment.
- Quiet in operation.
- Cannot blow fuses.
- Not affected by coils or jars.
- Cannon or heat.
- Fireproof. It is sealed at the factory.
- Absolute guarantee printed on each charger.

It made a great hit with CONSUMERS at the SHOWS



Uses the FULL
A C Current—
not half of it

Its simplicity of construction and operation, its economical use of current, the fact that it has no acids or chemicals, that it cannot get out of order, that it needs no expensive tubes—all these are things that you too can appreciate, because they make it easier to sell and it stays sold.

Test a Ful-Wave yourself and you will know how great an advance it is. Write for details.

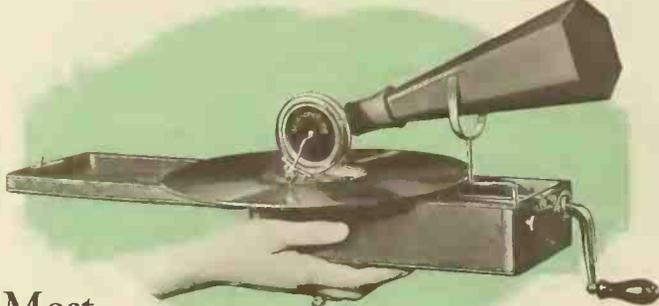
LIBERTY ELECTRIC CORP. of NEW YORK- 342 Madison Ave. New York

Being You Don't Buy Your Holiday Time - See the

Mignonphone

MIN-U-PHONE

A Parisian creation - typical of the French taste for the artistic and the exquisite.



A wonderful seller for your gift shop - Ideal for Tourists and Campers.

The Most Exquisite, Compact Portable on the Market - A High-Grade Musical Instrument!



Easily assembled, ready for use in a moment.

Weights less than five pounds. Overall size of case closed is only 8 1/4" x 5 1/4" x 2 3/4". Just about the size and shape of a lady's vanity case!



At last you can offer a small portable phonograph which is a REAL MUSICAL INSTRUMENT!

THE MIGNONPHONE represents a vast improvement over all its predecessors in the small portable field. It is a QUALITY PRODUCT THROUGH AND THROUGH—unique, exquisite, substantial—more beautiful and more ingenious than anything you have ever seen.

REPRODUCES with a fidelity, volume and tone quality which compare with the best cabinet machines in a manner that will astonish you. Let us demonstrate it and explain why.

Plays Perfectly the Longest 12-Inch Record With One Winding

And yet, it can be carried in the pocket of your overcoat or automobile door! There is no other phonograph made of which this is true.

GENUINE LEATHER COVERED, inside and out in a variety of beautiful colors, the Mignonphone, when closed, resembles an exquisite under-arm bag or vanity case. Nothing like it has ever been seen before.

The Mignonphone Embodies the Most Approved Principles of Mechanical Construction

THE MOTOR is absolutely noiseless, sturdily built. Worm gear wind; noiseless fiber piston drives the governor. Complete control by single regulator shaft - TURN TO REGULATE SPEED; PUSH TO START; PULL TO STOP. Interior fld over motor permits easy access for oiling.

THE SOUND-BOX is one of the best sound producers obtainable, SWISS MADE. It is built up of rigid steel, the material is of the type used on the most expensive cabinet machines.

HEAVY NICKEL-PLATE covers case hardware, shafts and top and bottom plates of motor. THE FOLDING HORN is one of the Mignonphone's unique features. It plays an important part in the wonderful tone result obtained.

Scientifically and Mechanically the Mignonphone Is Right

No expense has been spared to make it so. In the elimination of all metallic sound and vibration Mignonphone engineers have achieved an astonishing result in the MOST EXQUISITE, MOST COMPACT PORTABLE IN THE WORLD! More than a year ago the Mignonphone took Paris by storm. The model we are offering the American buyer contains many refinements and improvements. Cases are now made in America, styled to suit American tastes. The assembling and testing is done in our own workshops.

The Mignonphone Is Here to Stay

and to occupy a PERMANENT PLACE in the portable field. We are here to back it up to the limit. We guarantee every Mignonphone we sell. Unless it completely and unconditionally satisfies it may be returned at our expense any time within ten days after purchase and full charges will be refunded. You take no risk selling the Mignonphone.

We predict a tremendous popularity for the Mignonphone in America. When your buyer is in New York leave him see our display, or if you want quick action order now for the holiday trade.

RETAIL PRICE

USUAL TRADE DISCOUNT

Sole Distributors: L. S. & E. H. WALKER, 350 Madison Ave., New York City



Northwest Radio Show Staged in Minneapolis

Unprecedented Crowd Views Exhibits of Radio Products of Leading Manufacturers—Visitors Entertained—Important Addresses

MINNEAPOLIS, MINN., October 10.—The Second Annual Northwest Radio Show which has been in progress for the past week was most successful in all respects. Approximately 300 manufacturers and jobbers were represented and the general public attended the show in crowds from the opening day right up to the closing hour. The display of the 1925-1926 line of radio merchandise made a deep impression on both dealers and the radio public, marking as it did a milestone in progress, for the cabinets in which sets are enclosed showed great improvement, the sets themselves were more simple of operation and each and every part that goes to comprise a receiver has shown refinement and improvement.

A most complete program of entertainment for visiting dealers was carried out and interesting and instructive addresses by leaders of the radio industry were given each day. Among the prominent manufacturers who spoke during the show were: B. D. Boyd of the French Battery & Carbon Co.; C. P. Carter, Carter Mfg. Co.; Powell Crosley, Jr., Crosley Radio Corp.; H. H. Frost, H. H. Frost Mfg. Co., Inc.; Lawrence Gardner, president of the Garod Corp.; Colin B. Kennedy, Colin B. Kennedy Radio Corp.; H. H. Roemer, Zenith Radio Corp., and John Tully, of the Bremer Tully Co.

The following were included among the exhibitors at the exposition:

Aire-Master Corp., Apex Electric Mfg. Co., All-American Radio Corp., Andrews Radio Co., Atwater Kent Mfg. Co., American Bosch Magneto Co., Amplion Corp. of America, E. A. D. Andrus, Inc., Burgess Battery Co., Geo. C. Beckwith Co., Crosley Radio Corp., Carter Radio Co., Curtis-Leiger Plinture Co., Dayton Fan & Motor Co., De Forest Radio Corp., W. J. Dyer & Bro., Exide Battery Co., Electrical Research Laboratories, Eby Mfg. Co., Farnel Products Corp., Fleisch Battery & Carbon Co., Fel-

serl Tel. & Tel. Co., Faged-Eisenman Radio Corp., H. H. Frost, Inc., Gillilan Bros., A. H. Grube Co., Grigsby, Grunow & Hinds, Federal Tel. Co., Kelster Radio, King Radio Corp., Kellogg Switchboard & Supply Co., Colin B. Kennedy, Lucker Sales Co., Music Master Corp., Minneapolis Drug Co., Marwol Radio Corp., National Carbon Co., Patent Mfg. Co., Philadelphia Storage Battery Co., Radio Corp. of America, Shamrock Mfg. Co., H. G. Sael Co., Sleeper Radio Corp., Stewart-Warner Speedometer Corp., Thermodyne Radio Corp., Victor Talking Machine Co., Valley Electric Co., and the Walbert Mfg. Co.

Advance Sales Comments Prove Aid to Retailers

Pamphlet Giving Advance Information Regarding Brunswick Record Releases Is Effective in Spreading Important Record Information

The Advance Sales Comments, the pamphlet which is being distributed to the trade by the Brunswick Co., and which contains advance information and sales pointers of forthcoming record releases, is proving of great help to dealers and record sales people. Advance Sales Comments explains why the numbers were selected for recording, and in addition gives interesting information regarding the selection and the composer, which record salesmen and saleswomen are finding of great help in selling records.

One of the first rules of salesmanship is knowledge of stock and in no branch of the talking machine business is this more important than in the record end of retailing. Because there are so many records on the shelves in the average department and also because new numbers are being released regularly it is almost impossible to keep up with the talking points of each selection unless some method of giving the necessary data in a manner that permits of quick assimilation is available for sales people. The Advance Sales Comments does this, with the result that Brunswick sales people who are reading these pamphlets are selling more records with less resistance than formerly, adding to profits and general efficiency.

Attractive Portfolio Features Pooley Line

For Use of Salesmen and Dealers in Promoting the Sale of Pooley Cabinets in Combination With Atwater Kent Radio Receiving Sets

PHILADELPHIA, PA., October 6.—The Pooley Co., Inc., of this city, has issued an attractive salesman's and dealer's portfolio on the Pooley line. The twofold appeal of Pooley radio cabinets with Atwater Kent radio is featured in the cover design where the mechanical perfection of the Atwater Kent set is given as the appeal to the man, and where the artistic construction of Pooley furniture is described as the appeal to the woman. The portfolio describes and illustrates many of the details of the construction of Pooley radio and radio phonograph cabinets and lists their special features. Pooley national advertising is described and a number of specimen ads are shown. It is interesting to note that in every instance the quality appeal dominates the copy and in several instances the advertising copy is directed specifically to the lady of the house.

The Pooley Co. is preparing an efficient and wide variety of dealer helps, including newspaper advertisements for the dealer's use, which are also described and illustrated.

Crosley Corp. Reduces Price of the Musicone

The Crosley Musicone, the radio loud speaker manufactured by the Crosley Radio Corp., of Cincinnati, O., has been reduced in price from \$17.50 to \$14.75, according to a recent announcement from the corporation. The Musicone, although only introduced to the trade early this year, has become one of the most popular loud speakers on the market. Production facilities brought about by increased demand made the reduction in price possible.

EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Excel In Every Important Feature



It is an acknowledged fact that the tone arm and reproducer are the most vitally important parts of a phonograph.

With no other equipment can you bring out the clearness and sweetness of tone that EMPIRE will accomplish. And it is tone quality and excellence of reproduction that make one phonograph better than another, and make it sell in greater volume.

EMPIRE Tone Arms 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.

EMPIRE PHONO PARTS COMPANY 2261 East 14th St., Cleveland, O.

Established in 1914

W. J. McNAMARA, President

Adler-Royal is being adequately advertised this fall

THE SECOND of twenty Adler-Royal full-page magazine advertisements this fall is reproduced on facing page. Throughout the territory covered by each Adler-Royal dealer's franchise, this National Advertising is as much his own as though it carried *his* name and address.

In every way, the advertising schedule already placed by Adler-Royal for the present Radio and Phonograph season is adequate to perform successfully its part of the entire selling job.

Saturday Evening Post and five famous magazines

THE MONTHLY magazines selected by Adler-Royal are probably responsible for moving the largest amount of quality merchandise into prosperous homes—just the homes in your community where live the most likely *Adler-Royal* prospects.

Add six Adler-Royal messages delivered to Saturday Evening Post readers right through the heart of the buying season, and you visualize a thoroughly planned, concentrated *investment in good will* which gives each Adler-Royal dealer a substantial basis on which to plan his own local selling effort.

In keeping with the quality of Adler-Royal Products

BEAR IN MIND that Adler-Royal advertising has a far simpler task than ordinary radio publicity.

In design, material and workmanship, Adler-Royal is identified with Radios and Phonographs offering a value not to be duplicated by the most determined "shopper"—unless some dealer has thrown away his profit in the sale.

Adler-Royal Dealers receive direct and continuous sales service

THE MEN responsible for this dealer service know by actual experience how to trim profitable windows—how to build business through local newspaper advertising—how to circularize—how to handle the customer on the floor—how to meet the problems of time payments and service.

The Adler-Royal proposition appeals particularly to the dealer who worked faithfully and hard last year but found himself denied of his due reward as the result of conditions beyond his own control.

Your inquiry for details of the Adler-Royal dealer proposition will receive prompt and courteous attention.

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

Adler-Royal was the first radio product to be offered the dealer on a franchise basis.

ADLER-ROYAL
Phonograph and Radio

27 years of manufacturing experience and large factories indicate unusual stability.

Brilliant Gathering of Radio Leaders at Second Annual Radio Industries Banquet

Inspiring Addresses and an Elaborate Entertainment by Celebrities of the Microphone, Talking Machine Records and Stage Featured Event Which Crowded the Grand Ballroom of the Hotel Commodore in New York During the Week of the Radio Shows

The Second Annual Radio Industries Banquet held in the grand ballroom of the Hotel Commodore, New York, on Wednesday evening, September 16, proved to be one of the greatest gatherings of men prominent in the radio industry ever assembled. When the doors to this

opened, and he and his orchestra have also made an enviable reputation for themselves in the talking machine field as exclusive Okeh record artists. In response to the hearty applause accorded the performance of his orchestra Vincent Lopez played for the first time and in honor of

in. The importance of the gathering was shown in the fact that practically every one of the big broadcasting stations in the large cities of the East were linked by a network of wires to the Hotel Commodore and the proceedings were widely broadcast. The banquet program differed from the familiar type. Although many of the most prominent figures in the radio industry were present only three speeches were scheduled and the balance of the evening was devoted entirely to entertainment. Furthermore, as the banquet was "on the air" the speeches and entertainment were kept to actual schedule. The first speaker of the evening was E. J.



Largest Gathering of Executives of the Radio Industry Ever Held Was a Marked Success

great ballroom were opened well over one thousand radio men took their places at the assigned tables. The close association of the radio and talking machine industries was well visualized through the large number of those present who were also prominently identified in talking machine circles.

During the serving of an elaborate banquet menu Vincent Lopez and his famous Orchestra entertained. Vincent Lopez's active connection with radio for a long time past is well known not only to the industry itself, but to every list-

the occasion his remarkable arrangement entitled "Echoes of New York," which was dedicated to Senator Walker, Tammany candidate for Mayor, who was nominated at the primary election the day before.

Paul B. Klugh, general chairman of the banquet committee and Eastern manager of the Zenith Radio Corp., of Chicago, presiding, opened the banquet and immediately turned over the announcing of the various features to Major J. Andrew White, who assumed the dual role of addressing those present and those listening

Cattell. Members of the radio industry from Philadelphia who were present needed no introduction to Mr. Cattell. His prominent identification with the Chamber of Commerce of the Quaker City has brought him before practically every large gathering in Philadelphia. His fame as an after-dinner speaker is wide and although his address was interspersed with moments of rare humor he left in the minds of his listeners a deep thought of the importance that radio has taken in the lives of the people.

Throughout the Country

Following Mr. Cattell's address the Victor Salon Orchestra, well-known Victor recording organization under the direction of Nathan Schildkret, was introduced. This well-known concert and recording organization played several selections, which were heartily appreciated, and during its performance various colored spotlights were centered on the orchestra with all other lights in the ballroom turned off, producing a novel effect.

Senator C. C. Dill, the next speaker, was in Seattle when he received an invitation to speak and traveled across the continent to be present. He spoke against the control of the radio industry by the Government. Although he favored the control of broadcasting stations being in the hands of the Government he was decidedly opposed to the actual control of the industry itself resting in Washington. He also touched upon the controversy of the copyright laws in relation to the broadcasting of copyright numbers, and recommended that this matter be contested until it reached the Supreme Court of the United States, if necessary.

The Eveready Mixed Quartet, consisting of Betsy Ayres, soprano; Rose Bryant, contralto; Charles Harrison, tenor, and Wilfred Glenn, bass, sang both ensemble and as soloists, after which Rudy Wiedoeff and his famous saxophone took the stage.

The Happiness Boys, Billy Jones and Ernest Hare, were present and did their bit to entertain. A particularly hearty welcome was given

(Continued on page 48)

*At Our St. Louis Mill
we have two million feet of
dry walnut lumber*

In this large stock we have several items of special lengths and thicknesses that are particularly adapted for radio cabinets.

THE PICKREL WALNUT CO.

St. Louis, Missouri

Exclusive Manufacturers of Walnut Lumber

A Real Long Range Crosley Receiving Set, \$9.75



The
CROSLY
Pup - \$9.75

Crosley manufactures receiving sets which are licensed under Armstrong U.S. patent No. 1,113,149 and priced from \$9.75 to \$60.

None of the prices quoted include batteries, tubes, headphones, etc. Add 10% to all prices west of the Rocky Mountains.

Do not assume from its very interesting price that this very unusual Crosley set is a toy. Its impressive performance alone entitles it to serious consideration.

Heretofore, the \$10 radio was designed only for local reception. Now the Crosley Pup extends the entertainment radius to 1,500 miles under ordinary conditions. Place it beside some costly multiple-tube set and operate the dials. Both tune through local stations sharply. Both get the same programs with equal ease and clarity. Both let you tap the infinite enjoyment coming through the air. There is only one difference—the Pup operates with head phones instead of a loud speaker.

The Pup is the newest Crosley set with a price that reflects the volume-production economies of one of the world's largest builders of radios. It is substantially constructed and permanent in every regard. Its design is an improvement of the famous Crosley one-tube set with which Leonard Weeks, of Minot,

N. D., heard the MacMillan Polar Expedition while the rest of America listened in vain.

Almost overnight the Pup has become the most popular Crosley set ever offered. It is being bought for youngsters whose curious fingers cannot resist the lure of dials and switches; for the cook, the maid, the old folks back home, and for shut-ins. Traveling men are selecting it because of its easy portability, and radio enthusiasts to have an inexpensive check on their larger sets.

In addition to the Pup, there are Crosley sets for every price and preference. Operating 1, 2 and 3 tubes, these are encased in handsome Crosley-built cabinets and range in price up to the Super-Triridyn Special which retails for \$60. Each will deliver the superlative performance that has made the word "Crosley" a hall-mark of radio perfection in millions of homes throughout the world.

THE CROSLY RADIO CORPORATION, Cincinnati, Ohio



*Crosley Super-Triridyn Special
Maximum performance and sensitive beam antenna. Built
mahogany cabinet with popular sliding panel - \$60.00*



*Crosley 3 Tube S2 S. D.
Mahogany finished cabinet, sliding
panel. Holds all histories - \$35.50*



*Crosley 2 Tube S1 S. D.
A true long range set, easy to use, and
handsome in appearance - \$29.50*



*Crosley Super-Triridyn Regular
More compact than the Special Model—but
equals the same superb performance - \$45.00*

CROSLY · RADIO

BETTER · COSTS LESS

Brilliant Gathering of Radio Leaders at Second Annual Radio Industries Banquet

(Continued from page 46)

This pair. Many years prior to the advent of radio Billy Jones and Ernest Hare had reached enviable prominence in the talking machine field through their talking machine record work.

Will Rogers, or Pollicis Inane, the next speaker, kept his listeners in gales of laughter and interestingly described himself and those present to the great museum audience, which he was also addressing by the aid of the microphone. Mr. Rogers stated that he had not been told the reason for this great gathering, but that he presumed somebody had sold a radio set and it was, therefore, the occasion for a big banquet. This was probably Mr. Rogers' farewell appearance before the microphone, as he is shortly to leave on an extended lecture tour under the management of Florenz Ziegfeld, and this concert precludes radio broadcasting.

Upon the conclusion of Will Rogers' talk one entertainment feature after another followed rapidly and among those who appeared in addition to the aforementioned artists were Major Edward Hayes and the Capitol Theatre Family, consisting of Caroline Andrews, Willie Robyn, Marjorie Harems, Juscha Bunchuk, Dr. Ormandy and Dr. Billy Ayl; Joseph Plunkett and Plunketeers from the Strand Theatre, Strand Male Quartet and Kitty McLaughlin, also of the same theatre, The Radio Franks (Frank Wright and Frank Bessinger), Keith McLeod, pianist, and Godfrey Ludlow with his Stradivarius violin, both well-known studio artists of station WJZ, New York City, of the Radio Corp. of America. Although not listed on the program Burr Mackintosh was present and entertained in his inimitable manner before the microphone and the assembled guests.

A novelty in dinner favors was distributed earlier in the course of the banquet by the Diamond Electric Specialties Co., of Newark and Chicago. At each plate was laid seemingly a 22½ volt battery, which upon being opened was found to contain, instead of the usual component parts, a generous supply of cigarettes.

At the Speakers' Table

At the speakers' table were: Alfred Bloom, Radio Trade Association of Michigan; Sidney Neu, Wisconsin Radio Trade Assn.; John M. Redell, Northeastern Radio Trade Assn.; Heckert L. Parker, Pacific Radio Trade Assn.; H. J.

Manchester, Radio Announcers of America; R. W. DeMott, Radio Magazine Publishers Assn.; Harold Bolster, American Radio Exposition Co.; L. A. Nixon, chairman of the ticket committee; Irwin Kurtz, Talking Machine and Radio Men, Inc.; Henry M. Shaw, Molders Assn.; Alfred Grebe, treasurer banquet committee; Powell Crasley, Jr., chairman, finance committee; Herbert H. Frost, chairman, speakers committee; Senator C. C. Dill, speaker; Paul B. Klingh, chairman banquet committee; Will Rogers, David Saroff, chairman seating committee; E. J. Cattell, Frank W. Elliott, National Assn. of Broadcasters; W. E. Harkness, chairman broadcasting committee; J. Andrew White, chairman entertainment committee; Major Edward Bowes, U. J. Herrmann, World's Radio Fair; Joseph Plunkett; Joseph D. R. Freed, arrangements committee; J. S. MacDonald; R. T. Pierson, Independent Radio Mfrs., Inc.; K. B. Werner, American Radio Relay League; Colin B. Kennedy, St. Louis Radio Trade Assn.; H. H. Eby, National Radio Trade Assn.; Geo. L. Patterson, Electrical Supply Jobbers Assn.; Alfred M. Cuddell, American Radio Assn.; and Herbert H. Glover, Central States Radio Jobbers Assn.

Leading Companies Represented

The following companies were represented at the various tables: Crosley Radio Corp., Brandes Products Corp., Radio Corp. of America, Thermodyne Radio Corp., Freed-Eisemann Radio Corp., National Carbon Co., Inc., National Association of Broadcasters, Colin B. Kennedy Corp., Sparlan Electric Corp., American Tel. & Tel. Co., Diamond Elec. Specialties Corp., Esenbe Co., Atwater Kent Mfg. Co., Barton, Durstine & Osborne, Hazeltine Corp., Pequot Mfg. Corp., Herbert H. Frost, Inc., DeForest Radio Co., Dubilier Condenser & Radio Corp., Brunswiek-Balke-Collender Co., National Radio Trade Association, Zenith Radio Corp., Stroumberg-Carlson Telephone Mfg. Co., Talking Machine and Radio Men, Inc., Jewett Mfg. & Phonograph Co., Perry Wire Works, Pooley Co., Inc., Radio Panel & Parts Corp., Air Way Elec. Appliance Corps, Sleeper Radio Corp., Reichmann Co., Grigsby-Grumw-Hinds Co., Pfau-Hill Radio Co., Amplion Corp. of America, A. H. Grebe & Co., Inc., L. S. Bruch Mfg. Co., Sunbeam Radio Corp., Penn Phonograph

Co., Magnavox Co., Grand Radio Corp., Music Master Corp., North American Radio Corp., North Ward Radio Co., Ware Radio Corp., Electrical Supply & Equipment Co., Manhattan Electrical Supply Co., Stewart-Warner Speedometer Corp., David Grimes, Inc., R. E. Thompson Mfg. Co., Perryman Electric Co., Times Appliance Co., Phenix Radio Corp., H. G. Saal Co., American Radio Exposition Co., Foster & Co., N. Laboratories, Wm. J. Murdoch Co., Beacon Radio Mfg. Co., Shamrock Mfg. Co., MacKenzie Radio Corp., Gould Storage Battery Co., Th. Goldschmidt Corp., Big Three Radio Corp., All American Radio Corp., Everybody's Talking Machine Co., Carter Radio Co., A-C Electrical Mfg. Co., Boston Radio Show, Sonora Phonograph Co., The Bristol Co., The Operadio Corp., National Co., Inc., Western Coil & Electric Co., Blair Radio Laboratories, McPhibben Radio Corp., Distanton Radio Co., Silas E. Penza Co., George Batten Co., Utah Radio Products Co., The Dayton Fan & Motor Co., Connersville Furniture Co., Tatlie Phonograph & Radio Corp., French Battery & Carbon Co., Ludwig Hommel & Co., Daven Radio Corp., Timmons Radio Products Corp., Natliank Baldwin, Inc., Stanley & Patterson Co., Splittorff Electrical Co., Willard Storage Battery Co., Weston Electrical Instrument Corp., Philadelphia Storage Battery Co., Adler Mfg. Co., Louis Bush Co., N. W. Ayer & Son, Electrical Products Mfg. Co., New Jersey Radio, Inc., Greater City Phonograph Co. and Marko Storage Battery Co.

Sponsors of the Affair

The affair was sponsored by nineteen organizations as follows: National Association of Broadcasters, The Radio Manufacturers Association, National Radio Trades Association, Independent Radio Manufacturers, Inc., Talking Machine and Radio Men, Inc., Electrical Supply Jobbers Association, Pacific Radio Trade Association, American Radio Relay League, Electric Club of Chicago, Radio Magazine Publishers Association, American Radio Association, Radio Announcers of America, Radio Tube Manufacturers Association, Bakelite Molders Association, Wisconsin Radio Trade Association, Central States Radio Jobbers Association, St. Louis Radio Trade Association, Radio Trade Association of Michigan and Northwest Radio Trade Association.

Credit for the perfect arrangement of the entire affair, the entertainment enjoyed by all present and the tremendous success of the gathering was due to the following banquet committees under the supervision of Paul B. Klingh, general chairman. Finance: Powell Crasley, Jr., chairman; Alfred H. Grebe, treasurer; Richard Gimbel, Colin B. Kennedy, H. H. Eby, E. B. Mallory, R. T. Pierson, Herbert E. Metcalf and Frank Reichmann. Publicity: Commander E. F. McDonald, chairman; Fred E. Baer, acting chairman; William S. Hedges, I. M. Norr, Edgar K. James, Capt. Stephen L. Coles, E. L. Bragdon, Paul McGinnis, Jack Bians and E. H. Palmer. Entertainment: Major J. Andrew White, chairman; Wm. H. Jurgensoll, Henry Waterson, Henry S. Conn, Arthur H. Lynch, Paul Stacy, H. J. Manchester and Don C. Wallace. Broadcasting: W. E. Harkness, chairman; Dr. Alfred N. Goldsmith, Dr. Frank W. Elliott, Earle C. Anthony, William H. Heinz, Edward H. Jewett, S. L. Rothafel, Sidney Neu and Capt. H. de A. Donisthorpe. Speakers: Maj. Herbert H. Frost, chairman; John Shepard, III, A. Atwater Kent, Walter L. Eckhardt, George C. Furness, Henry M. Shaw, Dr. Lee DeForest and Irwin Kurtz. Arrangements: Arthur Freed, chairman; R. W. DeMott, acting chairman; Hiram Percy Maxwell, E. C. Rayner, Alfred Bloom, W. R. Haight, Robert K. Mierkey and E. T. Flewelling. Seating: David Saroff, chairman; Leo Potter, Alex. Eisemann, Gordon C. Sleeper, Frank H. Shaw, Geo. A. Scoville, Clarence Wheeler, H. E. Haggerly and Herbert H. Glover. Tickets: L. A. Nixon, chairman; U. J. Herrmann, Harold Bolster, E. N. Rauland, H. F. Willinkriek, Robert Mowry, George L. Patterson and H. G. Gilfillan.

The New Improved PET O FONE

MADE IN U.S.A.

with One Piece Turntable

TO RETAIL AT \$12

Usual Trade Discounts



Does all a larger phonograph will do. Ready for action in a minute.



Weights 4½ lbs. Made in black, red, green or blue fabricoid.

Pet O Fone is a real portable talking machine. Camera size. Camera shape. New one-piece turntable. Good motor and loud, clear tone. Pet O Fone is an all-year-round seller.

Distributors and Dealers write:

PET O FONE MFG. CO., 557 BROADWAY, NEW YORK

Reaching 3 out of 5 Homes in the United States With Gulbransen National Advertising!

A greater volume of Gulbransen National Advertising will be done in September, October, November and December, 1925, than at any time in the history of the Gulbransen Company.

New mediums, and in some cases larger space in old mediums, will be used; millions more homes will be reached.

13,810,899 magazines will carry Gulbransen National Advertising every month. The newspaper field in 15 large cities will be invaded, increasing the Gulbransen demand not only in those cities, but in large surrounding communities and in entire states. New agricultural mediums have been added to the list.

The piano trade has never experienced as extensive and well-developed an advertising campaign as will be witnessed this fall when Gulbransen copy appears in the leading magazines and newspapers of the country.

Gulbransen cooperative local advertising continues, new selling plans are ready, the list of dealers' helps has been augmented. In every department of Gulbransen activity there has been extension and improvement—in National advertising coverage, in local advertising and selling plans and in store helps.

A 12-page brochure has been prepared fully setting forth the details of the Gulbransen advertising program for this fall. It should be in the hands of every progressive music merchant. Send for your copy today.

GULBRANSEN COMPANY, Chicago.
Please send us new 12-page brochure showing advertising calendar for balance of 1925



Name

Address

City and State

Patented in U.S.A.

GULBRANSEN

The Registering Piano

Okéh
and
Odeon
Records

A
Complete List
of

Okéh
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
411 North Harwood St., Dallas, Texas

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

CONSOLIDATED TALKING MACHINE COMPANY
1121 Nicollet Ave., Minneapolis, Minn.

JAMES K. POLK, INC.
181 Whitehall 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.

BUEL DISTRIBUTING 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.

Okéh
and
Odeon
Records

Annual Sale Conference of
the Stromberg-Carlson Co.

Salesmen and Branch Office Managers Gather at the Company's Plant in Rochester, N. Y., and Attend Important Business Sessions

The annual sales conference of the Stromberg-Carlson Telephone Mfg. Co. was held in September at the main offices of the company in Rochester, N. Y. Salesmen and branch office managers from all over the country and Canada were present to receive instructions for the coming year.

The session opened in the morning with an address of welcome by W. Roy McCallum, president of the company, who was followed by George A. Scoville, sales manager and vice-president, who spoke on "Sales: Past, Present and Future." The afternoon session was devoted to switchboard sales promotion and a short evening session considered the problems of plant production. The second day was devoted entirely to the promotion of radio sales. Sales policy, advertising, dealer franchising, dealer selling and new models, occupied the bulk of the session.

A banquet and entertainment for the visitors was given at the Rochester Club in the evening, the keynote of which was the attainment of the \$10,000,000 goal set for next year. The diners took the parts of prisoners planning a "jailbreak." The speakers urged the prisoners to exert every effort to break through the bars of opposition and competition and thus make possible the attainment of the goal.

The morning session of the third day was devoted to branches, credits and employees' welfare. Talks by branch managers and by E. C. Roworth, credit manager of the Stromberg-Carlson Co., featured the session. The conference closed after the afternoon session, which dealt with the promotion of construction material sales.

E. Paul Hamilton Is Now
With L. Bamberger & Co.

E. Paul Hamilton, who has been for many years a prominent figure in the music trades, was recently appointed manager and buyer of the talking machine, piano, radio and musical instrument departments of Bamberger's department store, Newark, N. J. This is one of the leading music departments in the city.

Mr. Hamilton was for some years buyer of the talking machine and piano departments of Fred. Loeser & Co., Brooklyn, N. Y., leaving there to engage in the music business for himself in Baltimore, Md. More recently he was secretary and treasurer of Neal, Clark & Neal, music dealers of Buffalo and Rochester, N. Y. Mr. Hamilton was president of the National Association of Piano Merchants and was a director of the Music Industries Chamber of Commerce for a number of terms.

Popular Song Dedicated
to Walter L. Eckhardt

PHILADELPHIA, Pa., October 7.—The fame of Music Master products is now being sung as well as spoken. A recent musical composition has been published and is entitled "Music Master, Old Pal o' Mine," and is dedicated to Walter L. Eckhardt, president of the Music Master Corp. The words and music of this piece were written by Fred W. Hager, well known in talking machine and music publishing circles. The Music Master Corp. is distributing quantities of this piece.

Hart's, Inc., Pittsburgh, Pa., was recently incorporated to deal in musical instruments and furniture with a capital stock of \$25,000. The incorporators are Daniel B. Hart, L. S. Hart and R. O. P. Silverman.

MICA
DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works
47 West St. New York

Two New Electrola Models
Are Now Being Marketed

Several Meritorious Features in Latest Radio Sets Announced by the American Specialty Co., of Bridgeport, Conn.

BRIDGEPORT, Conn., October 5.—The American Specialty Co., of this city, manufacturer of Keford radio parts and Electrola receiving sets, announces two new models in its line of receivers this season:

Model 24 will be the popular-priced number. One of the features of this model is the vari-



Electrola Model 24

able antennae tuning switch, for reception with either long or short antennae. Another advantage of the Electrola antennae tuning switch is that a long antennae may be used without causing interference between stations or broad tuning of the set.

Model 18 is a compact, long-distance receiver, at a low price, for those who prefer ex-



Electrola Model 18

ternal batteries and external loud speaker—beautiful in appearance, harmonizing with the decorations of any home.

In the Electrola is found a tuned radio frequency circuit that does not employ nor require any variable neutralizing condensers, potentiometers or other devices to prevent oscillation. Each receiver is balanced before leaving the factory so that it will be stable under all conditions. It is said that this accomplishment insures a real non-oscillating, non-radiating receiver.

Okéh Artists Increase Sales

"Butterbeans and Susie," exclusive Okéh rare record artists, recently appeared at the Orpheum Theatre, Newark, N. J., and in addition to scoring a big hit with the capacity audiences that attended the theatre, helped C. and R. Korn, Okéh dealers, sell hundreds of these popular artists' recordings.

Frevan Corp. Chartered

The Frevan Corp., New York, was recently incorporated at Albany, to make radio equipment with a capital stock of 500 shares of common stock of no par value. The incorporators are C. Taylor, J. M. Clark and G. Tilson.

A petition in bankruptcy was recently filed against the Pravder Music House, Inc., Brooklyn, N. Y.



Get an Okeh Dealer License

Licensed Okeh Dealers are making money.

The license is for the re-sale of records only. Therefore, large capital is not necessary.

Licensed Okeh Dealers will understand and appreciate the definite policy of the manufacturers.

Okeh Records are for everybody. Besides the latest popular American vocal, instrumental, dance and novelty, there are records in all foreign languages, and recordings by internationally famous artists imported from Europe and sold under the Odeon Label.

The prestige of Okeh Records is the result of a thorough understanding of the kind of records the customers want.

If you will take a moment to consider the many phonographs in your territory you cannot help but be impressed with the possibility for the sale of Okeh Records.

Many dealers have secured an Okeh License and are making money from the sale of records.

Write to us today for our proposition.

General Phonograph Corporation

OTTO HEINEMAN, President

25 West Forty-fifth Street
New York City



Okeh

Records of Quality



Broadcasters Ass'n Meets in Annual Convention

**Important Resolutions Regarding Copyright
Situation and Proposed Censorship Passed—
Officers for the Coming Year Elected**

The following new officers were elected at the annual convention of the National Association of Broadcasters, held at the Hotel Commodore, New York, on September 16 and 17: Frank W. Elliott, president; William H. Heinz and Povel Crosley, Jr., vice-presidents; A. F. Kaley, secretary; John Shepard III, treasurer, and Paul B. Klugh, executive chairman. A large number of applicants were elected to membership.

One of the most important matters taken up at the meetings was the copyright situation which has been a source of much trouble between the broadcasting stations and publishers of music. A number of plans were discussed and the following resolution was finally unanimously adopted:

"Whereas, there are here assembled at the Annual Convention of the National Association of Broadcasters a considerable number of representative broadcasting stations, it is resolved, that the following plan be presented to all broadcasting stations for their approval or disapproval, and in the event of their approval,

That it be further resolved, that the following plan go into effect, that the principle involved in the reproduction of music by mechanical means now embodied in the present copyright law be extended to the reproduction of music by radio."

Another matter of importance was the question of censorship. There have been rumors of bills to be introduced in Congress which will require a broadcasting station to label, through announcement, whether a program is an advertisement or not. Discussion on this subject covered much data on the present state of broadcasting for profit. The final result was the adoption of the following resolution:

"The question having come up in some quarters as to whether a program paid for by others than the owner of a broadcasting station should be labeled 'advertising' or not,

It is resolved, that inasmuch as it is necessary that the name of user of the station be connected by suitable announcement with the program in order to derive good will, and furthermore, inasmuch as any such announcement or program if improperly presented will create ill will, there seems no necessity for any specific regulation in regard to form of announcement in connection with such paid, or any other program."

Discussion of censorship developed the following resolution, which was unanimously adopted:

"Whereas, it is universally agreed that the success of radio broadcasting is founded upon the maintenance of public good will and that no broadcasting station can operate successfully without an appreciative audience, and whereas, the public is quick to express its approval or disapproval of broadcast programs,

It is resolved, that it is the sense of this meeting that any agency of program censorship other than public opinion is not necessary and would be detrimental to the advancement of the art."

September Gennett Sales Show Encouraging Increase

The New York office of the Starr Piano Co. reports a substantial increase in the sale of Gennett records for September over the month of August. This applies both to the regular catalog and to the new fifty-cent series. The leading sellers are the vocal recordings of Vernon Dalhart, the Tremaine brothers, and Arthur Fields, with Bailey's Lucky Seven being the favorite dance orchestra. October thus far gives all indications of resulting in a forty to fifty per cent increase over September as orders are coming in in fine shape, with the recent release of Frank Quinn's "Love, Will You Marry Me," coupled with "The New Stack," in the Irish catalog promising to be an extraordinary seller.

Martin Klaus, formerly connected with the Ideal Music Co., was recently added to the sales staff of the Herbert-John Corp., New York, radio distributor. He is an experienced merchandiser and understands retail sales problems.

A. M. E. S. Executive Committee Holds Meeting

**Full Attendance of Officers and Committee
Chairmen Gathers at Hotel Commodore Dur-
ing the Week of the Radio Shows**

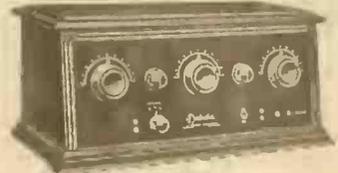
A meeting of the executive committee of the Association of Manufacturers of Electrical Supplies, radio division, was held at the Hotel Commodore on Wednesday, September 16, with a full attendance of the officers and chairman of the committees of the Association who make up the executive body. Due to the fact that the Fourth National Radio Exposition and the Radio World's Fair were in progress during this week, George Seville, vice-president of the Stroubeck-Carlson Tel. Mfg. Co., and chairman of the executive, called the meeting which discussed informally on manners and methods to bring the radio industry and trade to a greater point of stability. The question of

having several radio shows in one city during the year was also discussed and the Association will take steps to seek to limit the number of expositions so that one or at the most two such exhibitions will be shown. It was decided to hold a full section meeting of the Association later in the year, and though the exact date and place have not been decided upon, it is expected that the meeting will be in New York some time in November.

S. B. Radio Co. Organized to Make "Songbird" Five

A new company was recently organized for the manufacture of radio receiving sets, to be known as the S. B. Radio Co. It has opened up offices at 137 Duane street, New York City, and will manufacture the "Songbird Five" radio set. This product, in a very attractive cabinet with quality equipment, will be merchandised at a popular price.

Just Hear It!



Model 24

Five tubes, Tuned Radio Frequency. Rich mahogany cabinet, 7 in. x 22 in., with a beautiful etched metal panel. The "Electrola" has a variable antennae tuning switch, assuring efficient reception, with either long or short antennae. A long antennae may be used without causing interference between stations or broad tuning of the set.

\$59.50

Electrola

COMPARE the Electrola for clarity and tone. Try it for volume. Test it for distance and selectivity. We challenge you to find any receiver, regardless of price, that will give your customers any better service, more pleasure and satisfaction, and that is a bigger value than the Electrola.



Model 18—\$80

Five tubes, Tuned Radio Frequency. Rich mahogany cabinet, 7 in. x 24 in. Great distance getter, and a beautiful piece of furniture.

We urge such a comparison because the Electrola is NOT an assembled set. Every part entering into its construction, except the cabinet, is made in our own factory.

We know what Electrola will do and has done for others, and are equally confident it will give your customers the same all-around radio satisfaction.

Valuable ELECTROLA Territory Still Open

Write today for particulars regarding our exclusive dealer franchise and for name of your nearest distributor who will be glad to give you an "Electrola" demonstration.

THE AMERICAN SPECIALTY COMPANY OF BRIDGEPORT, CONN.
America's Pioneer Manufacturers of Radio Parts



ATWATER KENT RADIO

OCTOBER BUSINESS is opening with a rush that we did not anticipate even in August, when we made our predictions of a big fall market. This activity is reflected in every phase of Radio.

It is a situation for earnest consideration by radio distributors and dealers who are seriously in the business.

The time has nearly passed in Radio, as it passed years ago in the automobile business, when a dealer carried an assortment of several competing makes, so that he "wouldn't miss a sale." Shrewd merchants have found out that the radio buyer nowadays doesn't take what is urged upon him, but finds what he knows.

This fall, as never before, Atwater Kent is known favorably to the country. For during the past summer there was no let-up in Atwater Kent sales effort. Many powerful national magazines carried the Atwater Kent message. Billboards in unprecedented number flashed their message to the passing motorist and pedestrian.

Hundreds of thousands of prospective buyers have been convinced by this steady activity

through the hot months, that Radio has at last produced a year-round set—and that it is the Atwater Kent.

Atwater Kent enjoys national recognition. Atwater Kent and a few others must supply the bulk of the demand. Our twelve-acre factory enables us to meet a record-breaking increase in business, but even the ocean has a bottom!

What Radio are you going to offer to *your* customers this fall?

Is it known to everybody?

Is it backed by a strong manufacturer?

Is it built right?

Is its price right?

Are you ordering it before the rush comes?

Will it sell; and *will it stay sold?*

Something to think about and something we will gladly talk over with the right kind of merchants in territories where we may still need additional representation.

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, President

4725 WISSAHICKON AVENUE

PHILADELPHIA, PENNSYLVANIA

Write for illustrated booklet telling the complete story of Atwater Kent Radio



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 standard time) is estimated at more than 10,000,000. These are the stations:

WJAF . . . New York	WCAR . . . Pittsburgh
WJAR . . . Providence	WGR . . . Buffalo
WEKI . . . Boston	WWJ . . . Detroit
WFIL . . . Philadelphia	WOC . . . Des Moines
WCCO . . . Minneapolis, Pa.	
WSAI . . . Cincinnati	



Prices slightly higher from the Rockies west, and in Canada.



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



Model 20, without tubes, \$80



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



Model 24, without tubes, \$100



Model 10, including battery cable, but without tubes, \$60



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



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



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

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note: This is the fifty-fourth of a series of articles by William Irvad White devoted to the various interesting opportunities which prevail in the domain of education for the retailer 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.]

A Great Movement

Those who are always and rightly looking for some new way of building up and increasing public interest in the music which is the foundation of the talking machine business will be interested in learning of a recent movement started in Great Britain, not indeed by the trade but by the public, having for its object to promote and increase the possibilities of enjoyment, of education and of musical knowledge which the possession of a talking machine and the ability to buy records necessarily involve.

It might be as well to say at the outset that I am not proposing direct imitation to the readers of this page. It may fairly be argued that in Great Britain the population is so dense and society itself so stratified that a larger relative number of men and women can be found to take seriously such a thing as the talking machine, whereas in the United States the population is flighty, more careless, lighter-minded and less ready to concentrate even upon a hobby. The point, however, is not well taken. Americans are undoubtedly very far apart mentally from Britons; but the whole history of the talking machine business in America is the history of great commercial success built upon public love for music and public recognition that the talking machine is the domestic music maker par excellence. The following relation should therefore be interesting at the very least.

A New Move

There has come into my hands recently a copy of a little magazine issued monthly in London and called *The Gramophone*, this, by the way, being the common name applied across the Atlantic to the talking machine or phonograph. This magazine carries the advertising of manufacturers of machines, records, and all sorts of accessories, many of which are quite unknown in this country, even by name. But it is not a trade paper in any sense of the term, for its entire reading matter is addressed to owners of machines and records and is written for the purpose of increasing public interest in "gramophone" music, of building up a demand for better records, in bringing about the publication of music which otherwise would perhaps remain unrecorded, of promoting the mu-

sical and mechanical development of the machines and generally of creating an organ for the use and benefit of the trade and the public alike, where maker and consumer may meet on common ground and where the higher musical interests of the machine and of the record can be adequately discussed.

Such a magazine is much more like such a periodical as *The Etude* than it is like *The Talking Machine World*. On the other hand, even *The Etude* is really a professional paper since its readers are mainly music teachers, and for them it is written. The *Gramophone*, on the other hand, is most of all like, for instance, the many radio magazines which have sprung up of late in this country, appealing to amateur listeners-in, to boys who build sets and to amateur operators. This pure joy in a hobby without thought of making money from its exercise is comparable only to the amateur spirit in sport, and we could do with more of it.

Run by "Fans"

Now the persons who conduct this periodical are themselves phonograph "fans." They started it because they thought they could appeal to other fans and build up a strong public opinion which would stand behind the manufacturers and induce them to care for the wants of earnest music-lovers by bringing out new music and by improving the mechanism of the phonograph to the utmost. There can be no doubt that the great progress which has been made in radio engineering is in part at least due to the existence of a very strong public interest which was deliberately excited by publicity propaganda and which since then has had a determining influence upon the course of that industry. Circumstances were doubtless not the same in the case of the talking machine industry, although, as a matter of fact, interest here, too, is very much alive. The trouble is that no one has ever made a serious attempt to organize it.

National Gramophonic Society

Now, this group of amateurs has gone further still by organizing what is called the National Gramophonic Society, an assemblage of owners of talking machines and records, devoted to the idea of publishing in record form musical performance which the regular manufacturers will not put on the market, and of distributing these among the members at reduced prices. In fact, it appears that the members' subscriptions constitute a sort of fund or trust for publishing new and otherwise unavailable records. The list of titles so far published is sufficiently encouraging to show

that there is a great field of operations open to these far-seeing music-lovers if they but gain the needed support from other amateurs.

Where Is the Lesson?

Now, the lesson of all this may not at first be quite apparent. American conditions are different and doubtless an American society of talking machine owners is as yet something far in the future. What, however, is to be learned from this British movement is the irrefutable fact that the whole value of the talking machine, the whole foundation of the talking machine business and the only warrant that business has for venturing to exist at all, is to be found in the music it makes available. The owner of a talking machine is not interested in anything save the music he gets out of it. The interest which is first aroused with the purchase of the dozen or so records at the time of buying the machine itself is an interest which persists and the retail trade apathy has been demonstrated in nothing so much as in neglect of this fact and failure to capitalize it.

Record Dominates Over Machine

In other words, the sale of machines is only an accessory to the sale of records. To sell a machine is to sell once for all something which acts as a vehicle for the periodic sale, at short intervals, of new records. To this sale of new records everything else is really but the auxiliary. And the fact that a group of British amateurs has found it necessary to organize for the purpose of forcing the trade to fill its wants (for that is what it really comes to) shows that the problem is the same everywhere; namely, to make the trade see what is in reality to its own best interests, and then carry this out.

At this very moment we are hearing news of great and wonderful novelties. A new era of recording and of reproducing is apparently about to open up. Whatever have been the delights of the talking machine in the past, these will be far, far greater in the future. Now, when merchants have a breathing spell, as it were, while they strive to orient themselves to the new ideas which are about to crowd upon them, can they not see that their whole policy must, more than ever, be the policy of "featuring the musical possibilities of the talking machine?"

Just one more point: A national society of talking machine owners may not be practicable in this big country, but why not local societies? And why should it not be good business to encourage the formation of them, even in fact take a leading part herein?



In New York Radio's
"BEST SELLER" is

Pooley-Atwater Kent

Wholesale Distributors

Musical Products Distributing Co., Inc.
22 West 19th St.

Has Cunningham—Eveready—Philer—Bakite
Western Electric—Frost Musette, Etc.

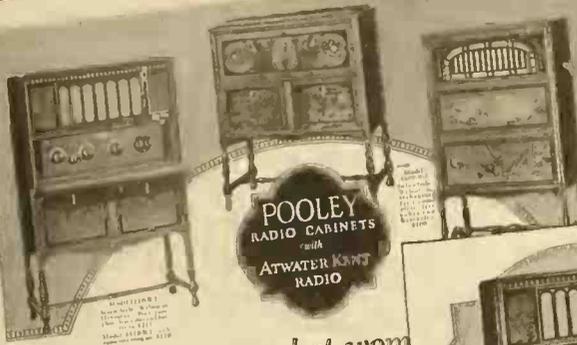
New York City



MODEL NO. 1600-12

Price \$200

POOLEY
 RADIO CABINETS
 with
ATWATER KENT
 RADIO



POOLEY
 RADIO CABINETS
 with
ATWATER KENT
 RADIO

Pooley saw what women

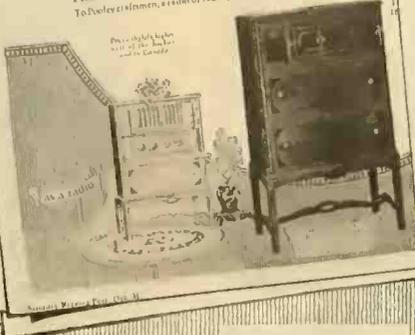
WHEN the Pooley Company turned their attention to radio, they saw what women wanted—radio made more beautiful.

For 42 years Pooley had designed and made its "special order" line of America's finest furniture. You may see it in the Plaza, Waldorf-Astoria, Bellevue-Stratford, St. Regis, Fairmont, Blue Carlton, and in the distinguished clubs and mansions of the East.

For 23 years Pooley had put phonograph records into cabinets of arresting beauty and out of rarest woods had built a successful home of business tone.

a musical instrument. Their conception was with order. Now, in your Pooley radio cabinet, you are getting the best of both worlds. All mechanism is concealed in its own compartment. To admit a lovely design, show your

The new Pooley set and described in ad.



Leave nothing to desire—but possession

LET radio bring beauty into the home. Let the classic furniture periods lend their exquisite lines and details to cabinets of rare woods. Let the top be convenient for flowers. Let the radio and its accessories be concealed yet immediately accessible. All this Pooley makes possible.

Built-in floating horn. You see it in Pooley Radio Cabinets with 5 tube Atwater Kent receiving set and built-in Pooley floating horn and of beauty—except possession. Visit the Pooley dealer near you.

Prices slightly higher west of the Rockies and in Canada.

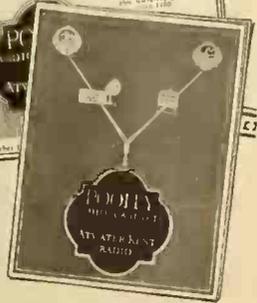
THE POOLEY COMPANY
 1140 Broadway, New York, N.Y.
 1140 Broadway, New York, N.Y.
 1140 Broadway, New York, N.Y.



Console Model 1400-R-1
 Louis XVI Style—English Bureau mahogany only. Height 2 ft. 7 1/2 in.; length 2 ft. 10 in.; depth 13 1/2 in. The top of Console on which a set can be placed is 28 1/2 in. long by 10 in. deep. Accommodates any Atwater Kent Receiver. Price, less Set, tubes and batteries—\$75.

Have you seen the new sales and advertising portfolio on Pooley Radio Cabinets? Shows 1925 fall and winter advertising, full size. Packed full of Pooley selling features, in words and pictures.

See preceding page



POOLEY
 RADIO CABINETS
with
ATWATER KENT
 RADIO

See how
Pooley Advertising
 tells your story in
 your community

REMEMBER this about national advertising—it goes to the best buyers right in your town. Two and a quarter million American homes get The Saturday Evening Post every week. These two October Pooley advertisements in the Post will go into nearly every home in your sales area where a Pooley can be sold. Pooley advertising is planting new ideas about radio in those families, arousing their curiosity and interest. Now let them know that you can demonstrate Pooley models.

Your own local advertising brings right into your store your full share of benefit from our national advertising. We will gladly furnish mats or electros of newspaper advertisements and cuts, ready to use at once.

Have you protected yourself with orders to your distributor for your Pooley needs? Do so without delay. All we have said about heavy demand is already more than true. It's a great big Pooley year.

THE POOLEY COMPANY

Radio Sales Department E

1604 Indiana Avenue Philadelphia, U. S. A.



Model 1600-R-2

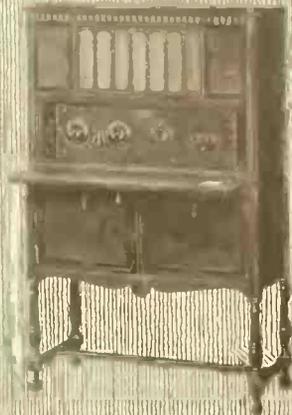
Italian style—English brown mahogany or American walnut, distonore. Height 3 ft. 5½ in.; length 2 ft. 10½ in.; depth 16½ in. Equipped with the Atwater Kent Model 20 Compact, 5-tube Panel Type Receiving Set. Price complete, less tubes and batteries—\$200.

Model 1120-R-2

Square Style—English brown mahogany or American walnut, distonore. Height 8 ft. 4½ in.; length 2 ft. 9 in.; depth 15½ in. Equipped with the Atwater Kent Model 20, 5-tube Panel Type Receiving Set. Price complete, less tubes and batteries—\$225.

Model 1110-R-2

Is the same except equipped with Model 10 Atwater Kent 5 tube Open Set. Price complete, less tubes and batteries—\$220.



Model 1320-R-2D

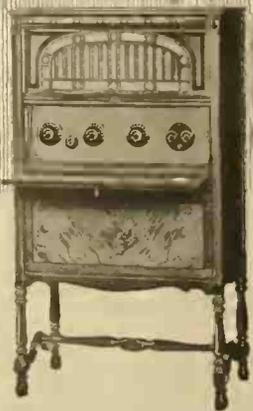
(Same as Model 1320-R-2, but with doors covering grille)

Square Style—English brown mahogany or American walnut, specially selected Oriental burl, rosewood and walnut inlays. Height 8 ft. 2½ in.; length 2 ft. 5½ in.; depth 15½ in. Equipped with Atwater Kent Model 20, 5-tube Panel Type Receiving Set. Price complete, less tubes and batteries—\$265.



Model 1320-R-2

Square Style—English brown mahogany or American walnut, specially selected Oriental burl, rosewood and walnut inlays. Height, 8 ft. 2½ in.; length 2 ft. 5½ in.; depth 15½ in. Equipped with Atwater Kent Model 20, 5-tube Panel Type Receiving Set. Price complete, less tubes and batteries—\$260.



Cameo Corp. Releases Jackie Coogan Records

Extensive Advertising Campaign and Many Dealer Helps to Exploit "Jackie Coogan Series"—Movies Tying Up Effectively

The Cameo Record Corp., 249 West Thirty-fourth street, New York City, manufacturer of popular-priced records, has released a series of three double-faced seven-inch Jackie Coogan recitations. This is part of a lengthy list of Jackie Coogan records which have been recorded by this well-known motion picture star. The first records are "A Man Without a Country," "The Director," "Little Ah Sid," "Gren," "A Bear of a Story" and "Advice to Kids." In these Jackie Coogan proves as good an elocutionist and entertainer in record form as he has previously attained as a motion picture star.

These records are being exploited as the "Jackie Coogan Series." They will retail for 20 cents, will be highly illustrated and each record in a separate envelope will have enclosed the illustrated subject.

The Cameo Record Corp. in exploiting the "Jackie Coogan Series" has arranged for a most extensive advertising campaign. This includes announcements in numerous publications, much sales literature, window streamers, large cut-outs for counter and window display and other bally-woo material.

In conjunction with the release of these Jackie Coogan records, the Famous Players Corp. is lending unusual support. Where the Jackie Coogan photoplays are shown the Cameo record by this child star will be flashed upon the screen, announced in the programs and through other methods brought to the attention of millions of photoplay enthusiasts.

A recent example of this co-operation by the record manufacturer and the photoplay distributors was given in Buffalo, where the photoplay houses showing the Jackie Coogan picture gave unusual co-operation to the sixty talking tubeline record dealers of the city, with the result that a tremendous sale of these Cameo Coogan records were made.

Many of the Buffalo dealers showed as a window attraction a beautiful life-size reproduction of Jackie Coogan in cut-out form. This reproduction is in several colors and when surrounded by the Cameo-Jackie Coogan records proved a sales creator.

Schafer Brunswick Shop Capitalizes Store Robbery

Contracts for Special Edition of Local Newspaper and Tells Public Story of Burglary and Features Brunswick Radiolas

SANTA MONICA, CAL., October 3.—That time-worn saying about "every cloud has a silver lining" has been proved to be literally true and in a quite unique manner. You'll admit it is a little unusual to be pleased with having your store broken into and robbed, but that is exactly what happened to the Ray E. Schafer Brunswick Shop, 602 Santa Monica Boulevard, this city. The store was entered by battering in the front door one night recently and the thieves made away with Brunswicks and Radiola Super-Heterodynes valued at about a thousand dollars.

Having been a newspaper man for several years previous to his advent into the music business, Mr. Schafer quickly saw the news value of such an event, and immediately got in touch with the local papers and arranged to have an extra edition run off for Monday noon, with blaring headlines telling the story of the robbery of the Ray Schafer Brunswick Shop and a good front-page story of the event. To complete the tie-up Schafer inserted a half-page display ad featuring Brunswick Radiolas in the same edition. This is but a small example of the live-wire methods and ideas constantly used by Ray Schafer and his successful Brunswick business are the rewards of his untiring efforts. He recently put on a campaign to sell a moderately priced radio and phonograph combination and the results show that he disposed of fourteen of these in as many days, which is creditable considering the time of the year and general conditions.

Mr. Schafer is a member of several lodges and is active in each one, feeling that this contact is invaluable in his business. His advertising is constant and consequently the newspapers are more than glad to give him feature story space about his store and his customers.

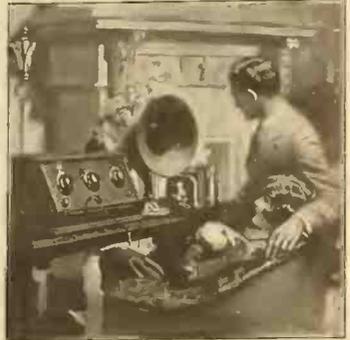
Open Music Department

The Elion Bros. Furniture Co., El Paso, Tex., recently opened a music department and will carry a complete line of talking machines, pianos and stringed instruments.

Series of Sales Talks in Stewart-Warner Catalog

Latest Dealer Helps Devoted to Stewart-Warner Radio Products Can Be Used to Advantage by the Retail Trade

One of the handsomest catalogs devoted to radio products which has been distributed to the trade in some time is that of the Stewart-Warner Speechometer Corp., manufacturer of radio sets, reproducers, tubes and other accessories. The booklet is more than a mere catalog. It is really a series of strong sales talks



Cover Illustration of Stewart-Warner Catalog which dealers should find invaluable in interesting prospects in the ownership of radio.

The cover illustration, which is reproduced herewith, although the reproduction does not give an adequate idea of its effectiveness, is in colors, as are also the other illustrations in the booklet. These show the Stewart-Warner radio products in use in the home, the home scenes tying up with the text. For example, one picture is devoted to a family exercising to music being received over the air. The text beneath is a strong argument in favor of exercising to the accompaniment of radio music. In another paragraph the practical use of radio is emphasized by drawing attention to the fact that the housewife can profit by the recipes which are regularly broadcast. Other paragraphs are devoted to the following subjects: "Good Music Adds Zest to Good Food," "Tea Time Is Radio Time for Ladies," "Lending Charm to the Evening Dinner Hour," "The Evening Musicales—World's Foremost Artists Entertain," "Making Home More Attractive to the Young Folks," etc. In addition, the various models are illustrated separately in a loose-leaf folder which is inserted in the catalog.

It has been emphasized time and time again that direct mail is a powerful force for the promotion of sales, whether it be radio, talking machines, records or any other products. The talking machine and radio trade are fortunate because the leading manufacturers of these products have recognized the need for sales building, direct-mail literature, and it is a short-sighted dealer who fails to use this material to the best possible advantage. Were the dealer to attempt to produce similar sales helps the cost would be absolutely prohibitive; the manufacturer does it for him, and as in the case of the Stewart-Warner catalog, the result is something which is bound to have an advantageous influence on retail sales, and in these days the dealer who handles a good product and tells the world about it is certain to enjoy a good business.

The Stewart-Warner catalog has been prepared for consumer distribution, and the sales arguments therein are as forceful, and should be as effective, as those of the salesman who has the advantage of direct contact with the prospect.

BRACH RADIO PRODUCTS RAISE the STANDARD of QUALITY

Dealers everywhere have come to know that the highest quality standards are maintained in all Brach-made Radio Specialties. They have full faith in whatever comes to them from Brach Industries, and have no hesitations in recommending it to their patrons.

A number of the better known Brach specialties show improvements this year, and some new things are introduced in this interesting line in which are included:

Lightning Arrestors
Aerial Outfits
Shock Proof Radio Plugs
Extension Cord Connectors
Pure-Tone Audio Couplers
Fixed Crystals

Grid Leaks
Brach-Stats
Crystal Insulators
Electric Soldering Irons
Brain Core Solder
Solderball



Safety Demands the Brach Vacuum Lighting Arrestor



The name Brach has been associated only with articles of exceptional merit for over 20 years

L. S. BRACH MFG. CO.

Electrical Specialists for Over 20 Years

NEWARK

NEW JERSEY

The *Only* Doubt

Regarding the "CREDENZA" Model

Orthophonic Victrola

Demonstrations of the "Credenza" model are convincing the most skeptical and removing all doubts except ONE.

The **ONLY** doubt, Mr. Victor Dealer, will be your ability to fill the demand for this incomparable musical instrument.



Credenza List Price

\$275

Reduce this **ONLY** doubt to the minimum by making "Blackman" your source of supply

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
VICTOR WHOLESALE DISTRIBUTORS

"Blackman and Dependability ~ One Suggests the Other"

Announcing the New



The Credenza Model of the New Orthophonic Victrola. The new Victor line is the most complete line of instruments ever offered — complete in range — modern in design. There is an instrument for every purse — a style or size for every home.

The New

Orthophonic Victrola

The instrument which
begins a new sales era!

THE Orthophonic Victrola reopens the entire United States market for you.

It inaugurates new standards of comparison. It forces every man to revise his judgment as it affects music reproducing instruments.

It is as new, as revolutionary an invention, as was the first Victor thirty years ago.

You, the dealer in Victor products, are the sole salesman for this superb new musical revelation.

The field is yours. A new sales era has dawned.

The Orthophonic Victrola—and you—and we—stand together and alone at the beginning of the path that is paved with golden opportunity!

Victor Talking Machine Co., Camden, N. J.

Orthophonic Victrola



BRUNO

Orthophonic Victrola



Credenza Model

The most important contribution to
music since the invention of the first
Victor talking machine—

*and exclusively yours Mr.
Victor Dealer*



C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

"Victor Distributors to the Dealer Only"

Special RCA Demonstration During Radio Show Week

Several Hundred People Hear Interesting Talk on Loudspeakers by Dr. A. H. Goldsmith, of the Radio Corp., at the Hotel Pennsylvania

Several hundred people were present at the opening of the RCA demonstration and show at the Pennsylvania Hotel during the week of the New York Radio Shows, September 12 to 19, which ran all week. The feature of the evening was a non-technical talk on radio acous-



Loudspeakers Used to Illustrate Address

tics and reproduction, given by Dr. A. H. Goldsmith, chief broadcast engineer of the Radio Corp. of America. To assist him in his talk Dr. Goldsmith displayed a remarkable collection of loudspeakers which he and his laboratory assistants had used in their research work. These horns, which were in various sizes and shapes, ranging from four inches to twenty feet, represented the different steps in the evolution of the horn type loudspeaker. Dr. Goldsmith explained the problems and difficulties that the early experimenters had encountered in their search for a speaker which would reproduce sound faithfully from those of the highest to those of the lowest pitches or frequencies. He demonstrated that a low, deep, bass note could be obtained from a fifteen-foot horn, the mouth of which was a foot and a half in diameter, and then showed how impossible it was for the same

speaker to emit the higher pitched notes. He then showed his audience a tiny four-inch horn of which just the opposite was true. Dr. Goldsmith then exhibited a double or "doublet" horn in which two different size sound chambers are combined to take care of all frequencies. This type, he explained, had been very successful. He went on to say that engineers even experimented with three and more speakers in one, in their efforts to perfect a dependable sound reproducer.

In the accompanying photograph Dr. Goldsmith is shown amid a forest of horns, and also the Radiola Loudspeaker Model 104, operating entirely on alternating current from a wall socket and capable of reproducing the entire range of frequencies from a tiny whisper to a deafening roar, without the slightest distortion.

That radio and the motion picture may be combined to reproduce a complete musical program from a distant point without losing the attractive features of the original rendition was demonstrated in an ingenious experiment staged by the Radio Corp. of America in conjunction with the public demonstration and show. A motion picture record was previously made of the action, which takes place in the studio of station WJY and shows Govey Ludlow, well-known Australian violinist, entering the studio; conversing with the announcer; introduced through the microphone; tuning his famous Dr. Reagenant Stradivarius and begin Dickinson's "Memories," which was especially transcribed for the violin by Mr. Ludlow.

This film was taken to the hotel on the evening of the experiment and flashed on the screen before a large audience. At the same time WJY was tuned in with a Radiola No. 28 attached to Radiola Loudspeaker No. 104, operating entirely on alternating current from a wall socket, and the mellow strains from Mr. Ludlow's famous violin were heard, actually broadcasting from station WJY.

The action of the film and the principals of the studio were regulated by means of telephonic communication with the broadcast studio and perfect co-ordination of the motion picture with the musical selections was the result.

Pocket Catalog of Columbia Foreign Recordings

The Columbia Phonograph Co., New York, recently issued to its dealers a sixteen-page booklet listing the numbers of the best selling Columbia records of twenty different foreign languages. This sales help should prove of great assistance to dealers and salesmen as it enables them to pick out the most popular of the foreign recordings without going to the trouble of consulting the larger catalogs. The booklet is of pocket size and can be carried about without any inconvenience.

New Departments for Ray

O. W. Ray, for some time past manager of the wholesale radio department of the Aeolian Co., New York, has recently, in addition to his other duties, been appointed manager of the Mel-O-Dee Music Co., and of the wholesale Duo-Art roll department of the company. Mr. Ray is familiar with the roll business, having been placed in charge of that department for the Aeolian Co. upon joining the company some years ago, and prior to that having been vice-president of the Emerson New England Co., which also distributed rolls.

A "Whale" of a Fish

Marie Morrissey, famous Brunswick record artist, who has been vacationing at Red Oaks, Eagle River, Wis., is an enthusiastic follower of Ike Walton. During her stay at this resort she landed a 30-pound muskellonge, after a struggle of forty-five minutes, the record catch of the season in that territory.

Heckert Parker Becomes Traveler for Magnavox

Contact Representative Between Factory and Exclusive Territorial Representatives for Magnavox Products in U. S. and Canada

Heckert Parker, who for some years has been interested in the national marketing of electrical devices, has joined forces with the Magnavox Co. of Oakland, Cal., as traveling representative between the factory and the exclusive territorial distributors for Magnavox products in the United States and Canada. Mr. Parker's wide experience in the merchandising field insures his success in his new connection.

New York Firm Chartered

The East Side Music Co., New York, was recently incorporated at Albany with a capital stock of \$5,000. The incorporators are A. Brooks, I. and S. Porsky.

Mr. Edison Man:—

Never Say

"KAN'T," say "KENT"

The KENT No. 1

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



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.

AMBASSADOR

Solid Mahogany SPEAKER

\$20



A SENSATION!

This is a real piece of furniture, being made in dark, rich mahogany with a Ducco finish. The patented double reflex principle of sound is used, giving perfect reproduction of music and voice.

CONSIGNED

Ambassador Loud Speakers and Head-Phones are consigned to picked phonograph and music dealers.

Ambassador Speakers, list \$20.00

Dealer's price under plan 9.69

Ambassador head-phones, 3,000 ohms, one-year guarantee. List price, \$3.98.

Dealer's price under plan, \$2.00.

Write for particulars.

AMBASSADOR SALES COMPANY

105 Greenwich St., New York

820 W. Madison St., Chicago

Stewart-Warner

100% Protection



Model 400
Reproducer
\$25.00

Model 405
\$19.50



Model 300
\$65.00



Model 325
\$80.00



Model 305
\$95.00



Model 510
Antenna Kit
\$4.50



Model 320
\$450.00



Model 310
\$175.00



Model 315
\$285.00



Model 410
Radio Table
\$65.00

Cosmetic Table including Built-in Speaker and Battery Compartment, without Radio

The important factors governing your success are:

First: A complete line of highest grade radios fulfilling every demand.

Second: Built and guaranteed by one of the largest and most progressive manufacturers of today.

Third: Absolute protection guaranteed by a "Dealer-made" plan.

Fourth: Only one dealer in each locality.

Fifth: No jobbers.

Sixth: A large advertising program that will create an unusual demand.

Seventh: A price and style to suit every radio buyer.

Eighth: A personal service that guarantees complete radio satisfaction.

Stewart-Warner Matched-Unit Radio offers you all of these things and more.

Prices slightly higher West of the Rockies

Matched-Unit Radio

For The Radio Dealer *gfgfgf*

RADIO SUCCESS hinges on many things, but the greatest of all is worth while profit.

You, as a Radio dealer in your locality, in order to attain success must sell a radio set that will satisfy your customers, and at the same time prove a profitable transaction to you. Stewart-Warner has invested thousands of dollars in developing and perfecting a high-class set which you, as a dealer, will be proud to sell.

Stewart-Warner engineers have gone one step farther. They have matched each unit, the Instrument, the Tube, the Reproducer, the Accessories for perfect functioning with each other, enabling you to offer to the buying public a radio set that is unsurpassed.

You, as a dealer, are entitled to a fair profit and absolute protection. We guarantee both. Our "Dealer-Made" plan assures you every avenue to success.

There will be no bargains in Stewart-Warner Radios. They will be sold by authorized dealers only.

No individual can buy Stewart-Warner Radios at dealer's prices. He must buy from an authorized Stewart-Warner Dealer.

Stewart-Warner Matched-Unit Radios are distributed direct from our own central distribution stations. Ninety-six all over the world—sixty-two in the United States and in Canada.

Stewart-Warner Dealer Policy guarantees every dealer abso-

lute protection. You get all the profit, because there are no other dealers handling Stewart-Warner Radios in your immediate locality. No possibility of the Drug Store down the street-selling the same line or some other store around the corner stepping in on a share of your profits.

In the same way you receive full benefit from the extensive advertising campaign now appearing in the National publications.

Stewart-Warner has gone into radio in a "sure-footed" way, and their success is already evident. Their name is already known from coast to coast through the high quality products now used by over ten million people, and when tied up with radio, instantly carries home the thought of another quality product.

Radio sets are today bought in much the same manner as motor cars—that is, the buyer wants to know who is back of the article he is purchasing and whether they will be in business next year or the year after.

For this reason it will be well worth your while to consider a Stewart-Warner Dealership now because next year one may not be available in your locality.

If you are a live-wire dealer, you can build up a radio business that will give you prestige, profit, protection and permanence, through our "Dealer-made" plan of radio merchandising. Send in the coupon below and we will have our representative call and explain its many advantages to you.

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

Stewart-Warner

Matched-Unit Radio

INSTRUMENTS TUBES REPRODUCERS ACCESSORIES

COPYRIGHT 1925 BY S.W.S. COR'N.



Model 505
\$22.50
Radio Table with storage space for batteries



Radio Tube
Model S.W.
501-A
\$2.50

Radio Division
Stewart-Warner Speedometer Corporation
1824 Diversey Pkwy., 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 _____ County _____ State _____

Music Merchants' Association of Ohio Holds Annual Convention in Cincinnati

Outstanding Feature of Convention Was Discussion of Talking Machine Merchandising Problems—Interesting Addresses—Otto C. Muehlhauser Elected President—Resolutions Adopted

CINCINNATI, O., September 28 One of the outstanding features of the convention of the Music Merchants' Association of Ohio, held at the Hotel Stanton here on September 15 and 16, was the consideration given to the talking machine from the angle of both the manufacturer and dealer, particularly as regards its future as a merchandising proposition.

One whole session of the convention on the afternoon of the last day was given over to the discussion of the talking machine, the discussion for the dealers being led by C. C. Baker, of Columbus, O., and for the manufacturers by J. E. Henderson, manager of the Cincinnati branch of the Brunswick-Balke-Collender Co.

The Manufacturers' Side

Mr. Henderson, for the manufacturers, was placed first on the program and in discussing the future of the phonograph stated that the tremendous volume of sales made during the past sixty days, even at special prices, indicated there is still a genuine demand for this instrument and that the public is willing to buy the existing types of machines even with the knowledge that something new is coming. The speaker declared that the phonograph manufacturers were doing more to bring the public into the store of the dealer than all other branches of the music trade combined. Two of the leading companies spent \$1,416,000 in thirty-five national magazines in 1924, as compared to \$812,000 spent by other musical instrument makers. This advertising, he declared, reverted to the benefit of every department of the retail music business during the same year.

Mr. Henderson also described some of the new phonograph developments in which radio principles were then combined with that instrument, declaring that manufacturers had protected the trade by making radio a part of the line instead of allowing it to remain an entirely outside competition. He urged stronger selling and more canvassing.

The Dealers' Standpoint

C. C. Baker presented the dealers' views of the phonograph in a manner that was direct from the shoulder. After asserting his faith in the future of that instrument, Mr. Baker declared that profit was lacking because discounts

had remained stationary, although all overhead expenses have increased considerably. He stated that in his opinion too many types of machines and too many records are being produced, that the advertising furnished by the manufacturer is



Otto C. Muehlhauser

often not suited to the dealers' needs and that representation was given too many concerns outside the retail music business. The appeal in the address for larger discounts to give the dealer a larger working margin was received enthusiastically, and, in fact, his entire address aroused much favorable comment and it was voted that the new president appoint a committee to confer with phonograph manufacturers on plans for solving retail problems.

President Henry E. Weiserl, who was present, declared that he, too, would appoint a committee of the National Association of Music Merchants to confer with phonograph makers or representatives.

Other Matters Discussed

Other subjects handled during the course of the convention had to do with the securing and

training of competent salesmen, the advisability of having the Ohio Association organize a financing corporation to take care of the paper of its members at a minimum cost, the question of extending the use of the fire insurance bureau maintained by the Association to effect a saving for the members, bait advertising of musical instruments, as it is being fought by the Better Business Bureau of the Associated Advertising Clubs of the World, as well as by the Music Industries Chamber of Commerce, the Federal income tax rulings as they apply to returns on instalment accounts and numerous other matters of general interest.

Some of the Exhibitors

A goodly number of talking machine and radio men attended the sessions and had exhibits at the hotel. The exhibitors included the Art Novelty Co., the Buel Distributing Co., Cleveland Radio Reproducer Co., Cleveland Talking Machine Co., Columbia Phonograph Co., Brunswick-Balke-Collender Co., Ohio Musical Sales Co., Starr Piano Co., Tri-State Ignition Co., U. S. Music Co., Sterling Roll & Record Co., and the Rudolph Wurliatzer Co.

A Challenge to the National Association

A number of important resolutions were adopted by the convention, including one directed to the National Association of Music Merchants and reading:

"Whereas at the suggestion of the National Association of Music Merchants this Association on March 31, 1924, made formal written application for affiliation with it, and

"Whereas at the national meeting in New York City during June, 1924, said application was accepted and said affiliation officially consummated, and

"Whereas this Association has at different times taken action upon various retail matters by resolution and otherwise to benefit its members and which it was believed could and should be considered nationally as well, and

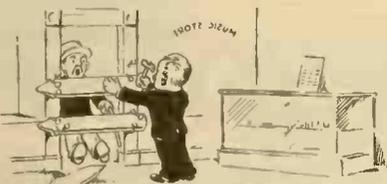
"Whereas this Association at its fifteenth annual meeting in Cleveland, O., on September 10, 1924, passed a resolution recommending that all nationally priced instruments be advertised as to retail price f. o. b. factory, and at a special meeting held in Columbus, O., on January 12, 1925, it passed resolutions regarding phonograph records and machines, radio and advertising, all of which resolutions were referred by this Association to the National Association of Music Merchants, concerning which no definite national action or consideration followed, and

"Whereas this Association desires such affiliation along with the affiliation of other municipal, State and regional organizations to continue and be of equal benefit to the national body, and all other affiliated bodies and itself, and

"Whereas the National Association of Music Merchants has indicated the desire to have this Association, as well as other of its affiliated organizations, co-operate in a closer and more effective manner,

"Now, therefore, be it resolved that the Music Merchants' Association of Ohio, if it is to continue to co-operate with the National Association of Music Merchants, hereby makes and offers the following suggestion to the national organization as a means of more closely amalgamating and recognizing the various regional State organizations; first, invite each affiliated organization to send three duly appointed delegates to the next mid-year national executive meeting in January, 1926; second, let each delegation bring to the national organization suggestions from its own association which seem properly referable to the national body; third, permit these delegations to organize in a general meeting and let the recommendations and problems of each be presented and discussed by all in executive session; fourth, receive and consider the final action and recommendations of all these delegates as approved at this general meeting, and,

"Be it further resolved that the Music Merchants' Association of Ohio hereby reaffirms its desire to co-operate with the national body and pledges its continued support to the National



Putting up the bars—

Laboring hard to keep the customer barred out!

Such is the easy task that the dealer of inferior needles sets himself to do, because, whether he realizes it or not, every inefficient needle sold means poor reproduction, and a discontented customer.

However—the job of keeping customers contented is an easier one. It is only necessary to sell the highest grade needles, the kind that give perfect reproduction.

Many dealers realize this—they sell only

Okoh and Truetone Needles

Products of the
GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, President

New York City

Association of Music Merchants in any plan of future national operation be benefited through the united independent national action, and,

"Be it further resolved that a copy of this resolution be forwarded by the secretary to the president of the National Association of Music Merchants."

Other Resolutions Adopted

Another resolution changed the by-laws to read that the annual meeting be held on the second Monday in September and continue through the three entire days with afternoon sessions only, thus making future conventions three-day affairs.

Other resolutions endorsed the code of radio selling principles of the Talking Machine & Radio Men, Inc., New York; expressed the thanks of the Association to the retiring officers and committee members and to the Cincinnati convention committee; endorsed standard price principles; recommended that members place part of their insurance at least through the Mutual Insurance Bureau; and approved, ratified and adopted as its own action the following resolution passed by the Western Music Trades Association at its June, 1925, meeting in Los Angeles: "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 conducting their business, a discount of not less than 50 per cent is absolutely essential to present and future success."

Columbus was selected as the place for the 1926 convention.

The New Officers

The following officers were elected for the coming year: President, Otto C. Muehlhauer, Cleveland; vice-president, O. H. Boyd, Marion; treasurer, A. M. Alford, Canton, and secretary, Rexford C. Hyde, Cleveland. R. E. Tynlor was elected to the executive committee for five years. The report of the Membership Committee showed a net gain of ninety-seven members for the year, making the membership 463. Those securing five or more new members during the year were presented with handsome fountain pens.

Gulbransen Co. Represented at Illinois Convention

T. W. Perkins at the Annual Convention of the Illinois Music Merchants' Association—Effective Gulbransen Display

ROCKFORD, ILL., October 6.—The annual convention of the Illinois Music Merchants' Association, held in this city on September 28 and 29, was an outstanding success, both from the standpoint of business transacted and tie-ups by local dealers. Among the many leading concerns represented at the convention was the Gulbransen Co., T. W. Perkins, who covers the State for this product, being present.

The Gulbransen Brunswick Music Co., Inc., which is noted for its attention-compelling window displays, featured the Gulbransen instruments in a display which drew wide attention and created much interest in the registering piano.

Shows Line on Letterhead

ATLANTA, GA., October 7.—The Hopkins Equipment Co., Atwater Kent and Pooley-Atwater Kent distributor of this city, is an aggressive merchandiser and has recently set an admirable example for its dealers in a four-page letterhead which this company is now using. Pages 1 and 4 are devoted to correspondence, while the inside spread shows the complete line, with prices and specifications of both the Atwater Kent Mfg. Co. and the Pooley Co., Inc. The publicity gained through this letterhead each time a letter is sent is bound to be cumulative in its good effect.

Paul Whiteman and His Orchestra, Victor artists, are on an extended concert tour.

Only New Thing at the New York Show

BLAIR RECEIVER
SIX TUBES
Resistance-Coupled Amplification

The Original and Genuine Resistance-Coupled Receiver

THERE were great improvements in cabinet designs and many beautiful Console Models were shown, but aside from these innovations in cabinets, there was no manufacturer, except the Blair Radio Laboratories, introducing any new and vital improvements in circuits.

Under the tops, inside the cabinets, all the receivers on display were practically alike, and the same as last year. The Blair six-tube receiver, employing a perfectly balanced combination of Tuned Radio Frequency, and Resistance-Coupled Audio, eliminating all iron core transformers, was the only new thing at the show.

Hundreds of distributors and dealers, from all over the country were visitors at the Blair booth, and many applications for Blair franchises were filed.

There is still some unallotted Blair territory, for live and financially responsible dealers and distributors. Write or wire us today, for further particulars.

Exclusive Dealer Franchise

The Blair franchise assures the dealer exclusive territory, iron-clad protection against unfair competition, local newspaper advertising and other sales helps.

Write or wire us for the name of the nearest Blair representative, who will give you a demonstration and full particulars.

West of Rocky Mountains, List Prices—Model 11, \$80
L'Elegante Console, \$160 - Standisi Console, \$135

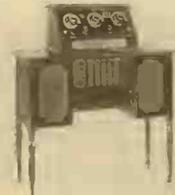


BLAIR MODEL 11
Cabinet in two-tone mahogany or walnut, with silver panel and three large, highly polished dials. Genuine bakelite insulation throughout, including base, dials and knobs. Can be used with all types of tubes and crystals, and with direct or storage batteries.

\$75



L'ELEGANTE CONSOLE
Blair Model 11 Receiver and beautiful 32-inch high Console Cabinet in mahogany. Built-in Loud Speaker without grill. Compartments for storage batteries, battery eliminator, charger, etc. \$150



STANDISI CONSOLE
Blair Model 11 Receiver and beautiful 32-inch high Console Cabinet in mahogany. Built-in Loud Speaker without grill. Compartments for storage batteries, battery eliminator, charger, etc. \$125

Blair Radio Laboratories

368 Sixth Ave.

New York City

BROADCASTER
Life's Voices

PHONOGRAPHS

There is no
better for the
price

==
We can
prove it!



Model H, H. High-Boy—50 in. high, 33½ in. wide, 20 in. deep. Arranged ideally for radio phonograph combination. Will accommodate panel 31 in. long and 10 in. high. Gold plated; plush turntable. Diamond grained Walnut or Mahogany.

**BROADCASTER-
FADA**
==
*The IDEAL
Phonograph
Radio
Combination*



Model G, Queen Anne Design—31 in. wide, 20½ in. deep, 33½ in. high. Heilmann equipment with radio tone arm. Genuine Mahogany or Walnut. Priced exceptionally low.



Model E 2—36 in. wide, 22 in. deep, 35½ in. high. Three section construction. Heilmann equipment. Genuine Mahogany or Walnut.

FADA
Radio
the

Nationally
Advertised
RADIO
of
Quality



Model K, Tudor design, 34½ in. wide, 29½ in. deep, 31 in. high. Genuine Mahogany or Walnut. Three-section front. Door in rear gives easy access to hidden parts of radio and phonograph motor. Heilmann equipment with radio tone arm.



Model P 2—37 in. wide, 23½ in. deep, 35½ in. high. Illustrated with FADA 3-tube Neurodynamo. Available with or without radio equipment. Hand-carved legs. Genuine Walnut or Mahogany. Heilmann equipment with radio tone arm.

==
WRITE FOR
OUR COMPLETE
CATALOG AND
PRICES

==
**THE SEASON
IS HERE**

BROADCASTER CORP.

2414 W. Cullerton St.

CHICAGO, ILL.

THE BROADCASTER LINE

of RADIO CABINETS

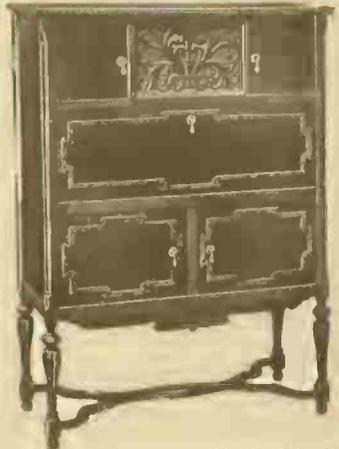
Quality
Style
Adaptability
for all
Standard Sets

The Prices
Are Right

Write for
Catalog and
Prices



Model M R 1—Music Roll Cabinet. Height, 40 in.; width, 33 3/4 in.; depth, 15 1/2 in. Genuine Mahogany or Walnut. Glass front. Capacity, 100 rolls.



Model A A—Outside dimensions: 50 in. high, 36 in. wide, 16 in. deep. Bury Walnut or Figured Mahogany. Rose wood overlay. Perfection built-in Art-Tone speaker. Drop leaf makes comfortable arm rest. A work of art.



Model A H—Outside dimensions: height, 40 in.; width, 30 in.; depth, 16 in. Genuine Mahogany or Walnut. Built-in loud speaker under top cover. Top, drop leaf and doors two toned. Top is hinged; drop leaf makes comfortable arm rest. Ideal for radio operator.

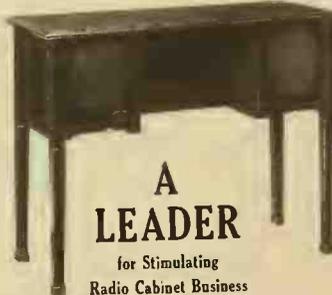


Model A—Outside dimensions: 42 in. high, 36 in. wide, 16 in. deep. Genuine Mahogany or Walnut, with or without Perfection built-in Art-Tone loud speaker in lower right-hand chamber. Top opens; drop leaf makes comfortable arm rest. Durably constructed.



Model XXV—45 1/2 in. high, 22 1/2 in. wide, 22 1/2 in. deep. Heavy construction. High-grade workmanship.

Our
Uprights
Are
Money
Makers



A
LEADER
for Stimulating
Radio Cabinet Business

Model C—38 in. long, 31 in. high, 16 in. deep. Three compartments in back affording ample space for batteries. Genuine Mahogany or Walnut.

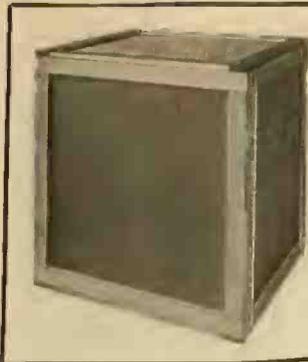
Write
for
Samples



Model XXX—42 in. high, 24 in. wide, 23 1/2 in. deep. Very heavy construction.

BROADCASTER CORP. Manufacturers

**2414 West Cullerton Street
CHICAGO, ILLINOIS**



Proper Packing for the Radio

Thousands of dollars were spent by phonograph manufacturers in investigating methods before they adopted plywood cases. Your shipping problems are identical to theirs.

Earn the Goodwill of Your Customers

and

INCREASE YOUR SALES

by following the precedent of America's leading phonograph manufacturers and ship in

Atlas Plywood Packing Cases

Ask for details

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Radiola Dealer and Jobber Enjoy Portable on Holiday

Aubrey F. Smith, Radiola Dealer, Practices What He Preaches and Derives Enjoyment From Use of Radiola 24 While Vacationing

It is evident that when Aubrey F. Smith, proprietor of the Smith Music Co., Marshalltown, Ia., extols the desirability of the Radiola 24, as



Enjoying Radiola Reception

an instrument for both the home and for the great out-of-doors, he can tell of practical experiences, as the accompanying photograph shows. Mr. Smith and E. K. Klein, manager of the radio division of the Midwest Electric Co., Radiola distributor, of Des Moines, derived great pleasure from the Radiola 24, while on their vacation near Minnetonka Falls, Minn.

Pushing Nyacoflex Receivers

The New York Album & Card Co., New York City, maker of Nyacoflex receiving sets, has concluded a good Summer season with the Nyacoflex RP-1, which is a portable radio phonograph combination. For the Fall and Winter season the New York Album & Card Co. is giving special attention to the sale of Nyacoflex receiving sets and phonograph panels. The many years in which the New York Album & Card Co. has supplied Nyacoco record albums to the talking machine trade has led this company to particularly develop this field as an outlet for its radio products. Max Willinger, president of the company, reports that the talking machine trade has taken on the merchandising of Nyacoflex radio sets in an energetic manner and that practically all new dealers added thus far in the present season are talking machine dealers. It is Mr. Willinger's

experience that the talking machine trade has taken hold of the merchandising of radio products in an energetic manner and that as time goes on and their experience in radio increases talking machine retailers are finding the merchandising of radio more and more simple. The advent of the Fall season has also created a decided demand for Nyacoco record albums and the factory of the plant is working to capacity filling this demand.

Radio Industries Corp. Discontinues Console Sets

The Radio Industries Corp., 135 Duane street, New York City, owing to the demand for its popular priced table models, has found it necessary to discontinue its console type. The sales of the DeLuxe model B Rico-Dyne, which was recently reduced in price, has shown a substantial increase, making necessary an adjustment in the factory production. This model carries a built-in "Melotone" speaker unit and is housed in an attractive table cabinet which has won the interest of several hundred Rico-Dyne dealers.

Everybody's T. M. Co. Planning for Busy Fall

Samuel Jüngardt, vice-president and treasurer of Everybody's Talking Machine Co., Inc., Philadelphia, Pa., recently addressed an exceedingly inspiring letter to the talking machine trade.

The fact that Summer is over and the trade is now in the big season of the year was stressed. A good Fall season is predicted and the importance of whole-hearted enthusiasm was advised. Everybody's Talking Machine Co., Inc., is planning for a big Fall season and from present indications it would seem that its plans would be realized.

Grim Opens a New Store

BEATRICE, NEB., October 8.—W. P. Grim, who was formerly identified with the Beard Music House, has opened a new music store at 105 South Fifth street, handling a full line of music goods. Mr. Grim has lately secured the exclusive representation of the Victor talking machine line and has purchased the full Victor stock of the Beard concern. The quarters are located in the Barnwood Hotel block.

To Open Radio Parlors

BARBERTON, O., October 6.—Frank J. Weigand, widely known local music merchant and pioneer in radio merchandising, announces he will open one of the most complete radio parlors in the State some time this month. Preparations are nearing completion.

Brunswick Radiolas Shown at Los Angeles Exposition

Fitzgerald Music Co. Had One of the Finest Exhibits at the National Radio Exposition Held in Los Angeles in September

LOS ANGELES, CAL., October 3.—One of the finest exhibits at the National Radio Exposition held in the Ambassador Auditorium, this city, in September was that of the Fitzgerald Music Co., which had large space devoted to the display of



Fitzgerald's Brunswick-Radiola Display Brunswick Radiolas and other radio products handled by the firm. Among the many fine exhibits at the Exposition this was undoubtedly one of the most effective, judging from the attention it received from visitors. The accompanying illustration gives only a faint idea of the attractiveness of the display.

The Fitzgerald Music Co. is one of the leading music houses on the Coast and its handsome warehouses, complete stock of radio and musical instruments, and aggressive merchandising methods have resulted in a large and continually increasing patronage.

Tie-Up With Wiedoeff

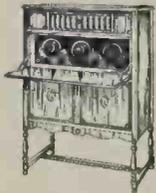
Brunswick dealers in and about Newark, N. J., recently availed themselves of the opportunity of effecting a tie-up with the appearance of Herb Wiedoeff and His Cinderella Roof Orchestra, Brunswick artists, at the Branford Theatre, during the week of September 26 to October 2. The Brunswick Co. had supplied the dealers with attractive window display posters bearing a picture of Herb Wiedoeff and inviting the public to call at the store and hear the latest records of this famous California dance orchestra.

New MacFadden Folder

MacFadden & Co., Inc., Philadelphia, Pa., have just issued an attractive folder on the B-Power generator which it manufactures, describing its many merits in detail. The Louis Buehn Co., of that city, local distributor of the MacFadden B-Power generator, has built up quite a business for this product and is anticipating still bigger business during the present season.



Model R-2. \$50 Retail



Model R-4
\$125 List
Cabinet Only \$85



Model R-1. \$35 Retail



Model R-5
\$150 List
Cabinet Only \$110



Model T-1
\$35 List

A Remarkable Opportunity for the Music Merchant!

The FINE-ARTS line—the first to combine character in radio with down-to-earth prices—offers you a truly remarkable opportunity for building a profitable and permanent radio business.

Regardless of price—there can be no finer radio. Superb quality—cabinets that are exquisite in their grace and beauty—plus perfect radio efficiency. All that can be desired in radio—at a price within the reach of everyone.

Unquestionably, your sales on FINE-ARTS will astonish you. For people are quick to realize that their money cannot possibly buy better radio values than are offered in FINE-ARTS.

Take immediate action, and get full details of our attractive proposition. Order samples sent you at once.



Model R-3
\$85 List

PLAZA MUSIC COMPANY . . . 10 West 20th St., New York

BANNER AND DOMINO RECORDS are the outstanding leaders in the 3 for \$1⁰⁰ Record Field



35c.
Each

3 for \$1

The outstanding leaders in the 3 for \$1.00 Record Field, are BANNER (black) and DOMINO (red) Record. They are by far the fastest selling, popular priced 10-inch, doubled-faced record on the market to-day.

The preference of dealers for BANNER and DOMINO Records is easy to understand—for their releases consist only of the latest song and dance hits recorded by the foremost artists and orchestras in the industry;—standard instrumental and vocal selections that are proven sellers, and Blues and Novelty numbers of the type always in demand, thus assuring constant turnover of your entire stock of these records.

In addition to the inherent superiority of BANNER and DOMINO Records and Recordings which are fully guaranteed in all respects, a most comprehensive Free Advertising Service, which spells SUCCESS for those who are handling these brands of records, is offered dealers. The service embodies REAL dealers' helps, monthly supplements, attractive colored window hangers of the new month's releases, and separate window strips featuring the latest popular hits. We also supply newspaper mats and cuts without charge.

Start a **3 for \$1⁰⁰** Record
Department in your store

A \$50 Investment Is All that Is Necessary

To assist you in starting a profitable 3 for \$1.00 Record Department in your store we have compiled a special \$50 assortment of popular hits and standard records, together with a liberal supply of advertising matter which we will be glad to send you promptly on receipt of a line from you. Just fill in the enclosed card and mail it to us.

The big season for Records is now here. Act at once and get the benefit of the Fall and Holiday business.

**BANNER and
DOMINO**
Record Releases for
November

For November Re-
leases see last pages of
this book under head-
ing of Advance Rec-
ords Bulle-
tins.

PLAZA MUSIC CO., 10 West 20th Street, NEW YORK

Here it is! The Smallest **REAL** Phonograph Made

KOMPACT
REG. U.S. PATENT OFF. PATENT APPL. FOR
**The Camera-Size
Phonograph**

FINE FABRIKOID COVERED

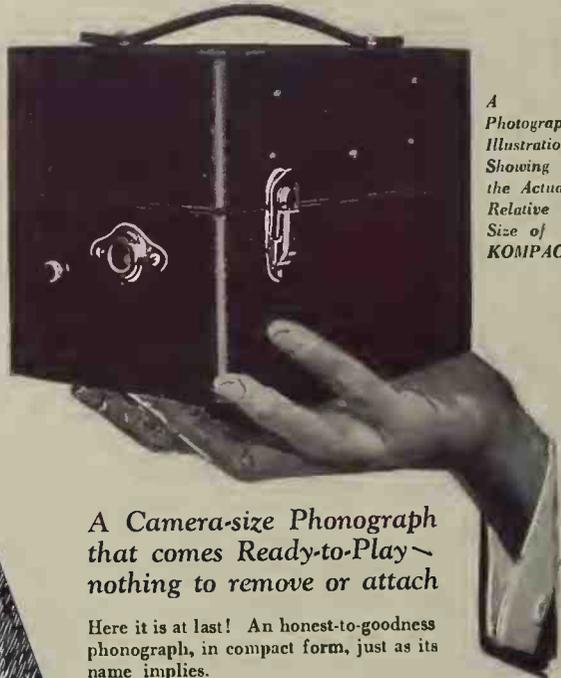
\$12⁵⁰

List Price

GENUINE PIGSKIN
LEATHER COVERED

\$15⁰⁰

List Price



A
Photograph
Illustration
Showing
the Actual
Relative
Size of
KOMPACT.

*A Camera-size Phonograph
that comes Ready-to-Play—
nothing to remove or attach*

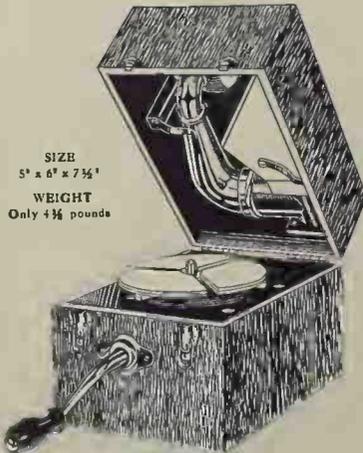
Here it is at last! An honest-to-goodness
phonograph, in compact form, just as its
name implies.

KOMPACT is a *real* portable phonograph in every
respect, with a tone quality and volume of sound
that is equal to any of the large size portables now
on the market.

Ready-to-play, KOMPACT eliminates all the objec-
tions against this type of phonograph and opens up a
tremendous field for the wide-awake music dealer.

Order a sample KOMPACT sent you at once so that you
can see for yourself how fine an instrument it really is.

Some Choice Territory for Distributors Still Open



SIZE

5" x 6" x 7 1/2"

WEIGHT

Only 4 1/4 pounds

PLAZA MUSIC COMPANY, 10 West 20th Street, NEW YORK

For Fifteen Years
Plaza Music Company Has Boreed
the Music Trade

Plaza News

Every Item De-
scribed Here Can
be Profitably Sold
in a Music Store

VOL. 1, No. 2

Published by Plaza Music Co., 10 West 20th St., New York

OCTOBER, 1925

PLAYTIME RECORDS LOW RETAIL PRICE APPEALS TO ALL

SELL AT ONLY 15c EACH

Playtime records, which include songs, games and stories for kiddies, are wonderful juvenile records which retail at 15c each—a price which appeals to all. The repertoire includes an assortment of 98 selec-



tions of the familiar Mother Goose Nursery Rhymes, which all children delight in and want.

Music dealers can easily develop a steady sale for these records by making a habit of calling them to the attention of their regular customers whenever they are in their store.

Most people have children of their own or in their family, and hence are live prospects for these wonderful records.

CAMERA DEPTS. IN MUSIC STORES MEAN STEADY PROFIT

Music dealers who have camera departments in their stores find them highly profitable, not only because of the steady income which they receive from the sales of cameras and films, but also from the extra business through their regular lines which they get from the



customers who are brought in and time again for camera accessories. Let us show you how you can start a camera department in your store with a small investment.

THE UTMOST IN RADIO VALUES

FINE-ARTS

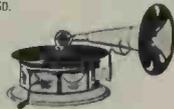


For Details See First Page

NEW LOW-PRICED CHILD'S PHONOGRAPH OFFERED TO TRADE

Little Tots' Phonograph No. 2 is the new low-priced phonograph for kiddies which the Plaza Music Company is offering to the trade. It is a wonderful little phonograph in every respect, with the greatest tone volume of any small phonograph made, due to the extra large horn which is used.

The body of the phonograph is made of white enamel metal, with colored designs. Size, 11" x 4 1/2", with a 10" horn. The net price to dealers is \$3.50.



COMPLETE LINE OF PHONOGRAPH SUPPLIES CARRIED BY PLAZA

Plaza Music Company carries the most complete line of phonograph accessories and supplies of any house in the country. They are able to supply almost every want of the phonograph dealer direct from stock. Plaza is also the manufacturer of the well-known MAGNECO and SUPER-TONE needles, as well as several other high-grade types of needles.

A few of the items which Plaza handles are given below:

- | | |
|------------------------|-----------------------|
| Nalunite Tone | Orpheo Needles |
| Amplifier | Tenboro Needles |
| Record Albums | Playway Needles |
| Bellinshaw Stop | Jump Needles |
| Record | Little Tots' Player |
| Record Cleaners | Roll Attachment |
| Delivery Envelopes | Phonograph Delivery |
| Record Dancing Flowers | Covers |
| Record Cleaners | Phonograph Dust |
| Auto Record Cutters | Records |
| Dialy Disc Records | "Cups" Metal Discs |
| Player Piano Vacuum | Wax Record Discs |
| Real Adaptic | Records |
| Lubricant | Records |
| Microphones | Record Fishers |
| Record Protector and | Sheet Music |
| Display Stand | Sheet Music Backs |
| Illustrated Posters | Supertone Mailings |
| Supertone Needles | Envelopes |
| Aladdin Needles | Green Stock Envelopes |
| Fine Needles | |

Write for Plaza's catalog of phonograph accessories.

PLAYTIME — CABINET MODEL PHONOGRAPH FOR CHILDREN A DANDY ITEM FOR THE HOLIDAYS

Music dealers everywhere have enthusiastically received the announcement of the new Playtime Cabinet-model phonograph for kiddies, which the Plaza Music Company is now manufacturing. Those who have seen the samples of the Playtime phonograph have expressed the opinion that they are certain to become enormous sellers in music stores, on account of their fine appearance, attractive finish and low retail price of \$12.50.

The Playtime phonograph is 17" x 11" x 10" and is sturdily built throughout. It is finished in ivory-white and cute kiddie designs on the door and side panels.

BIG SEASON FOR LITTLE TOTS' RECORD ALBUMS

Now, with the big fall and holiday season for kiddie records in full swing, the demand for Little Tots' Records will increase in leaps and bounds. Little Tot Records are put up in attractive albums containing eight selections on four seven-inch records, complete with eight covered picture and verse cards for retailing at \$1.00.

Little Tot Books embody everything that is desirable in a record made exclusively for the entertainment and



LITTLE TOTS' NURSERY TUNES

education of the youngsters. The tuneful melodies, catchy little rhymes, wonderful stories and games have pleased the youngsters generation after generation.

Parents realized that music has an important educational value for children. The kiddies love the tunes of these permanently popular selections, delightfully recorded on LITTLE TOTS' RECORDS. This makes LITTLE TOTS' BOOKS not alone an attractive holiday item but something that can be handled profitably twelve months in the year.

Plaza ships sheet music orders the same day they are received.



The LITTLE TOTS' table model phonograph which retails at \$10.00 will as usual come in for a good share of the Fall business. This model is finished and decorated similar to the PLAYTIME Cabinet Model.

SPLENDID VALUES IN UKULELES OFFERED BY PLAZA MUSIC CO.

The new ukuleles, banjo lutes, etc., which the Plaza Music Company is offering to the trade represent remarkable values for this class of merchandise. A few of Plaza's leaders are: Ukulele, No. 300, walnut finish, \$1.10; Banjo Uke, B-5, maple finish, skin head, with nickel-plated straining ring, \$1.35; Banjo Uke, B-10, same as B-5, but with larger head, \$1.75; Banjo Uke, B-15, same as B-10, but with painted neck, \$2.25; Banjo Uke, B-20, same as B-15, but with resonator back, \$2.60.



Special prices for quantity orders.

Plaza offers quality phonograph needles at attractive prices.

Important Demonstrations of New Products Feature Month in Cleveland Territory

Orthophonic Victrola Arouses Enthusiasm of Retail Trade—Sales Gains Gratifying to Dealers—
W. R. Trembley in New Post—May Co. Stages Sales Campaign—New Law Aids Trade

CLEVELAND, O., October 8.—Howard J. Shurtle, president of the Cleveland Talking Machine Co., Victor distributor for this section, during the latter half of September conducted several demonstrations of the Orthophonic Victrola. The first demonstration was given in the recital room of Carnegie Hall, Huron road (Music Row), Cleveland, the afternoon of September 16, and was largely attended by dealers of Greater Cleveland. All were delighted with the first showing of the Victor Talking Machine Co.'s new product—declared to be the greatest advancement ever made in the art of the talking machine industry. Already many orders for the new machines have been booked. The demonstration was repeated the following day in the Chamber of Commerce, Toledo, and later another was conducted in Indianapolis for the benefit of dealers in that city.

In New Post

W. R. Trembley, of Detroit, Mich., the recently appointed manager for the P. A. Starck Piano Co.'s Cleveland branch store, reports September business very good on pianos, player-pianos and talking machines.

Henry Dreher Goes East

Henry Dreher, president of the Dreher Piano Co., spent a few days on a business trip in New York, following the annual convention of the Music Merchants' Association of Ohio in Cincinnati. He said his firm is preparing to book heavy orders for the new Victor talking machines when they get into the open market.

Stages Sales Drive

The May Co. on September 26 held its annual "May Day" sale, during which 3,000 extra salespeople were employed. The company used fifteen full pages of advertising in each of the two afternoon English language newspapers of Cleveland in featuring the sale. A large section of this advertising was devoted to featuring merchandise in the radio and talking machine sections. Dan E. Baumgauch said the sale of talking machines and radio sets and equipment during the big anniversary event broke all previous records. Many Fried-Eisemann and Atwater Kent five-tube radio sets were also sold.

Sells Large Number of "Talkers"

The reelection of R. E. Taylor, manager of the talking machine section of the William Taylor Son & Co., to membership in the executive committee of the Music Merchants' Association of Ohio during the recent Cincinnati annual convention was highly gratifying to Cleveland dealers. He served as president of the former Talking Machine Dealers' Association of Northern Ohio one year. The Taylor store scored the biggest sale ever reported in Victor machines during the half-price campaign. Another popular selection of the convention was that of Otto C. Muehlhauser, of the Muehlhauser Bros. Co., for Association president, while all Cleveland music dealers are glad that the city will again be headquarters for the State Association Secretary's office, Rexford C. Hyre, of Cleveland, having been re-elected. His reelection means that the Retail Music Merchant, published monthly under his direction, will continue to be issued in this city. The publication has shown much interest in the talking machine trade, and Mr. Hyre personally knows most every phonograph retailer and distributor in the State.

100 Per Cent Sales Improvement

The Haas Electric Co. reports radio sales have picked up about 100 per cent in northern Ohio during the past few weeks. The firm has the exclusive agency for the Freed-Eisemann sets and equipment and other radio lines.

Selling Brunswick-Radiolas

The Robert L. White Music Co., the Old Arcade, is selling quite a number of high-priced

Brunswick-Radiolas. This firm's September sales of portable talking machines also held up remarkably well.

Signing Up for Radio Show

James H. Lanyon, of Lanyon & Bowen, publicity representatives of the radio exposition to open for a week in the Public Hall, November 7, report contracts have been signed with the Radio Corporation of America for an exhibit. Local firms taking space included the Dreher Piano Co., Bailey Co., Buescher's Music Store, Cleveland Talking Machine Co., William Taylor Son & Co., Haas Electric Co. and other radio concerns.

"Ureco Goldentone" Radio Tube Now on the Market

Latest Product of United Radio & Electric Corp.
Result of Long Experimentation—Said to
Improve Radio Reception

The United Radio & Electric Corp., 425 Central avenue, Newark, N. J., manufacturer of Ureco tubes, recently announced a new power tube known as "Ureco Goldentone." This product has been in process of development for over a year and was evolved for the purpose of improving the last audio stage reception. The Ureco engineers were not satisfied that the ultimate had been reached although its tubes for this particular purpose had as much volume as other scientifically built products. It required, they said, a "Ureco Goldentone" tube of different structure which would insure the same degree of volume and at the same time eliminate any minor distortion.

In speaking of the "Ureco Goldentone" an



Among exhibits will be the latest creations of the Victor Talking Machine Co., Brunswick Co., Pathé Phon. & Radio Corp., Ohio Musical Sales Co., the General Phonograph Mfg. Co., Crosley Radio Corp., Starr Piano Co., Freed-Eisemann Radio Corp.; most of the radio products being represented through distributors in this territory.

New Law Protects Dealers

Ohio talking machine dealers now have more protection under the amended State lien law. It provides that married judgment debtors carrying \$75 or more monthly may have at least 10 per cent of their earnings garnished for any debt, including pianos, players and talking machines. Formerly the 10 per cent covered necessities only, and musical merchandise bought on instalments was not included. Under the law now a "family car" may be seized to help pay for a talking machine. This places the talking machine dealers in an enviable position.

officer of the company remarked as follows:

"During the year the Ureco engineers first began to work on this problem, experimentation in the laboratory has been constant. The ideal that these men set for themselves was not easy of accomplishment. They said to themselves, 'We will be satisfied with only one kind of tube—a tube that will adequately handle even the greatest possible volume, a power tube that will build up signals to a volume hitherto never tried for and at the same time keep the exact quality of the talking voice, singing voice, or instrumental tone being sent through the microphone.' At various times during the year, results were obtained that might have satisfied men who had not set for themselves an unchangeable ideal. But these results in the Ureco tests were merely checked as steps toward the accomplishment aimed at."

"But now, the ideal that the Ureco engineers set out to reach has been attained in the new Ureco Goldentone, a tube built with additional elements, as compared with other tubes of this type, and greater capacities, to increase the flow of plate current to almost twice as much as formerly. This increased plate current means two things: Clear loud-speaker volume on far distant stations and sweetness of tone."

Goldentone is made in the color of gold instead of silver, so that when the tube is operating in the set it looks like gold glowing in the sunlight.

The REMO TRUMPET

CONCERT TYPE

Have You Heard It?

If not read offer below!

Every radio fan will be surprised and delighted with this loudspeaker. It produces the high and low notes without distortion with true and clear reproduction. It also has plenty of volume. Acclaimed no superior at any price. Handsomely finished in crystal black with grained mahogany bell and antique silver detail.

Retails for \$25.00

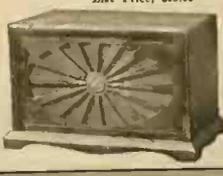
The Remola Concert Cabinet

Produces the same beautiful tone as the Trumpet. A fine mahogany finished cabinet of just the right size.

Remola Concert Cabinet
List Price, \$35.00

Offer—Both of these instruments will be sent to you on 10 days' free trial through your regular jobber. We are willing to do this so that you may hear them.

The REMO CORP. MERIDEN, CONN.

PERRYMAN

Here are Sales Helps that actually **SELL** for you **\$2.50** All Types

A handsome Window Display, better than any you've seen for tubes, that not only sells Perryman Tubes but sells your store, too.

A Counter Display featuring a clear glass demonstrating tube that enables you to show your customers why Perryman Tubes are worth \$2.50 down to the last penny.

An Authorized Dealer Transfer for your window.

Booklets for counter use, written so a novice can understand why his money ought to go into Perryman Tubes.



A carton of striking appearance. Easy to look at. Your customers will instantly locate the Perryman cartons on your shelves.

Important

We want all jobbers and dealers to know that the Perryman Electric Company is ably financed and thoroughly equipped to deliver the goods. Our laboratories and plant in North Bergen are the last word in equipment. We will gladly refer you to our banks for information—strength and the character of the men behind the company.



Perryman Type R. H. 201-A Amplifier and Detector



Perryman Type R. H. 199 Standard Base Amplifier and Detector

George H. Perryman has been making vacuum tubes for ten years during which time he has directed two of the largest plants in the country. He has built four tube making plants. He knows the faults and virtues of practically every tube on the market. He knows tubes as few know them.

These Perryman Tubes—the first to which he has given his name—are the result of an experience in tube making second to none.

They actually are superior to the tubes you've been handling. You can see their advantages immediately through the clear glass of the demonstrating tubes that we supply every dealer free of charge to show customers exactly what they're buying; exactly why they are superior; why they will stand the gaff indefinitely, and why they are worth \$2.50 down to the last penny.

P E R R Y M A N

Laboratories and Plant — North Bergen, N. J.

RADIO TUBES

\$2.50 All Types

You can see the difference at a glance



Perryman
Type R. H. 199
Miniature Base
Amplifier and Detector



Perryman
Rectifier



Tube Assembly of Perryman
Type R. H. 201-A and
Perryman Rectifier

Notice this new type of tube assembly. The filament, plate and grid are held in permanent parallel alignment at the point of greatest efficiency by two bridges. You can't shake them apart.

These Perryman Tubes not only deliver the greatest efficiency possible, but deliver it for the longest possible period of time.

Perryman Radio Tubes are made in the latest and most modern plant in the country—with George H. Perryman watching them at every step.

You've never seen better built, better looking, nor better operating tubes than the Perryman line. You've never seen more complete, nor more helpful sales support than we give you for use in your own shop. Every Perryman Authorized Dealer receives free display material that is as good as the tubes—and that's saying a lot. Not only does it sell Perryman Tubes—it sells the shop.

Perryman Authorized Dealers get price protection, territorial protection, and the right to sell a line of tubes that has the most interesting sales story in the industry behind it.

We cordially invite Jobbers and Dealers to write us for information concerning Perryman Tubes.

And here's the GUARANTEE

This Perryman Vacuum Tube is guaranteed to be perfect in every respect and to conform with the Electrical Specifications as printed on the carton. We agree to replace it free of charge if it ever fails because of defective material or workmanship.

G. H. Perryman

ELECTRIC CO., Inc.

Sales and Executive Offices — 33 West 60th Street, N.Y.C.

New Models of Talking Machines and Radio Eagerly Awaited by Cincinnati Dealers

Satisfactory Increases in Sales Volume in All Lines Presage Prosperous Fall-Winter Season—Inquiries Regarding New Victor Line and Brunswick Panatrope—News of the Month

CINCINNATI, O., October 9.—Dealers report a gratifying increase in the volume of sales of talking machines and records, and it is generally thought that market conditions are readjusting themselves.

New Victor Instrument Demonstrated

One of the features of the convention of the Ohio Music Merchants' Association, held here September 15 and 16, was the demonstration of the new Victor machine.

Woodmansee to Move to New Quarters

The W. G. Woodmansee Piano Co., which handles the Edison phonographs and records, is now advertising a "removal sale" extensively and with satisfactory results. The building in which the company is located, on Fourth street, near Race, is to be torn down to make room for a modern skyscraper, which will be the home of the Chamber of Commerce. "While we will not move until the first of the year, we have commenced our clearance sale well in advance, as this is the beginning of the Fall season," explained Mr. Woodmansee.

Canfield Piano Co. Reports Increase

"We have just received a carload shipment of Modernolas, and this should show that we do not take a pessimistic view of the talking machine situation," stated Walter Canfield, head of the Canfield Piano Co., which is located in the uptown shopping district. "We do not handle records," he explained, "as we handle no article that sells for less than \$150, nor do we do much in the way of handling used instruments. Our sales have increased progressively each month this year."

George P. Gross Returns From Europe

At the store of the Geo. P. Gross Co., at 1328 Main street, it was stated that business is becoming more active in the talking machine line, with an exceptionally good demand for records. Geo. P. Gross, the head of the company, who has for two months been on a tour of Europe, on which Mrs. Gross accompanied him, returned September 11, just in time to take part in the convention of the Ohio Music Merchants' Association, in which he takes a great interest.

J. E. Henderson Enthusias Over Panatrope

On his return from Chicago, where he went recently to attend the demonstration of the

Panatrope, the new Brunswick instrument, J. E. Henderson, local manager for the Brunswick-Balke-Collender Co., was full of enthusiasm for that recent innovation in talking machines. "I was thoroughly pleased in every respect by the volume, tone, quality and other fine features of the new instrument," stated Mr. Henderson. "By reason of its wonderful electrical pick-up arrangement it reproduces all octaves perfectly." On September 28 he delivered an address before the Advertising Club of Louisville, Ky.

Panatrope Eagerly Awaited

A new feature of the Brunswick Shop, of which Louis H. Ahaus is the proprietor, is a roll department, with a complete line and with three demonstrating booths. "While waiting for the new Panatrope to come we kept pushing the models we had in stock," explained Mr. Ahaus, "and by working hard we kept up a fair volume of sales. There have been a great many inquiries about the Panatrope."

Columbia Flourishing in Kentucky

Miss R. Helberg, manager of the local branch of the Columbia Phonograph Co., who has just returned from a business trip to Kentucky cities, reports that she found business in general and the talking machine business in particular to be much improved in the Blue Grass State. "Our business is splendid, both as to machines and as to records," she stated. Mr. Stannard, of Richards & Stannard, of Maysville, Ky., was a recent visitor to the Columbia branch.

Inquiries Regarding New Victor Instrument

Walter Timmerman, manager of the Lyric Piano Co., agent for the Victrola line, stated that they have developed many new prospects for the new Victor machine and he expects a large demand for it as soon as the stock arrives. The company's sales of records, he said, have been very good.

Ohio T. M. Co. Demonstrating New Instrument

Both C. H. North, vice-president of the Ohio Talking Machine Co., and A. H. Bates, secretary, are out of the city, in the interest of the new Victor machine. It was demonstrated by them in Louisville and in Indianapolis the latter part of September and demonstrations followed

in succession in other cities in their territory, with conferences with agents and dealers. The huge advertisements of the sales of the Victor Red Seal records that have appeared recently have stimulated the record business fully 50 per cent, it is stated, and they also increased the demand for the old-style machine.

Gennett Records in Demand

"Business conditions are improving and the volume of sales is increasing in proportion," said W. W. Purnell, wholesale manager of the Starr Piano Co. "We are putting out a most attractive lot of Gennett dance records for the Fall trade, and also some fine classical selections. The Gennett records that feature many of the late W. J. Bryan's addresses continue to be in good demand."

Ben Brown Returns From Trip

Ben Brown, of the Sterling Roll & Record Co., led the latter part of September on a trip through northern Ohio.

Old Time Tune Artists Given Test Recordings

General Phonograph Corp., Holds Convention of Amateur Singers and Fiddlers of Old Favorite Tunes—Hundreds of Applications

Particulars of the Old Time Tune convention held in Asheville, under the auspices of the General Phonograph Corp., have been given out by that company. A special room on the roof of the George Vanderbilt Hotel was given over to the portable recording laboratory which was sent from New York. Three hundred applications for a test recording were received and from these twenty-five were selected. Some of the most famous fiddlers and singers of the South were heard and many old-time tunes were recorded. Henry Whittier was the only professional who attended and he recorded some records which bear all the marks of being wonderful sellers.

Lehigh Valley Dealers Form Radio Association

Radio Trade Association of the Lehigh Valley Formed to Stabilize the Trade and Protect the Buyers of Receiving Sets

ALLENTOWN, PA., October 6.—At a recent meeting of the leading music and radio dealers here, the Radio Trade Association of the Lehigh Valley was formed to stabilize the trade and thus protect buyers of radio sets. Among the dealers represented were Cameron Piano Co., F. Bowman & Son, Lucky Radio Co., McGee Music House, Freeman Radio Shop, Long Music House, Auto Electric Co., Allentown Elec. Devices Co., H. K. Radio Engineering Co., and C. C. Turck, Bethlehem. The following jobbers were also represented at the initial meeting: Penn Elec. Engineering Co., Scranton; Stanley & Patterson, New York, and J. H. Stewart Co., Philadelphia, Pa.

Earle H. Bowman was elected president of the Association and Arthur J. D. Haines, secretary and treasurer. One of the leading discussions at the meeting was the staging of a radio show, under the auspices of the Association, to be held in the very near future.

Isham Jones at Canton

Large crowds visited Moonlight ballroom, Canton, on the recent visit of Isham Jones' orchestra. Brunswick dealers tied up with the appearance of the orchestra, and records of this well known band have been much in demand.

The stock of the Brunswick Shoppe, owned by D. W. Lerch Music Co., in the Harris Arcade building, Canton, has been moved to the main Lerch Co. store on North Market avenue.

C. M. Alford and wife are back on the job at the Alford & Fryar Piano Co., following an extended visit in the West.

"I Have a Prosperous Business"

This can be true of you! And if your business is prosperous we can show you the way to greater prosperity.

Okel Records

Make business bigger and better. We have a proposition telling the whole story.

STERLING ROLL AND RECORD CO.

137 West 4th Street, Cincinnati, Ohio

Vitanola

The Phonograph of Marvelous Tone

On ~

“Main Street”

“Main Street” is one of America’s most important institutions and the Main Street dealer serves probably a more discriminating type of buyer—a “harder to please” sort of customer than does his big city competitor. Because the Main Street dealer knows 90 per cent of his customers personally, mixes with them in his daily social life, the merchandise he sells them **MUST MAKE GOOD.**

In thousands of stores on Main Street Vitanola has “made good” over a long period of years. It has “made profit” too. That’s another thing to consider. The dealer in the smaller city has not the big expense of the big dealer, but he hasn’t the big volume either. Besides selling **GOOD MERCHANDISE** he must make each sale at a **GOOD PROFIT.**

Dealers in hundreds of small cities throughout America have learned that the Vitanola line “fills the bill” for them. It has style, quality—it sells and it stays sold—and it carries profit to gladden the heart.

For the same reason, of course, Vitanola “fills the bill” for the big city merchant. But we are especially proud of its success *on Main Street.*

*Here are two values that are destined to be headliners on
MAIN STREET, STATE STREET and BROADWAY*

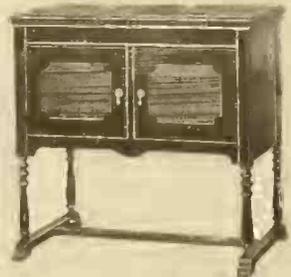


Vitanola Console Phonograph No. 101
Mahogany or Walnut Finish
Adapted for Radio

Height 33"
Width 32"
Depth 21"

List Price \$75.00
Liberal Discounts

Send for special set of
photo-posto illustrations
showing new Vitanola
models—“Do it Today”



Vitanola Console Phonograph No. 103
Mahogany or Walnut Finish
Adapted for Radio. Space for record album
under tone chamber on right hand side

Height 33 1/4"
Width 35"
Depth 23 1/4"

List Price \$90.00
Liberal Discounts

Vitanola Talking Machine Co.

M. C. SCHIFF, President

829 American Furniture Mart

666 Lake Shore Drive, Chicago, Ill.

New DeForest Period Sets on Exhibit at Art Gallery

Radical Changes in Cabinet Designs Feature of Art Models—Instruments Demonstrated at Ferargil Galleries in New York

The new DeForest Radio Co.'s renaissance and other models recently shown before DeForest distributors at the Hotel Waldorf, New York, and at various radio shows throughout the



W-6 Renaissance Radiophone

country, also have been on exhibition at the Ferargil Galleries, 37 East Fifty-seventh street, New York City. This marks the first radio instrument ever endorsed and exhibited by any of the leading art galleries of America. The product is also demonstrated at the gallery.

The new DeForest products include the W-6 renaissance Radiophone, the same type in a table model, and the W-5, a slightly smaller reproduction. All of the new DeForest products carry the Roy A. Weagant circuit, the new double cone reproducer and return to a straight line condenser (first made by DeForest in 1910) with special attention to "B" battery voltages.

In demonstrating the new DeForest models special attention is given to orchestra programs by which the harmonious notes of each instrument come over the air clearly and distinctly, eliminating all disagreeable grating noises. It

is possible with the new circuit to listen to vibrations all the way down to 25 per second and up as high as 7,000. Previous ranges have been from 300 to 3,000. The circuit deliverance delivers as much amplification with two tubes as ordinarily obtained by the use of four and it operates over great distance on loop antenna, using only two stages of radio frequency amplification. Oscillation due to internal capacity when used in tuned amplifying circuits has been entirely eliminated.

Quite apart from the technical improvements offered in the new DeForest Radiophone are the designs of the cabinets. These are the work of Elbert McGraw Jackson, and are certainly works of art. They are hand carved, each made individually and each is signed by the artist who designed it.

C. J. Cusack Appointed to Everybody's Co. Staff

Expert on Routing and Shipping of Merchandise to Handle This Important Branch of the Everybody's Co. Business

PHILADELPHIA, Pa., October 6.—Everybody's Talking Machine Co., Inc., of this city, has announced the addition to its active staff of C. J. Cusack. Mr. Cusack was formerly connected with the Philadelphia & Reading Railroad for some nine years and has acted in the advisory capacity of traffic manager for Everybody's Talking Machine Co. for some time past. Mr. Cusack is an expert on routing and shipping merchandise and brings with him a wealth of knowledge which will be found invaluable to the Everybody's organization in its shipping department. His work with Everybody's Talking Machine Co. will be to supervise the filling and shipping of orders. One of the principal items in service in the talking machine repair parts business is the prompt filling of orders and routing them in the quickest and at the same time most economical manner and the addition of Mr. Cusack is expected to further facilitate this service.

J. S. Costanza, New York State representative of the International Clearing House, metropolitan distributor of the Pfanzstiel radio sets, is on an extended trip throughout the State, opening up new accounts and lining up dealers for the Fall season.

Akron-Canton Dealers Report Business Gains

Marked Increase in Activity in Talking Machine and Radio Creates Optimism Throughout the Trade—Successful Sales Campaigns Staged

AKRON-CANTON, October 7.—Both the talking machine and radio trades in the Akron-Canton district showed gratifying increases in activity the last two weeks. The upward trend is apparent with the advent of October and cooler weather. At practically all eastern Ohio fairs music dealers had exhibits and report they got an unusually large number of prospects through this medium. Many dealers report interest centered in radio at their booths, while some say talking machines created their share of attention. Most stores already have their new models of talking machines on the floor or are expecting them in a few days. Records have had better call in recent weeks and now monthly releases are causing more interest than in the Summer months.

Dan E. Baumbaugh, manager of the talking machine and radio department of the May Co., Cleveland, assisted in staging a big sales drive on Cheney phonographs, at the store of the M. O. Neil Co., a subsidiary of the May Co. Whole pages of newspaper advertisements were used.

The usual number of music firms had exhibits at the annual Stark County fair, held here recently. The Rhines Edison Shoppe, with stores in Canton and Massillon, stressed newest Edison models, as well as many lines of radios. The William R. Zollinger Co., displayed Victor and Cheney talking machines and radios. The Custer Music House offered a complete exhibit showing pianos, talking machines and radio. Officials of the three firms report many prospects listed. More than 100,000 people visited the fair.

A number of Canton retail music houses aided in staging the annual Fall style exposition. The George C. Wille Co., and the D. W. Lerch Music Co., both had attractive window trims. Others who participated were the Home Music Co., Klein-Heffelman-Zollars Co., and the W. O. Custer Music Co.

Ted Weems, and his Victor recording orchestra, played a three-day engagement recently at Moonlight ballroom, where they made a big hit. Victor dealers tied up with the appearance of the band and stressed newest recordings of the orchestra.

Small goods were given a stimulus in Akron shops with the recent appearance here of Ukulele Hughes, exclusive Vocalion recording artist at Rudiek's Music Store, Akron. Hughes attracted large crowds, presenting a program which included all his recent recordings.

The Garver Bros. Co., Strasburg, O., had a large exhibit at the annual Tuscarawas County fair held recently. It stressed Edison talking machines in part of its booth space as well as radio and small goods. John Garver, advertising manager, was in charge.

Okeh Artist in Musical Show

Gerald Griffin, Irish tenor and popular Okeh artist, is playing a leading role in the musical comedy, "The Beloved Bandit," which contains several musical gems which will appear shortly on Okeh records. Mr. Griffin is always available for store concerts to assist dealers in effecting tie-ups with the local appearance of the production in which he is appearing, and Okeh dealers expect large sales of this artist's recordings during the coming season.

Incorporation

The Port Morris Electric & Radio Corp., New York, was recently incorporated at Albany with a capital stock of \$20,000. The incorporators are C. and L. Moguil and G. Burstein.



METROPOLITAN DISTRIBUTORS

FOR

Sonora
THE HIGHEST OF QUALITY
CLEAN AS A WHISKEY

AND

Freed-Eisemann
RADIO RECEIVERS

SONORA SPEAKERS
CUNNINGHAM TUBES
PHILCO - EXIDE
RAY-O-VAC - BALKITE



GREATER CITY
PHONOGRAPH COMPANY INC
234 WEST 39TH STREET NEW YORK NY



1924

1925

Four times as much business as the same period last season!

The reason why dealers are so eager for the Freed-Eisemann franchise, is best expressed by the voluntary statement of a Cleveland dealer at a large dealer meeting.

He arose and said to his fellow-dealers:

“I am sold on the Freed-Eisemann proposition because Freed-Eisemann is the first big company to

recognize that a dealer, in order to make money, needs 40% and 10% on the majority of sets he sells.

“Freed-Eisemann has a fine line of radio receivers and they give us a franchise contract that has teeth and that really means something.”

Get full details. Write to the Freed-Eisemann exclusive territorial jobber, or write to us and one of our executives will reply personally.

Licensed
under
Hazelton
Patents

Freed-Eisemann Radio Corporation
MANHATTAN BRIDGE PLAZA, BROOKLYN, N. Y.

Licensed
under
Latour
Patents

FREED-EISEMANN

MASTERY IN RADIO

Victor Co. Sponsors a Plan to Finance Dealers

Bankers Commercial Security Co., Inc. Has Completed Plan for Financing Instalment Paper of Victor Talking Machine Dealers

The Bankers Commercial Security Co., Inc., New York, with the endorsement of the Victor Talking Machine Co., has completed a plan for the financing of the instalment paper of Victor dealers on a very favorable basis. Under the plan talking machine instalment paper running from six to eighteen months is available for financing, provided at least 10 per cent of the purchase price of the instrument has been paid to the dealer, except instruments retailing at \$150 or less which must be sold on time payments within twelve months in order to make the paper acceptable.

On completion talking machine and radio outfits monthly instalment paper to be acceptable should mature within eighteen months from the time it is offered for sale, except that paper covering outfits selling at \$250 or less should mature within twelve months.

The primary purpose of the financing plan is to enable the dealer to turn his paper into cash for the purpose of paying his bills for stock to the jobber, thereby realizing the cash discount. In fact, when the dealer has deposited his money with the finance company, the amount allowed is paid direct to the jobber to cover current bills and then the remainder is turned back to the dealer.

The plan is outlined in detail in a special folder that has been prepared for distribution among Victor dealers, and examples are given to show just how the idea works out. The Victor Co. has provided an introduction for the folder in which the purpose of the financing plan is described and in which the company says:

"We have not been unmindful of the trend

of the American buying public towards increased instalment purchases and that this trend has meant an increasing problem to the Victor dealers to finance their growing instalment sales. In order that our dealers might have advice and assistance in this problem, based on a broad and thorough survey, we have investigated the more important fields of instalment selling and given careful consideration to the financing of instalment sales, and as a result submit the following suggestions and plan:

"We do not hesitate to say that there are circumstances under which it is good business practice for a dealer to sell his instalment paper—for the purpose of paying for new merchandise. If a dealer is doing a growing instalment business on sound credits and terms, and his capital is insufficient to finance such increasing business, he is justified, we believe, in selling sufficient of his instalment paper to replenish his stock of merchandise. If a dealer is not continuously taking advantage of the cash discount which is generally offered in this business, he is losing a substantial part of the net profit which is available to him and the following plan should interest him. The sale of instalment paper, however, for other purposes than paying for new merchandise is regarded by us as questionable.

"Another matter of importance to the dealer is the difference in cost to him between instalment sales and cash sales. We believe that the Victor dealer is not fair to himself or to the cash buyer if he offers merchandise to the instalment buyer at the same price that he offers the same merchandise to the cash buyer. The cost to the dealer of doing business on the instalment plan is appreciably more than if the same volume were done on a cash basis. Interest at the legal rate on the unpaid balance of an instalment contract covers but a portion of the expense of instalment selling.

"As a result of our study of the problem and of the many requests made on us to make available a plan for financing instalment sales of

Victor products, we are submitting herewith a plan available to Victor dealers through the Bankers Commercial Security Co., Inc., of New York. In our opinion this plan is the best adapted for the Victor trade and the most reasonable offered. It is also simple in operation and frank in its offerings."

F. J. Ennis Joins Staff of Pfanstiehl Distributor

Well-known Talking Machine Man Now With the International Clearing House—Covers Brooklyn and Long Island Territory

F. J. Ennis, well known in the talking machine trade throughout the East and Middle West, recently joined the sales staff of the International Clearing House of New York, distributor of Pfanstiehl radio receivers in the metropolitan and New England territory, and will cover the trade in Brooklyn and Long Island. Mr. Ennis was until a few months ago manager of the combined talking machine and radio departments of the H. Batterman Co., one of the leading department stores of Brooklyn, and prior to that he was in similar positions with leading music establishments in New York and other large cities.

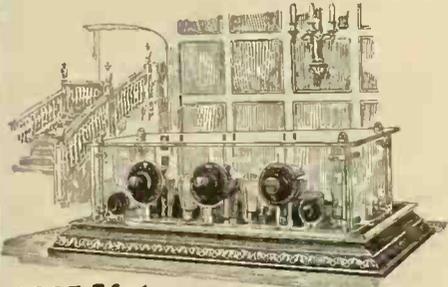
William C. Zabriskie, formerly with the New York Brunswick headquarters, is covering the New York and northern New Jersey territory for the International Clearing House and reports most satisfactory results.

Plan New Music Department

Levy Bros., Elizabeth, N. J., are planning a new and complete talking machine, radio and piano department, and have engaged Frederick P. Altschul to manage the new departments. A large portion of the third floor of the Levy Bros. establishment will be given over to the new departments.

Clearfield

RADIO DE-LUXE



\$115 List

THE CIRCUIT

Six tube, tuned radio frequency, resistance coupled amplification.

BEAUTY BACKED BY PERFORMANCE

We have a highly profitable proposition for better dealers and distributors. Write

SHERMAN RADIO MANUFACTURING CORP., 112 Trinity Place, New York

An Easy Set to Sell That Pays You A Handsome Profit

A SIX TUBE SET In A Rich Plate Glass Cabinet

A new and distinctive cabinet effect that is attracting widespread attention and interest. Its original and beautiful appearance sells it on sight. Its fine performance keeps it SOLD. The plate glass cabinet, finest of low loss materials, insures a new purity of tone.

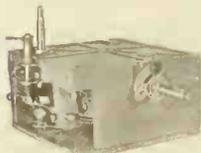
Is your business built on rock or sand?

The Famous Heineman Line



Motor No. 77

This is a two-spring motor, running four ten-inch records with one winding. All gears are milled. The winding is of the spiral type and guaranteed smooth. More than one million of these motors in actual use.



Motor No. 22

This motor is specially adapted for medium-priced console and upright phonographs. It has a heavy, semi-enclosed casing. The motor plays three ten-inch records with one winding.



Motor No. 38

This motor has exceptional pulling power combined with light weight and a strong and durable construction. It is the most popular motor in independent phonographs.



THERE are two kinds of business; the right kind and the wrong kind. The right kind is built of the steel of good will and the concrete of dependability. It is something that is lasting; something that has its beginning in a small way but which grows with a slow but stable sureness to a point where stability is its keynote.

The wrong kind of a business is composed of the sand of instability and the mortar of hasty judgment.

Which picture fits your business?

Experience has shown the dealer whose business is built on solid rock that in the long run his policy wins, and invariably you find that this dealer is selling a phonograph equipped with a Heineman motor.

For Heineman motors and stability go hand in hand. They are not a product of a headlong rush to ward off competition, nor to juggle with questionable prices.

Since the building of the first Heineman motor, three million are today still giving the same dependable smooth-running, noiseless service that the first Heineman motor gave, and it is this dependable service that makes record sales and satisfied customers.

Your business can have a rock foundation and earn a reputation if you will do this one thing—

See that your phonographs are equipped with a dependable motor—a Heineman motor.

HEINEMAN QUALITY MOTORS

A Product of the

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th St.

New York, N. Y.



Radio Sales "Instruction" Book Being Distributed by A-C Electrical Mfg. Co.

"The Master Radio Salesman—(A Scientific Method for the Organization of the Radio Sales Department)," Prepared by C. H. Bosler, Is a Comprehensive Dealer Aid

One of the most constructive and comprehensive dealer helps that have ever been prepared by a radio manufacturer is now being distributed to dealers handling the A-C Dayton line of radio receivers. This is a book of thirty-six pages ten inches by thirteen and one-half inches, entitled "The Master Radio Salesman—(A Scientific Method for the Organization of the Radio Sales Department)," prepared by C. H. Bosler, president of the A-C Electrical Mfg. Co., manufacturer of the A-C Dayton radio sets.

The book deals in an exhaustive and authoritative manner with every phase of radio merchandising, from the selection of lines to moving the sets into the homes of the consumers.

Under the sub-title "Choosing the Line" seven factors are emphasized to guide the retailer in selecting radio products worthy of representation. They are: "The set itself—Is it built on thoroughly established principles to provide complete radio performance, and is it established by actual widespread use? The line as a whole—Is it complete without being too large for efficient production and without requiring a top-heavy stock investment on the dealer's part? Production standards—Is the line produced on a sound basis of quality which assures complete dependability of all sets, and avoids excessive service by the dealer and a larger percentage of returns? The price—Is the price range such that it appeals to the largest number of people without carrying any doubt as to the quality of the receiver? The manufacturer—Does the name of the producer have a significance which provides a background of established reputation? The engineer—Is the designer of the set a man of established reputation, one young enough to be abreast of the times, experienced enough to appreciate the worth of new developments, and resourceful enough to keep his design ahead of his competitors? Possibilities for profit—Has the dealer sufficient possibilities for immediate and future profits which will be kept constant by ready turnover and undiminished by service costs, returns or top-heavy stock inventory?"

Following this is an explanation of how the A-C Dayton line meets these seven requirements.

After the dealer has selected his line or lines, of course his next concern is the best and most profitable manner of merchandising. The Master Radio Salesman analyzes in a complete manner the problems incidental to selling. Proved methods of securing prospects are given,

covering securing prospects through advertising, "Personal Information as a Source of Prospects," "Canvassing for Prospects," "House to House Canvassing," "Farm Canvassing," "Canvassing Small Set Owners" and "Telephone Canvassing." There is also concrete information on the best method of store demonstration, filing the names of prospects, the follow-up, etc.

Another entire section of the book is given over to "Preliminary Sales Work on Established Prospects." This deals really with follow-up of prospects, and calls for the use of direct mail pieces which have been prepared by the A-C Electrical Mfg. Co. This direct mail literature, by the way, is unusual and most forceful, and samples of the various pieces are included with the booklet in a special pocket on the inside back cover. In addition to four direct mail pieces which are to be sent out at stated intervals there are many miscellaneous direct-mail dealer helps of equal effectiveness.

The next step in the procedure, according to the Master Radio Salesman, is "The Sales Demonstration and Close," and under this heading, in a clear and logical manner, is explained how this can best be done. Selection of an aerial, how to handle technicalities, when to ask the prospect to buy, and the danger of over-demonstration are discussed. Following this is a suggested procedure, asking and answering some of the questions which naturally come up during the course of the average sale.

The importance of service in the building of good will and prestige is emphasized, particularly the need of the dealer making regular calls on his radio customers to insure satisfactory performance, and to make the purchaser feel as enthusiastic about the service he is getting as he is about a perfectly operating set. Both free service and service for which a charge is made come in for attention.

Considerable space is given in the book to "Selling Radio to the Farmer." The need for quality, how to reach the farm market and the importance of frequent demonstrations are explained.

Some of the other subjects on which constructive information is given include newspaper advertising and publicity, better store lighting, store windows, training salespeople and, last but not least, under the heading "Proven Sales Ideas" are outlined plans which have been found successful and profitable for bringing the radio line to the attention of the public.

Altogether The Master Radio Salesman is a book which every talking machine dealer who handles radio or contemplates adding a radio department will find invaluable. Throughout the subjects have been handled in a masterly manner by Mr. Bosler. Clear, concise the book is easy to read and the merchandising discussions are easy to understand, providing an ideal guide for the retailer of radio.

Cromelin With Columbia

Paul Cromelin, son of John C. Cromelin, formerly general manager of the Columbia Phonograph Co., and who also occupied a similar position with the General Phonograph Corp., has joined the staff of the wholesale division of the Columbia Phonograph Co., as a special sales representative.

To Exhibit Adler-Royal

A complete exhibit of the full line of the Adler Mfg. Co. phonographs and radio receivers will be on display at the Auditorium, Denver, Col., during the annual radio exposition. This product is very popular in this territory.

BRASS TONE ARM for RADIO and PHONOGRAPHS



Speaktube Tone Arm available for all loud speaker attachments in radio cabinets



No. 3 Portables — 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



All kinds of Plating, Polishing and Finishing for the Trade

75-77 Winthrop St.

Newark, N. J.

100% of the firms who try out

COHOES
(PRONOUNCED KO-HOES)

RECORD CARRYBAGS

become Regular Users because the flap latch and Carry feature are EFFECTIVE

Mfrs. of String and Button Bags as well Special orders for Columbia, Victor and Brunswick dealers

COHOES ENVELOPE CO., INC.

Sales Office N. Y. and Vicinity
Home Office and Factory
742 MADISON AVE. COHOES, N. Y.

Radio Display Float of Maison Blanche, New Orleans, Makes Public Think of Radio

Unusual Float Equipped With Radio Set and Amplifying Horns Broadcasts Music Each Day as It Is Run Through the Streets of the City—Six Showcases Display Radio Line

S. J. Schwartz, Jr., vice-president of the Maison Blanche Co., New Orleans, La., is the originator of a "broadcasting float" the idea being entirely conceived and executed by him, utilizing radio as a salesgetter and volume producer. This float, virtually an "advertisement in motion," is made of wood, tin and leverboard, and is placed on a Ford truck. It represents six electrically lighted miniature show cases, each containing a radio set of a different make, all sold by Maison Blanche; card signs are displayed showing cost and other information.

Stationed at the extreme rear of the float are



Maison Blanche Radio Display Float

four Western Electric public-speaking horns, connected to a portable super-heterodyne receiving set; these horns act as amplifiers and are the same type used by President Coolidge during his inauguration; they give concerts and take the sound a distance of two blocks. Concerts are not only rendered while the float is stationary, but when it is in motion.

Artistically, the achievement is a triumph; the float is painted gold, rubbed down in blue and highly glazed, making a wonderfully unique and attractive appearance. At night it is illuminated by little incandescent lights which are connected to storage batteries. It is operated by a special chauffeur and is in charge of an expert radio mechanician.

The purpose of this float is to display radios and their equipment, i. e., as sold by Maison Blanche. Salesmen specializing in radio apparatus accompany the float, mingling with the crowds who gather to hear the concerts, talking up the merits of the various type machines, and distributing descriptive circulars and literature. The float is equipped with a microphone through which the sales talks are made, same being audible a distance of three blocks. Through this method prospective customers are secured and an actual increase has been noted in radio sales.

The high quality of WSMB (jointly owned

and operated by Maison Blanche and Saenger Amusement Co.) concerts being universally recognized makes the float constantly in demand. All concerts are rendered free of charge; in fact, Maison Blanche Co. has offered its services to entertain clubs, asylums, playground organizations, etc., provided requests are made far enough in advance, as the float is specially routed to various parts of the city, each day having a different schedule, playing WSMB programs daily at noon from 12.30 to 1.30; and on Monday, Wednesday, Thursday and Saturday broadcasting from 8.30 in the evening until 11.30, or later, until the program is concluded. During the noon hours schools are visited, and in the evening movies, theatres, clubs and public gatherings. At no time has the float failed to attract people by the score and to hold the interest of a large audience.

Sousa Enthusiastic Over Orthophonic Victrola

World-Famed Artists Delighted With Reproduction by New Instrument, Says Roy A. Forbes in Letter to the Victor Trade

"Everyone knows that John Philip Sousa is one of the world's greatest band masters. Few appreciate that he is a student, a composer and a keen critic of music; that he has the remarkable talent of detecting the individual qualities of a single instrument among a hundred in a full band. He is not an enthusiastic man nor is he given to extravagant statements; on the contrary he is inclined to be skeptical," remarks Roy A. Forbes, manager of sales and merchandise, of the Victor Talking Machine Co. in a recent letter to Victor dealers, who says further:

"For these reasons, you will be all the more interested to hear what he said on a recent visit to our Camden laboratories, when he first heard our new Orthophonic Victrola, which you will soon demonstrate to the public.

"When the first record was played Sousa's interest was apparent—'That is a remarkably faithful reproduction,' he said. When the demonstration was concluded he leaped to his feet and fairly shouted, 'That is the very soul of music; you can hear those men playing with their hearts; *Gentlemen, that is a band!*'

"As with Sousa, so with Schumann-Heink, Kreisler, Werrenrath and many others of the greatest musical celebrities of the world. They came to listen, unbelieving, and went away saying that here was a reproduction of music such as the world has never known. The very soul of music has been captured and reproduced.

"Most of you have heard the Orthophonic Victrola. Every day we receive telegrams from our representatives and distributors who are demonstrating it in different parts of the country, telling of the enthusiasm with which it is received by the trade. If you have not heard it you will have the opportunity within a few days.

"Plan to take part in the nation-wide demonstration, which will be the greatest musical event of years. To hear this instrument is to see a vision of the years of renewed prosperity in the talking machine industry which lie ahead. Remember again, our business and yours is founded upon the love of music and that the new Orthophonic Victrola is the means of satisfying the universal desire for music in the home, in a manner that has never before been possible."

Columbia September Sales Show Satisfactory Increase

The wholesale department of the Columbia Phonograph Co., Inc., New York, reports that September showed a most satisfactory increase in volume of sales over the month of August. This increase is attributed not only to the start of the Fall season, but also to the new electrically recorded records. The Harmony series of popular priced recordings are also showing signs of proving very popular. Several new accounts were opened by this department during the past month, including the Yorkville Photograph Shop, New York; Herman Ascher, music dealer of New York, and the Verdi Music Shop, Bayonne, N. J.

Artist's Appearance Boosts Sales of His Recordings

The appearance of Ernest R. Ball, popular composer and vaudeville artist, who is a Brunswick recording artist, at the Orpheum Theatre, Denver, Col., had the effect of greatly stimulating the sale of his records. His most popular selection, "West of the Great Divide," was in great demand.

H. L. Berman Returns

H. L. Berman, metropolitan talking machine dealer, proprietor of the Savoy Music Shop, recently returned from a nine weeks' visit to England, France, Switzerland and Italy, accompanied by Mrs. Berman.

Form Radio Credit Ass'n

The Radio Trade National Credit Association was recently organized at 7 Water street, New York, to specialize in commercial credit risks for the radio trade. Nathaniel Berman is general manager of the new concern.

The New Minnelli Portable

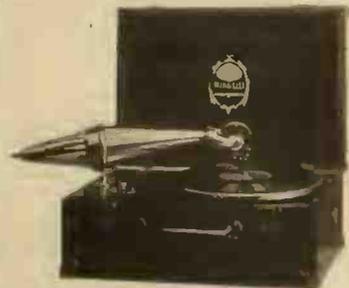
This newest portable is equipped with the Minnelli tone arm with its many high qualities of tone reproduction. This tone arm which is reproducer and amplifier combined is readily detached which allows the machine to be built compactly.

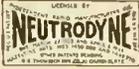
Well equipped and finished the Minnelli portable enables you to sell a portable that is different from all others.

Send today for full details and dealers' prices.

MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.





**Super-Thompson
Duo-tone Console**

List price, \$360. A 5-tube special Neutrodyne with single master control, large Queen Anne mahogany console cabinet, with space for all batteries or battery eliminator. Includes the newly developed Thompson Duo-Tone sound reproducing system. Creates a sound perspective and provides a range of tonal reproduction never heretofore attained. The greatest contribution to radio realism since broadcasting began.



*Buyers are
asking for*
Thompson sets

THE public has discovered Thompson tonal quality to be superior. It knows that back of it lies fifteen years of laboratory research work and the practical reproduction of 116 different types of radio instruments. It knows that Thompson products are somewhat ahead of the times. It buys Thompson Radio with eagerness and with confidence. These things, combined with the Thompson trade policy that has stabilized and protected the dealer's profits, make the Thompson line preferred by dealers of the better class. From such we will be glad to receive inquiries. R. E. Thompson Manufacturing Company, 30 Church Street, New York City.

All prices slightly higher west of the Rocky Mountains and in Canada



Thompson Minuet

List price, \$150. A 5-tube dry-cell Thompson Neutrodyne Receiver combined with improved cone-shaped speaker. Unique "apartment house special" for use where space is at a premium. All batteries are self-contained. Does not use a storage battery. Operates on dry-cell tubes. If necessary will operate on a wire around the picture moulding. Size—21½ inches high, 18¼ inches wide, 10¼ inches deep.

Thompson Grandette

List price, \$125. The standard 5-tube Thompson Neutrodyne in a vertical mahogany cabinet. Uses dry or storage battery tubes. Great distance, clarity and volume. The performance of this model immediately established the enviable position occupied by Thompson in the radio industry.

**The Thompson
Speaker**

List price, \$28. The standard by which all other speakers are still judged. Employs a special cone-shaped diaphragm with large composite horn. Six other special features.



THOMPSON RADIO

All Lines Move in Satisfactory Manner in Milwaukee as Dealers Get Into Fall Stride

Leading Trade Factors Express Optimism Over the Outlook—Alfred F. Kiefer Promoted—Radio Dealers' Convention to Be Feature of November Radio Show—Other Trade Activities

MILWAUKEE, Wis., October 7.—Although there is a good demand for phonographs which are now on the market and dealers are optimistic about the future of the talking machine, radio has been starting off very well for the season, and orders have been coming in earlier than was expected. The record business continues very active.

Trade Leaders Optimistic

"Business has been good during September in Brunswick-Radiolas," stated Carl Lovejoy, Brunswick representative in this territory. "However, October should be even better as we shall be showing the new line of Brunswicks. The record business has been exceptionally good for the past two months.

"Dealers are optimistic and look for a big fall," stated Fred Yahr, of Yahr & Lange, Sonora wholesalers in Wisconsin and Michigan. He states that the new Sonora receiving sets are moving especially well, and that the high-boy models are also favored. Mr. Yahr spent several days near the end of September in Detroit, where he attended a dealers' conference held at the Hotel Staller. He reported that the conference was very successful. A large number of dealers from all parts of Michigan came in to look over the new line, and several carloads of instruments were sold as a result. Mr. Yahr announced that a new Sonora warehouse and display rooms were established about the beginning of October at 142 East Lafayette avenue, Detroit. H. C. Schultz, who has been in charge of Michigan territory for Yahr & Lange, will be manager of the new warehouse. He will be assisted by William H. Oaten, formerly manager of the Husted Piano Co. A stock of Sonora instruments will be carried on the floor at this address in order that orders placed by Michigan dealers may have more prompt attention than has been possible heretofore.

Good Radio Demand

"Our business has been very good during September, and we are very well satisfied with the manner in which the season is opening up," said C. D. Weeks, president of the American Radio & Equipment Co., distributor of Music

Master and Magnavox lines in Wisconsin and upper Michigan. "Dealers are buying about six weeks ahead of what was expected.

"The Music Master line is going over very big, and the Magnavox is also very active. We have found that dealers appreciate the extensive publicity campaign that is being carried out by the Music Master Corp., and we are finding these sets much easier to sell for this reason. The fact that this firm supplies a complete line of radio sets and accessories is also a very favorable factor," he continued. Among the recent callers was F. M. Christensen, Music Master dealer, in Racine, Wis.

Looks for Big Sales Gains

"Business has shown a very marked improvement during September in comparison with the Summer months," declared David M. Kasson, vice-president of the Interstate Sales Co., distributor for De Forest and Freed-Eisemann sets. "I am looking for a still greater increase during the month of October. On a trip through the western and southern part of the State I found business conditions excellent and dealers very optimistic." Mr. Kasson attended the New York radio show in September, and stated that he was particularly impressed with the Freed-Eisemann exhibit.

V. E. Lomhard has taken over the work of representative for the Interstate Sales Co. in the middle western part of the State.

In New Post

According to information received in Milwaukee, Alfred F. Kiefer, who was for a time wholesale distributor for the Starr Piano Co. with offices in Milwaukee, and who has more recently been traveling for this company in Wisconsin and parts of Michigan, Indiana, Illinois and Minnesota, is now assistant district manager of the Starr Piano Co. at 234 South Wabash street, Chicago. He is assisting C. R. Hunt, who is in charge of the Chicago office.

To Hold Dealers' Conclave at Radio Show

A convention of radio dealers from all parts of the State is one of the new features of the annual radio show to be held at the Milwaukee Auditorium, November 11 to 15, under the auspices of the Wisconsin Radio Trade Asso-

ciation. The meeting of dealers is expected to arouse increased interest in the show among members of the trade.

The radio show promises to be a very big event this year, according to early indications. The booths for exhibits are going rapidly and only a few remain to be sold. Wisconsin manufacturers and dealers are going to be well represented by attractive displays, and many manufacturers out of the State have arranged for space. In addition to displays of practically every kind of radio apparatus, plans are being made for unusual entertainment features.

Sold Out on Old Stock

"We are completely sold out on our old stock of Victrolas, and we are now awaiting the new line," stated Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Dealers are showing great interest in all developments connected with the new instruments."

C. F. Romadka Passes Away

Clement F. Romadka, president of the former Milwaukee Talking Machine Mfg. Co., died at his home in Milwaukee after an illness of several years. He was buried in a local cemetery, the funeral services being held under the auspices of the Knights of Columbus.

Okeh Orchestra and Dealer Tie-Up Stimulate Sales

Three Leading Okeh Dealers Have Co-operative Advertising Campaign Announcing Store Concerts by Local Orchestra—Excellent Results

SAN ANTONIO, TEX., October 3.—An effective tie-up between a recording orchestra and dealers was recently effected in this city at the time of the last release of the records made by Jimmy Joy and His Orchestra. The Texas Radio Sales Co., Inc., Okeh distributor, arranged with A. F. Beyer, the Stapleton Music Co., and Thos. Goggan & Bro., to run five quarter page advertisements in the local papers, announcing that the recording aggregation would give a concert at a local store on the following day. The result was a tremendous sale, not only of the record pushed but of various other numbers in the Okeh catalog.

Indiana Dealers Plan to Form State Association

Through the efforts of the Indianapolis, Fort Wayne, and other music associations in the cities of Indiana, arrangements are being made to form a State Association similar to other State organizations all over the country. Considerable publicity is already out on this meeting, which has been set for Indianapolis, Wednesday and Thursday, October 14 and 15, and the various committees in charge of the arrangements are very enthusiastic and feel that it is going to go over big. A program is being prepared and many prominent men in the industry plan to be present.

All music merchants in the State are urgently requested to bring their wives and as many of their organization as possible to this meeting, regardless of whether they receive an individual invitation to the same or not.

George Luder on Short Trip

George Luder, special sales representative of the wholesale division of the Columbia Phonograph Co., Inc., New York, recently spent a week in the New York State territory and secured in that time business that compared favorably with the volume for the entire month of August.

Closing Out Business

F. P. Sharpe, president of the Sharpe Music Co., recently announced his intention of retiring from business and closing his establishment.



Stock the Full Line of French RAY-O-VACS

A sale is profit and every sale you lose runs up your overhead. You need never lose a battery sale with a stock of French Ray-O-Vacs for they are built right, priced right and there's a size and shape to meet every customer's demands—ten models in all.

All French Ray-O-Vacs are built to the same high standard of quality, but the larger sizes last longer in proportion to cost and you make more profit. Push the larger sizes.

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

FRENCH RAY-O-VAC
Radio's Best Batteries

“TUNE IN” on Happiness and Profits

—show a “HOHNER BOY”



“Hohner Boy” Assortment No. 425

“Some Music! Some Fun!” That is the message that “Hohner” is impressing on the minds of millions of people. That is why you, Mr. Dealer, are finding such a big and persistent demand for Hohner Harmonicas—the *World's Best*.

Look at the accompanying illustration. Does it command your attention? Does it create in your mind a desire to “tune in”? Does it make you long for a “Hohner”? Surely, it does. And that's how thousands and thousands of big folks and little folks will feel about it when they see this inviting, forceful and compelling display card in your show window.

It is a miniature of a life size reproduction of the “Hohner Boy” as painted by one of our foremost American artists. The cut-out is lithographed in eight colors and stands 31 inches high.

You can have this elegant lifelike display stand with one dozen fast selling Hohner 50 cents Harmonicas (Nos. 34B, 132, 180 and 35) complete at the popular price of \$4.00.

Besides the profits that await you in the sale of the Harmonicas, the “Hohner Boy” will lend dignity and attractiveness to your store. Remember, too, Mr. Retail Dealer, that Hohner Harmonicas are ready sellers every day of the year and that they offer you the soundest merchandising investment that it is possible for you to make.

Description.—No. 425 “Hohner Boy” Assortment. Lithographed in eight colors. A permanent display card 31 inches high, 15 inches wide. Carries twelve assorted Hohner Harmonicas in different keys to retail at 50 cents each.

Price Per Assortment \$4.00

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

Dealer Protection Insures Profits From Radio Department, Says Manufacturer

Modern Methods of Competition Make Protection of the Dealer Essential, According to Freed-Eisemann Statement, in Connection With Outline of New Dealer Franchise Policy

Absolute dealer protection is the main point of the new policy which has been put into effect by the Freed-Eisemann Radio Corp., Brooklyn, N. Y. In presenting and outlining this new policy in a statement to the trade the Freed-Eisemann organization gives a résumé of a survey which it has made of the retail radio field.

Corp. has prepared a franchise which gives its dealers absolute protection. The distributors who have been chosen are of sound repute and have been specifically instructed to select only such dealers who could measure up to the desired merchandising standards. The following clauses of the franchise make clear the steps

planned in the dealer's purchase price.

The manufacturer in order to obviate the danger of violation by any outside distributors of the territorial franchise of the dealer by a sale by such distributor to some other local dealer not having a franchise, will, in its agreement with distributors, have a provision to the effect that such distributors shall not sell outside their own territory.

The advertising and publicity departments of the company have prepared extensive advertising and dealer helps in the form of material for newspapers, catalog and window display work, in addition to the folders and booklets which are being broadcast throughout the country. One booklet which has attracted particular attention is a manual written by J. D. R. Freed,



J. D. R. Freed



Alex. Eisemann



Philip Van Doren Stern

strictly, the results of this investigation are:

"The dealer has learned that bargain receivers are decidedly costly in the long run, both to himself and the purchaser, because quality is sacrificed for price. Nor will the reputable dealer handle the product of the manufacturer who makes no effort to protect him against the onslaught of 'gyps' and the cut-price store. He wants a legitimate return on his investment and is determined to get it.

"There is a process of elimination at work which will weed out the unfit. The tide of public opinion is against them and will continue to suppress anyone whose practices are unfair. Dealers as well as manufacturers will have to establish high standards of merchandising and live up to them."

Because of this condition the Freed-Eisemann

that have been taken to give the fullest of protection to the dealer:

While the manufacturer does not contemplate any reduction in the list price of the apparatus, it will protect the dealer as follows:

Should the manufacturer announce lower retail prices during the term of this agreement the manufacturer will authorize the wholesale distributor to rebate the dealer accordingly by issuing the distributor's credit memorandum for the difference between the amount paid by such dealer for the apparatus which the dealer has on hand at the time of said reduction in list price, including all receivers purchased within sixty days preceding the effective date of such reduction in list price, and the amount which the said dealer would be required to pay for said merchandise at the reduced retail list price.

In the event that the manufacturer declares obsolete any model of the apparatus which will result from the dealer, through the distributor, all such obsolete models which the dealer may then have on hand and in good merchantable condition and will request the distributor to issue the dealer the distributor's credit memorandum for an amount equivalent

to the dealer's purchase price.

offering personal suggestions for the prospective radio buyer. In a brief talk with P. V. D. Stern, advertising manager of Freed-Eisemann Corp., it was learned that a huge appropriation was allotted to advertising in the Saturday Evening Post, Literary Digest, Collier's, American and many of the other periodicals and newspapers.

"Not only will the dealer receive individual attention and helps such as window display cards, electric signs and other miscellaneous aids, but best of all," said Mr. Stern, "is the organization of a mail campaign such as is now being used by the foremost automobile manufacturers. This campaign promises results beyond any of our other forms of advertising. The dealer who avails himself of the material offered by Freed-Eisemann will enjoy the advantages of the most complete radio campaign ever devised."

Referring to the radio situation in general, Alex. Eisemann, in charge of merchandising Freed-Eisemann products, stated:

"The best dealers in the country are as much interested in the manufacturer's proposition as they are in the manufacture of apparatus. Dealers not only want to know how the set is going to work out, but how the sale is going to be handled. In cutting down our distributors from eighty or eighty-five to forty this year and confining each distributor strictly to the exact counties allotted to him we expect to do away with unethical dealer competition.

"The inroads which the mail-order houses made into manufacturers' selling systems last year will be put to an end. There will be no place from which the dealer can obtain a Freed-Eisemann set this year except the one jobber who is handling it in that territory.

"In cutting down the number of our distributors we were obliged to dispense with some of our best customers, but we feel that a big, sound business can be based only on a strict policy with means for enforcing it. In order to give our dealers double assurance that the franchise agreement and the other terms of the contract will be strictly adhered to we have arranged that the contract is made between the dealers direct with ourselves (negotiated, of course, through the distributor. We want the dealer to feel that the factory is responsible for the maintenance of the terms of his agreement."

JONES RADIO

The PRECISION Receiver



Model J-75B

A 5-tube, tuned radio frequency receiver with sloping panel. Price, without accessories, \$75

Other models from \$100 to \$475.

Write or Wire
for Franchise Terms

You'll find the Jos. W. Jones Franchise the fairest, squarest agreement ever offered a merchant to sign. The Jones Square-Deal Policy protects you against the evils of price-cutting and loss of consumer confidence. It offers you a nationally advertised line, backed by a strong organization that is able and willing to HELP YOU SELL.

JOS. W. JONES RADIO MFG. CO., Inc. 40-46 W. 25th St., New York

JOS. W. JONES

TRADE MARK

STANDARDIZED, PRECISION-MADE RADIO RECEIVERS

Standardyne

is **FIRST** in the **FIELD**
with
DEALER'S CAMPAIGN BOOK

CONTENTS

The Standardyne Dealer's Campaign Book is the first complete exploitation service ever offered to the radio industry. It gives the radio dealer the same valuable assistance in advertising and selling Standardyne Receivers as though our entire advertising department were placed at his disposal.

Its 16 pages in color contain: Prepared advertisements, suggestions for window trim, practical ideas for publicity stunts, illustrations of all advertising helps, how to tie-up with our 24-sheet campaign, complete cut and mat service, complete list of advertising supplies, special post cards for mailing list use,
 AND



Shows You
 How to Advertise and Sell Standardyne

Model B-5 List Price \$ 60.00
 Model B-H List Price \$135.00

Dealers—Write us today for details of our Franchise Plan and copy of Campaign Book

Pacific Coast and Mountain States
 Model B-5 \$ 65.00
 Model B-H \$160.00

**ANOTHER REASON WHY YOU WANT A
 Standardyne FRANCHISE!**

Apply to **BEN W. FINK** *Sole World's Distributor for*

Phone Chelsea 4381

Standard Radio Corporation
 Worcester, Mass.

1123 Broadway, New York

Illinois Music Merchants Hold Annual Convention

Illinois Music Merchants' Association Discusses Many Important Trade Problems in Two-Day Meeting Held in Rockford

ROCKFORD, ILL., October 1.—The fourth annual convention of the Illinois State Music Merchants' Association was held at the Hotel Nelson here on Monday and Tuesday of this week, and two full days were filled with discussions of the various problems connected with the retail music trade. Several of the speakers took occasion to emphasize the need for promoting public interest in music through education with a view to increasing the market for music and music-producing instruments.

One of the matters discussed at length was bait advertising, several suggestions being offered as to ways and means for curbing that evil. The support of the dealers was asked for the movement to have the Illinois Legislature pass the Printers' Ink Model Statute to insure clean advertising.

Among the resolutions passed was one changing the association by-laws so that those engaged in any division of the retail music business will be eligible for active membership. Another resolution urged that the National Association of Music Merchants make provision for having three delegates from each of the local and state associations affiliated with it attend the mid-year meeting of the executive committee of the national body for the purpose of bringing before that body matters of general interest.

The new officers elected for the coming year are: President, R. J. Von Fossen, Beardstown, vice-president, E. E. Hanger, Lincoln, treasurer, Lloyd Parker, Harrisburg, and secretary, M. P. Stempfer, Freeport. The association voted to hold its annual convention in 1926 in Decatur.

Announce Dates of 1926 Official Radio Shows

Radio World's Fair in New York to Be Held in New Madison Square Garden, September 13—Chicago Show Date Is October 11

Official announcement was made recently by Herbert H. Frost president of the Radio Manufacturers' Association, that the show committee of the Radio World's Fair, held in the 258th Field Artillery Armory had designated the official shows of the manufacturers for 1926. These will be the Third Annual Radio World's Fair in New York and the Fifth Annual Chicago Radio Show in the latter city.

These two shows will be under the direction of U. J. Herrmann and G. Clayton Irwin, Jr., who are conducting the Radio World's Fair this week in co-operation with the manufacturers.

The Radio World's Fair next year will be held in the new Madison Square Garden, now being built by the Ringling-Rickard interests. It will occupy the entire two exhibition floors of the new building and the tentative date approved by the committee for the opening of the show is September 13.

The Chicago show next year will be moved forward about two months, October 11 having been designated for its opening. It will be held in the Coliseum there.

Mr. Frost, who is also chairman of the Radio Manufacturers' Association, said: "The manufacturers have decided that Messrs. Herrmann and Irwin are the best directors for radio shows and we have arranged for them to conduct the national shows in the future."

The U. T. K. Radio Corp., Utica, N. Y., was recently incorporated at Albany with a capital stock of \$4,000. W. P. Coogan, H. J. and P. L. Clappell are the incorporators of the new radio concern.

Zenith President Radios L. M. Green From Arctic

Vice-Commander of MacMillan Expedition Speaks in Glowing Terms of Lure of the North—Pictures Rare Hunting Opportunities

The following interesting radiogram, giving a glimpse of life in the frozen North, was recently received by Mrs. Lydia M. Green, head of the Siles E. Fearsall Co., New York, Zenith distributor, from Eugene MacDonald, vice-commander of the MacMillan Arctic expedition and president of the Zenith Radio Corp., Chicago. It reads:

"Read Hansen's book, Eskimo Life, published by Longman Green & Co., London, 1894, and it will give you a picture unchanged to this day of one of the most northerly people in the world. Try second-hand book store. Wish you were here with me in this wonderland of ice, interesting things and people. I don't have to ask MacMillan now why men go North. I have the fever now and I am coming back again. I wish to spend a year at least with these happy people in this fairyland of ice and savage scenic grandeur. Hunting is such as I never dreamed of. Shot my first Polar bear ten days ago, eight hundred pounds. Got my first walrus Wednesday, a big bull fifteen hundred pounds. Also a sixteen hundred pound bull and fourteen hundred pound cow walrus. Towed all three back in two trips. Wounded four others but did not get them. Killed hundred and forty-six little auk with fifteen shot shells and it takes no expert shot to repeat later performance every day—millions of them in all. You don't mind cold when you dress in furs as the native does. Walrus overturned Eskimo in his kayak on our walrus hunt and, despite water at twenty-nine degrees, came up smiling because walrus had not put tusks in him. Six to fifteen per cent. of Eskimos' mortality is from overturned kayak, but they are the fastest one-man boat in the world outside college shell and I am going to bring one back with me. My best to you."

Merchandising Division of Kolster Radio Moves

Large Quarters on Tenth Floor of Woolworth Building Now Houses Merchandising Division

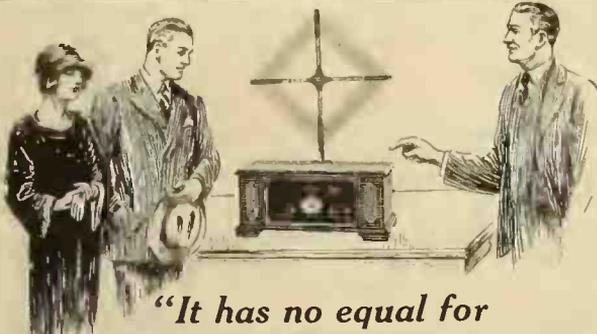
Owing to the rapid expansion of its business, the Federal Telegraph Co. of California has acquired new and larger quarters for the merchandising division of Kolster Radio on the tenth floor of the Woolworth Building, New York City.

Although headquarters for Kolster Radio has always been located in the Woolworth Building, the Federal Telegraph Co. felt for some time that larger space was needed to accommodate the constantly increasing sales and office forces. The new offices are splendidly equipped to serve the needs of the trade promptly and efficiently. The decision to expand its quarters at this period of the season, however, right on the heels of the announcement that the company had acquired large, new warehousing facilities, is indicative of Kolster popularity.

Announces New Building

WINSTON-SALEM, N. C., October 7.—B. C. Snyder, proprietor of the Broadway Music Store, announces the construction of a new three-story building on the site adjoining the present building occupied by the music store. Mr. Snyder states that the music establishment will continue to occupy the old building in addition to the first floor of the new edifice.

Among the music houses represented at the Allentown Fair, Allentown, Pa., are the exhibits of the Cameron Piano Co., the Kramer Piano Co., and the Werley Music House.



"It has no equal for extreme distance range"

A DEALER can make such a broad statement in offering the Priesse Straight Eight to a customer and a comparative demonstration will be the convincing proof.

No set on the market to-day has the great energy amplification of "Straight Eight"—an 8-tube set having an amplification of 4,000,000 before the detector. This great energy amplification means d-i-s-t-a-n-c-e, with unexcelled clarity—what the public is looking for in radio sets to-day.

Its loop operation gives a Priesse dealer an overwhelming advantage over his competitors in making home demonstrations. Its one tuning control, with visible wave-length indicator graduated in one meter divisions, is a feature that means sales.

Our liberal dealer discount, plus protective features, will interest progressive dealers. Write or wire us to arrange for the earliest possible demonstration by our distributor in your territory.

Priesse

STRAIGHT EIGHT

PRIESSE RADIO CORPORATION
693 BROADWAY NEW YORK, N. Y.



Console model with enclosed panel covers and loop and built-in loudspeaker and battery components

\$285

The Four Aces of Radio

A Good Hand for Any Dealer

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.

We are Manufacturers Not Assemblers

UTAH STANDARD
\$25



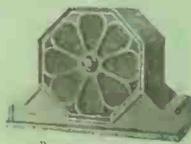
UTAH SUPER-FLEX
\$14



UTAH PHONOSPEAKER
With Stand \$10.00
Without Stand 9.50



UTAH SUPREME
\$25.00



Reg. U. S. Patent Office

UTAH

Made in Salt Lake City

Trade Mark Registered

UTAH RADIO PRODUCTS CO.

1427 S. Michigan Ave., Chicago, Ill.

World's Best Radio

PEARSON

AMAZING PRICE REDUCTIONS now make the Pearson line the outstanding value for rapid turnover. Developed by the Pearson Division of the Electrical Research Laboratories, you can sell at drastic price cuts a name known for quality to every fan. Offer these Pearson sets as giant bargains, for the most sensational sale your store has ever known. Smashing turnover and a harvest of profit.

The PEARSON Paramount

Cabinet of the finest selected stripped mahogany, two-tone antique finish, best laminated construction, with \$25.00 Loud Speaker built in. Contains the finest Pearson navy license 5-tube receiver; none superior for clarity, selectivity and volume.

LIST \$**130**
without batteries
or tubes.



HIGH GRADE
LOUD SPEAKER
BUILT IN

The PEARSON Special

LIST \$**60** without
batteries
or tubes.

This is the set that swept like wildfire from Maine to California instantly upon introduction. There is scarcely a neighborhood anywhere without a Pearson Special known among the fans as the set to be envied for performance and positive control. A 5-tube wonder for selectivity and volume. Beautiful mahogany, finest finish and distinctive design.



The PEARSON Five

LIST \$**50** without
batteries
or tubes.

Every posted dealer and fan remembers the furor created by this \$50.00 innovation. Like the watch that made the dollar famous, the Pearson Five was first to make \$50.00 the price of the finest type of 5-tube performance. This genuine mahogany navy circuit set possesses every feature of the clarity, selectivity, volume—at any distance, and positive, easy control which have made Pearson one of the biggest names in radio.



All Pearson Circuits are Licensed
under Navy Patents.

Wire Today for the Slashed Prices which will enable you to run the most sensational sale in your history.

AMAZING PRICE REDUCTION

PEARSON Division, Electrical Research Laboratories, 1421 So. Michigan Ave., Chicago, Ill.

World's Best Radio PEARSON for 1926

Again the Pearson Line gives more for the money. Again the Pearson dealer can sell with sensational values. Pearson challenges any dealer anywhere to read the following descriptions and not be convinced that the new Pearson 1926 Line affords his best chance for turnover and profit.

PEARSON PS-5 De Luxe

New style cabinet, French Walnut, bronze engraved panel, sub-panel and dials, genuine Bakelite. Circuit licensed under Navy patent. Erla precision rheostats control the radio frequency tubes and detector. Automatic filament control for audio frequency tubes. Erla condensers.

LIST **\$78.50** without batteries or tubes.



PEARSON PS-5 Standard

Another new-style cabinet. Bronze engraved panel, sub-panel and dials Bakelite. Licensed circuit under Navy patent. Two stages tuned radio frequency, vacuum tube detector, with two stages of audio frequency amplification.

LIST **\$70** without batteries or tubes.



PEARSON De Luxe Floor Console Model PS-5

Cabinet 38 1/4 in. high, 21 1/2 in. wide, 16 1/2 in. deep, two-tone quartered and matched French Walnut. Scrollwork over a gold cloth panel conceals a full-size, high quality loud speaker. Compartment for both charger and batteries. Contains the Pearson Navy license tuned radio frequency. Five 5-volt tubes—uses either indoor or outdoor aerial.

LIST **\$146.50** without batteries or tubes.



These three sets rank with any on the market—**AND THEY ARE PRICED ONE-HALF TO ONE-THIRD.**

In range, volume, selectivity and tone there is no other set, regardless of price, which insures to the dealer so much turnover, profit and **SATISFACTION.**

Write or Wire Today for Our Complete Proposition

PEARSON Division, Electrical Research Laboratories, 1421 So. Michigan Ave., Chicago, Ill.



These Cabinets Will Sell Any Radio Set

You can take any
Radio Set in your
store, put it in one
of these Cabinets,
and it will SELL.

Here are three winners without an artistic equal in the field. These models are created under the direction of Mr. I. A. Lund with his designers, decorators and cabinet workers with lifetime experience here and abroad.

Their original exquisitely perfect designs are now produced under special quantity production methods which do not sacrifice one single essential of perfection or magnificent finish.

The low prices will amaze you, and yet we are using the costliest woods, inlays, borders and an all-wood loud speaker built in.



Every Progressive Dealer Will Want This Line
BE THE FIRST MAN TO SHOW THEM IN YOUR TOWN

Full Particulars on Request

UNITED CABINET CORP.

1421 South Michigan Ave.

Chicago, Illinois

Michigan Music Dealers to Organize Association

Call Sent Out for General Meeting at Hotel Pantlind, Grand Rapids, on November 2 and 3 with Idea of Forming State Body.

GRAND RAPIDS, MICH., October 1.—At a meeting to be held at the Pantlind Hotel, this city, on November 2 and 3, an earnest effort will be made to organize a permanent association of the music merchants of Michigan, according to C. H. Hofmann, one of the organizers of the movement, who announces that Frank G. Bayley, of the Bayley Music House, Detroit, has been selected as temporary chairman.

An interesting program has been laid out for the meeting, which it is hoped will be attended by men of national trade prominence who are interested in organization work, including Henry E. Weisert, president of the National Association of Music Merchants.

Very Small Percentage of Farms Are Radio Equipped

A recent survey by the Department of Agriculture reveals the fact that only eight and one-half per cent of the farms of this country are equipped with radio receivers. Questionnaires were sent to county agents to determine the extent to which farmers were interested in radio and its uses on farms. The answers to this questionnaire revealed that the sets which farmers are using are capable of tuning in on distant stations. Few farmers live near broadcasting stations and so they are interested in purchasing receivers which are capable of getting distant stations. The Department of Agriculture after studying the answers issued a report stating that the buying power of the farmers has increased and in view of the fact that the cost of good radio equipment has decreased to a considerable extent. The farmers are expected to buy more freely.

New Columbia Dealer Help

The wholesale division of the Columbia Phonograph Co., Inc., New York, is putting into effect a new method of dealer co-operation whereby a special representative will visit the trade and spend a necessary time, even to several days, assisting the dealer in inaugurating and putting into effect special sales campaigns, inventoring stock and in general helping the dealer to achieve better methods of merchandising.

Amalia Molina, exclusive Columbia recording artist, has made a big hit with New York vaudeville audiences, having been held over at the Hippodrome for a second week on the occasion of her recent appearance at that monster theatre.

Brunswick on Broadway

The appearance of Herb Wiedoeft and His Orchestra at Roseland, New York, was the occasion of much desirable Brunswick publicity on Broadway. During the period that this California aggregation provided the music for the dancers at this famous ballroom, signs in front of the establishment proclaimed to the passers-by that the Wiedoeft Orchestra were exclusive Brunswick artists.

W. T. Marsh in New Position

DENVER, COL., October 7.—W. T. Marsh recently assumed the management of the talking machine and radio departments of the Daniels & Fisher store, which will be known as the Western Radio & Music Co. Mr. Marsh plans extensive improvements, including among them the installation of a small goods department. He will be assisted by Mr. Weidensaul.

Demonstrate Orthophonic Victrola in Peoria, Ill.

Chicago Talking Machine Co. and Koerber-Brenner, Distributors. Sponsor Successful Demonstration of New Talking Machine

PEORIA, ILL., October 6.—The Chicago Talking Machine Co., of Chicago, Ill., and the Koerber-Brenner Co., of St. Louis, held a joint demonstration of the new Orthophonic Victrola at the Jefferson Hotel this city. Both morning and afternoon meetings were held and well attended by about 100 Victrola enthusiasts representing Victrola dealers in and around Peoria.

E. C. Rault, vice-president of the Koerber-Brenner Co., acted as toastmaster, introducing John G. Paine and C. C. Hicks, of the Victrola Talking Machine Co., and F. A. Delano, of the Chicago Talking Machine Co., who acted as spokesmen of the day.

When presented, the Orthophonic Victrola

was greeted by a burst of applause, which clearly showed this instrument surpassed by far the dealers' fondest expectations.

Among the dealers present at the morning meeting were: Carl Block, of Block & Kuhl Co., Peoria; Jas. Lacey, of Lacey's, Inc., Peoria; C. C. Adams, of Adams Music Co., Canton Ill.; Harry Spayd, of Emerson Piano Co., Decatur, Ill.; E. E. Hanger, of Hanger Bros., Lincoln; Louis Mittendorf and C. A. Kiler, of Campaign, and numerous others who were so impressed with the first demonstration that they attended the second.

In all, if enthusiasm is any criterion as a business-getter, Peoria and vicinity are in for the greatest business of their history.

Appointed to New Position

W. B. Freeman, formerly with the Beesley Music Co., Salt Lake City, Utah, is now connected with the Glidden & Marsh Music Co., Denver, Col., as assistant to the president.



The
Marconi
Speaker
in Canada

The
O'NEIL
Audiphone
(Reg. U. S. Patent Office)
Elsewhere

Read This Marconigram:

O'NEIL MANUFACTURING CO.
WEST NEW YORK, N. J.

After giving the nationally advertised Loudspeakers now on the market a thorough test we have decided to adopt the O'NEIL Audiphone Unit for our new MARCONI LOUDSPEAKER. We are naturally very jealous of the Marconi name and Marconi standard of excellence
CANADIAN MARCONI COMPANY

HEAVY DUTY SPEAKER NO BLAST NO CHATTER

A Competitive Test Will Prove

That the O'NEIL AUDIPHONE will sell. It is guaranteed and will stay sold. Builds up good will and larger profits for you.

**O'NEIL AUDIPHONE DEALERS
RECEIVE FREE LOCAL ADVERTISING**

List Price \$25.00

Write today for attractive proposition

NOTICE: The O'NEIL AUDIPHONE employs a LAMINATED Electro magnet; patent applied for Oct. 26, 1920. Patent issued Feb. 10, 1925. No. 1,526,181

O'NEIL MFG. CO.
4738 Hudson Boulevard
West New York
New Jersey

Just out-

-the **NEW**
URECO
GOLDENTONE
Power Tube



*the tube
with the
golden color*

LIST \$ **6 50**

URECO GOLDENTONE sets a new standard of power and tone

Cut down on your complaint department right now. You can *double* the efficiency of any set you sell! It's as easy as snapping the fingers to do it. Just prescribe the URECO GOLDENTONE Power Tube for the last audio stage. Result—

1. Coast-to-coast range
2. Heretofore unheard sweetness of tone—
3. *Absolutely free of distortion.*

Why the GOLDENTONE builds up volume

The inside of the GOLDENTONE is *different*—not only different in construction, but additional elements and greater capacities, to increase the flow of plate current to almost twice as much as in the 201A. That means amazingly increased volume—*clear loud-speaker volume on far distant stations.*

Why the GOLDENTONE eliminates distortion

That last tube in the radio set has been heretofore like a man's voice—past a certain range, falsetto, distortion. GOLDENTONE is like a *voice of unlimited range*—no forcing necessary to produce each tone, true and clear. The extra plate current gives it the power to build up the signals *smoothly.*

Not words, but PROOF is what you want. Put the URECO GOLDENTONE in the last audio stage of your own set and you will never take it out.

THE UNITED RADIO & ELECTRIC CORPORATION
418-426 Central Avenue Newark, New Jersey

Pacific Coast Victor Concert and Other Factors Have Favorable Effect on Sales

First Concert Given Via the Radio by the Victor Co. Arouses Enthusiasm and Dealers Stage Effective Tie-Ups—Demonstration of Orthophonic a Success—Other Trade Activities

SAN FRANCISCO, CAL., October 6.—The close of Summer brought with it an increased interest in both the talking machine and radio fields and the feeling of optimism which has been expressed as to Fall and Winter prospects by dealers, manufacturers and wholesalers are beginning to become facts instead of theories. One of the greatest aids to both radio and talking machine was the concert given under the auspices of the Victor Talking Machine Co., from Station KGO, where famous artists entertained many thousands of listeners via the ether route. Dealers were enthusiastic and co-operated to the fullest extent, with the result that both radio receivers and talking machine records sold in increased quantities.

It was the night of the first Victor concert for the Pacific Coast, and when business was over people hurried home. Many of them stayed and listened in there, or at the homes of friends. The big radio party given in the Civic Auditorium had so many in attendance that all the seats were occupied within ten minutes of opening the doors. It is estimated that seven thousand people were seated, but considering those standing, it was possibly nearer to ten thousand who filled every available inch in the big building. Fully three thousand people were unable to secure admittance.

Speaking of the Victor concert, H. A. Rehnke, manager of the radio department of the retail store of Sherman, Clay & Co. here, said that the concert was the greatest and finest thing ever put over in radio on the Pacific Coast. The audience in the packed Auditorium listened so intently that one could have heard the proverbial pin drop. A Rice loud speaker had been furnished by the Radio Corporation of America, owners of KGO, the Trans Bay station where the Victor artists were broadcasting. According to Mr. Rehnke, the music was perfect all through the great hall, just as if the performers were in the building. The same volume, both of voices and of instrumental music, was as rich and full in the remotest corners as in the front rows. Schipa, premier lyric tenor, sang four of his favorite numbers, all on Victor records, and an encore; Marcel Journet rendered three arias, and a specially selected group of thirty-two players from the San Francisco Symphony Orchestra played delightfully, under the baton of Josef Pasternak, musical director of the Victor Talking Machine

Co. Uskers of Sherman, Clay & Co. directed people to their seats, which cost nothing.

Realizing that many people downtown in the evening would like to hear the Victor concert, Sherman, Clay & Co. kept open house from 8 p. m. during the broadcasting. Three super-heterodynes were operating in the store, and a number of people availed themselves of the invitation.

A similar concert is scheduled to be broadcast from Station KFI, Los Angeles, on the evening of October 11.

Demonstration of Orthophonic

Otto May, of the Victor Co., demonstrated the new Orthophonic Victrola to Victor dealers of San Francisco and the Bay region on the evening of September 24, in the Borgia room of the St. Francis Hotel, San Francisco. There was a large attendance of dealers. James J. Black, of the Wiley B. Allen Co., Victor dealer, speaking later of what he called "this marvelous instrument," said that the trade, as a whole, received it most enthusiastically and regarded it as a marvelous discovery, particularly when coupled with the new electric process of recording records.

Opera Featured by Wiley B. Allen Co.

The entire window space of the Wiley B. Allen Co., on the Kearny street side, has practically been devoted to featuring the grand opera season, tying it up with the Mason & Hamlin piano and with the Victor and Brunswick, as well as with a number of band and orchestra instruments. Three Mason & Hamlin pianos, in all, are displayed in the company's windows, one with a large placard, carrying Tito Schipa's picture as the Chevalier in Massenet's "Mignon" and also carrying his tribute to the Mason & Hamlin piano. There is also a good sized representation of an operatic stage, fully lighted, and showing cut-out figures of Victor and Brunswick artists. There are also large photographs of the artists beside which are records made by them. The band window, installed by Henry Grobe, features Conturier instruments, Deagan xylophones, Ludwig drums, Zimmerman clarinets and other band and orchestra lines.

Tito Schipa recently held a reception in the Wiley B. Allen Co.'s store and autographed his own Victor records for all customers who purchased them. A record crowd attended the recent Victor concert, and this and the San

Francisco opera season have combined to place him very much in the public eye on the Pacific Coast.

Heckert Parker with Magnavox Co.

Heckert Parker, for years interested in the marketing of electrical devices, was recently appointed a special contact representative of the Magnavox Co. He will travel throughout the United States and Canada serving as a con-



Heckert Parker

necting link between the company and its special territorial representatives.

Samples of the new Brunswick Panatropic are expected on the Coast shortly.

Kolster Radio Announces Guarantee Policy on Sets

Federal Telegraph Co. of California, Manufacturer of Kolster Radio, Explains Important New Policy

The Federal Telegraph Co. of California in a letter to Kolster Radio distributors announces a formal guarantee upon all receiving sets manufactured by them. Representing a decidedly forward step in the assumption by the manufacturer of the responsibility for the quality of the receiving sets sold by them, the policy announced for Kolster Radio at the same time provides the distributor and dealer with every precaution against indeterminate and un-intelligent tampering with the set by the ultimate purchaser, with the usual consequent reflection upon the dealer.

Every Kolster Radio shipped from the factory will be accompanied by a guarantee tag which the Kolster dealer gives to the ultimate purchaser when the set is delivered to the latter's home. The Kolster dealer or his salesman signs a statement on the guarantee tag that he has completed the installation of the set, and that it is operating satisfactorily.

After the purchaser has signed a similar statement and has mailed the card to the New York office of Kolster Radio, the Federal Telegraph Co. sends the purchaser a formal guarantee in which the company guarantees the correctness of the design, the quality of the material and workmanship, and satisfactory performance for one year.

Every Kolster Radio is also fully sealed before it leaves the factory and the formal guarantee states explicitly that under no circumstances must the seals be broken by the consumer with the penalty that the guarantee immediately becomes null and void if the seals are broken.

Kolster Radio distributors and dealers welcome the new policy as one which, if adopted generally, will put an end to a vast evil in the radio business and will avoid many misunderstandings between dealers and their customers.

The Bailey Music House, of Spokane, Wash., has selected new quarters at 712 Sprague street, which are being remodelled at the present time.

Does that sound better?

It will if the set has **DURHAM**
Variable
High Resistance
Products



Plunger Control Patent

New Panel Type \$1.00
Standard Type 75c

Three sizes cover all needs

No. 100—1,000 ohms to 100,000 ohms for all by-pass uses.

No. 101—.01 to 5 megohms for soft tubes.

No. 201A—2 to 10 megohms for hard tubes.

TONE—that's what they want this season. And you can provide it with DURHAM Variables. Standard type fits all sets having ellips on grid condensers. Panel type easily installed; one 1/4-inch hole to drill. Use either type for detector or audio tubes to improve tones.

Buy through your jobber specifying both type and size

DURHAM & CO., Inc.

Radio Engineers

1936 Market Street Philadelphia, Pa.



One Has Ever Lost Money On Music Master

This Broadcasts the Biggest Fact in the whole Field of Radio!

**The Most Complete
Radio Line Under
a Single Trade Mark**

Ten Styles of Receiving Sets
—Only Successful Circuits—
\$50—\$460

Nine Models of Reprodu-
cers—Horn, Cabinet, Pedes-
tal: Lamp and Hangers—
\$18—\$100

All Types and Shapes of Bat-
teries—Multi-Cell Dry "A"
—"B" and "C" as well as
Storage "A" Batteries—
\$.60—\$23.50

—and a Complete Line of
Accessories—each and every
Item in the line the very best
obtainable

IF OUR merchandise wasn't better than other "bests"; if our models became unsalable through changes or price cuts; if our prices were not attractive; if our merchandising policy wasn't sound — somebody — somewhere — would have lost money on MUSIC MASTER.

But no one ever has lost money on MUSIC MASTER! No more absolute proof can be offered to convince you that our quality satisfies; that our merchandise is *always* an asset; that our prices are attractive; and that our merchandising policy is sound.

Ninety-three million Americans are reading the MUSIC MASTER Story, and volume sales prove that MUSIC MASTER'S great campaign of National Advertising is effective.

Our story is the greatest true story ever told in radio. Make it your story. Get the MUSIC MASTER Sales Franchise for your store — if you are in open territory.

These franchises are granted only to dealers of standing who have the energy to get the most out of their territories.

Write or wire us, or get in touch with our nearest authorized distributor.

Music Master Corporation

WALTER L. ECKHARDT, *President*
Makers and Distributors of High-Grade Radio Apparatus

128-130 N. Tenth Street
CHICAGO NEW YORK PHILADELPHIA PITTSBURGH MONTREAL
Canadian Factory: Kitchener, Ontario



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.
Price \$300
Music Master Reproducer Model XIII, Drum Type. Specially designed Art Model, illustrated. Price \$40.



TYPE 100
Five Tubes. Music Master Circuit, involving special adaptation to radio frequency. Very selective, good volume and distance. Solid mahogany cabinet in brown mahogany. Price \$100

We tell them-



\$35 The new

you sell them

What is already the talk of radio engineers
we are now making the talk of radio fans—
and that's where you can profit!



MILLIONS of owners of multi-tube radio sets are being told about Unipower through a national advertising campaign in *The Saturday Evening Post* and the radio magazines. Every one of these advertisements is in full page space telling a complete and convincing story.

This advertising is thorough. It is extensive and intensive. It is concentrated in the best buying months of the year. It reaches millions of prospects and does this persistently with page after page, month in and month out.

Thousands of the fans this advertising is selling are right in your territory. Many of them are already your customers. And those that are not, you want, and we have a plan that will help you get your share of them.

But first find out what Unipower is

Now, for the first time, the radio owner can 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 only a few cents a month.

Note that Unipower is not a so-called battery eliminator and should not be confused with any other radio power device.

For the first time owners of R. C. A. super heterodynes and other cabinet sets with limited battery space can have a permanent "A" battery supply which can be safely put inside the cabinet.

Unipower is unique. When the radio set is on, the house current is off. When the set is off, Unipower is automatically replenishing itself from the house current.

These and other advantages, together with Unipower's low price, make for quick, easy sales—and your profit on each sale is large!

Here is a means of getting many new customers

If you want to cash in on this latest sensation in radio, if you want to hold old customers and attract new ones, if you want to increase your sales and profits immediately, then get behind this advertising by stocking Unipower at once. (Order from your jobber)

Then put our dealer plan to work for you. It is simple but effective. It provides a means of attracting customers and prospects into your store through sales helps we supply, free; booklets, counter display and newspaper advertising.

Write for folder!

Send right now for "Special Dealer's Folder." It tells the complete story of the big advertising campaign behind Unipower. It explains how you can quickly and easily cash in on this advertising. Write today and the complete dealer plan will reach you promptly! 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. Each model is equipped with a Balkite charger of special design. The four volt type is for UV-199 tubes or equivalent and retails for \$35; the six volt, for UV-201-A tubes or equivalent, retails for \$40. (West of Rockies prices are \$37 and \$43.) Special models, 25-50 cycle, are available.

Unipower

TRADE MARK

Off when it's on ~ On when it's off

World-Famous Artists Have Started Broadcasting Under Auspices of A. Atwater Kent

First of a Series of Concerts by Artists Who Have Achieved International Fame Through Records and Concert Stage Results in Wave of Enthusiasm—One of the Most Ambitious Moves in the Interest of Radio and Good Music Sponsored by Radio Manufacturer

What is regarded by authorities in various fields and by the general public at large as a most forward move in the interest of radio broadcasting, which means in the interest of the radio trade itself, as well as for the further development of interest in better music on the part of the public, has been launched by A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, and one of the leading figures in the radio field, who has arranged for a series of thirty Sunday night concerts over the radio featuring an imposing group of artists of international reputation.

The plan is the most ambitious thus far attempted in the field of radio broadcasting and the entire cost of securing the artists as well as of the broadcasting itself, which will be conducted through Station WEAJ, New York, of the American Telephone & Telegraph Co., is being borne by Mr. Kent, who has secured the co-operation of several leading talking machine companies to the extent of having noted record artists released from standing contracts for the purpose of appearing in the concert series.

That the concerts proposed by Mr. Kent are regarded as of general public interest is evidenced by the fact that the initial announcement received wide publicity in newspapers throughout the country and called forth a flood of favorable comment among musicians and music lovers, members of the radio trade, educators, and even Government officials.

Dr. John J. Tigert, United States Commissioner of Education, expressed the opinion that in bringing the best of music into the home the concerts would be of great educational value to radio audiences. He said in part: "I believe the broadcasting of radio concerts by internationally known artists will stimulate interest in music and do much to increase America's contribution to the sphere of music."

Mrs. Arthur C. Walkin, executive secretary of the National Congress of Parents and Teachers also spoke of the far-reaching and favorable effects of concerts of the character proposed, as did others prominent in national movements. In fact, the concerts are in a direct line with the thought of Secretary Hoover that the future

of broadcasting and radio depended upon the sort of programs offered.

First Concert Arouses Enthusiasm

The opening concert was given on Sunday evening, October 4, at 9:15 p. m., Eastern Standard Time, the hour selected for all the concerts. The featured artist was Renald Werrenrath, the renowned baritone, assisted in the piano by Herbert Carriek. The program was given wide



A. Atwater Kent

publicity before the concert through the medium of the daily papers.

The first of the Kent concerts was ushered in with some introductory remarks by James J. Davis, Secretary of Labor, who talked direct from Washington and expressed his enthusiasm regarding the public benefits to be derived through the medium of the concerts.

"When I heard the announcement of these concerts a few days ago and looked over the magnificent list of artists," said Secretary Davis, who began speaking a few moments after 9:15, "I wondered if any single force had ever possessed such powers of spreading good. Occasionally I have had the pleasure of hearing the finest singers, the most famous musi-

clans, just as you have heard them. But in the past you and I sometimes find it hard or impossible to get to the concert halls or hear opera performed.

"The great artists necessarily appeared only in the larger cities, where large audiences were assured. The artists could be in only one place at a time, and that meant that only a limited number could hear them. But now science has wiped out distance. It has torn down the walls of the concert hall and opera house. The whole world is now one open opera house. We are all one vast audience. And the music is brought to us as we sit at home."

A. Atwater Kent, head of the Atwater Kent Mfg. Co., and sponsor for the concert, also spoke briefly during the course of the program, expressing the satisfaction it gave him to prove the medium for bringing the great artists into the homes of Americans by means of radio.

"Ever since radio came into reality," said Mr. Kent, who was presented between the numbers of Mr. Werrenrath's program, "I have seemed to me that some day the greatest music would be brought to the greatest possible number of homes. It is a tremendous satisfaction to me to have played a part in bringing this about and I sincerely hope that there will be as much pleasure for you in hearing these concerts as there has been to me in arranging them."

Mr. Werrenrath's Enjoyable Program

Mr. Werrenrath held strictly to his published program and offered eleven songs from his extensive repertoire, giving a few words of explanation before each number.

The first selection was "Beauty's Eyes," by Tosti, this being followed by "Punchinello," an inspired rendering of "The Last Chord," and then the Toreador song from "Carmen," as the first group. In the interval that followed, Mr. Carriek, the accompanist, played the Chopin waltz in A-flat major.

Mr. Werrenrath's second group consisted of three sea songs, which he sang with characteristic vigor and understanding, they being "Captain Stratton's Fancy," by Deems Taylor; "Trade Winds," by Keel, and "A Pirate Song," by Gilbert. This group was followed by the playing of Rachmaninoff prelude in G-minor, by Mr. Carriek. The third and final group by Mr. Werrenrath consisted of the "Kashmiri Song," "The Ringers," "Smilin' Through," and "Gunglia Din," set to music by Charles Gilbert Spross, and sung at this concert for the first time in America.

Following the concert, the listeners-in were requested to write to Mr. Kent giving their impression of the concert and of the plan. It was announced at the same time that Toscha Seidel, the noted violinist, would be the artist at the next following Kent concert on October 11.

The initial program was broadcast as announced through Station WEAJ, New York, and a chain of eleven other stations associated therewith, including WEEL, Boston; WJAR, Providence; WGR, Buffalo; WCAP, Washington; WCAE, Pittsburgh; WSAI, Cincinnati; WAWJ, Detroit; WCCO, Minneapolis-St. Paul; WOC, Davenport; and WFI, Philadelphia, thus reaching it is estimated over 60 per cent of the radio listeners-in of the entire country. In the forthcoming concert station WOO, Philadelphia, will alternate with WFI of that city.

Details of the program for the balance of the concerts are still to be worked out, but will be announced in proper season, although it is stated that Louise Homer, guest-artist of the Chicago Civic Opera Co., will sing in the concert on October 18 with Mabel Garrison, well-known soprano, and Olga Samaroff, popular pianist, in a joint recital on October 25. The details of the programs are being worked out by Mr. Kent and his associates in co-operation with John T. Adams, president of the Wolfsohn Musical Bureau, New York, who played a prominent part in carrying on the negotiations and engaging the various artists.

The artists definitely announced as being engaged to take part in the series of important con-

(Continued on page 91)

To the Millions Buying Records Okeh Are Favorites

If you are not a seller of Okeh Records ask one of the several thousand dealers who are—Let his happy experience be your guide.

You can become an Okeh Dealer by inquiring for the details of our Authorized Dealer Proposition. Such an Agency promotes greater business.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15-17 West 18th Street

::

New York City



THE NEW LOW WAVE 1926 ECHOPHONE RECEIVERS NOW READY



K-5 (Conch) Model Speaker



K-1 (Sail) Model

Buy for the future

The outstanding feature of the 1926 Echophone line is its provision for a low wave tuning range from 550 to 150 meters. The use of low waves is inevitable. Echophones give you an enormous sales advantage in that they reach stations that can't be tuned in on other sets.

Tone Quality, Selectivity and Beauty

The design of our cabinets has reached a high degree of perfection. The most critical customer will be convinced upon seeing them. We seek comparison with all other sets on the market in the above three features. Tone quality and selectivity are attained with—**SINGLE and DUO-DIAL CONTROL**—which permits of simplicity of operation formerly not thought possible.



K-3 (Sail) Model
Tone, Faded Radio Program
Wood Mahogany Cabinet

ECHOPHONE DRY CELL EQUIPMENT

The Echophone line also includes a three-tube set constructed for dry cell operation exclusively. This set, the "V-3," gives loud speaker reception of practically any of the better known broadcasting stations. Dry cell equipment throughout eliminates the cost of expensive batteries and chargers, insuring low cost of operation. Has a tuning range from 600 to 200 meters.

Handsome brown mahogany finished cabinet, providing ample space for batteries. You cannot buy a more efficient, low priced set.

Price, without tubes or battery, **\$35.00**

Echophone policies guarantee PROFIT—PROTECTION— PERMANENCE

1. Profit for both distributor and dealer through liberal discounts offered.
2. Protection against price reduction and by exclusive dealer sales franchise.
3. Permanence by the good will established through extensive advertising in national publications and local newspapers.

We stand behind the dealer at all times with our **SERVICE and CO-OPERATION.**

Write for detailed information and give us the name of your distributor; or better, order now.

Echophone Radio, Inc.

1120 N. Ashland Ave.,

Chicago, Ill.

ECHOPHONE

World-Famous Artists Broadcast First Program

(Continued from page 90)

certs under the direction of Mr. Kent include:

Louise Homer, contralto, Chicago Civic Opera Company; Edward Johnson, tenor, Metropolitan Opera Company; Mabel Garrison, soprano, formerly of the Metropolitan Opera Company; Reinold Werrenrath, American baritone; Maria Karcenka, coloratura soprano; Salvatore de Stefano, Italian harpist; Alexander Brailowsky, Russian pianist; Leo Luboshutz, Russian violinist; Charles Hackett, American tenor, member of the Chicago Opera Company; Florence Austral, English dramatic soprano; Albert Spalding, American violinist; Benno Moiseiwitsch, Russian pianist; Toscha Seidel, Russian violinist; Felix Salmow, English 'cellist; Vincente Ballester, Spanish baritone, formerly member of Metropolitan and Chicago opera companies; Jolin Powell, American pianist; Eva Gauthier, soprano; Anna Case, American soprano; Frieda Hempel, coloratura soprano, formerly of the Metropolitan Opera Company and well known through her Jenny Lind programs; Paul Alt-house and Arthur Middleton, tenor and baritone of the Metropolitan Opera Company, distinguished for their joint programs; May Peterson, soprano, formerly of the Metropolitan Opera Company and the Opera Comique in Paris; Paul Kochanski, Polish violinist; Mischa Levitzki, pianist; Hulda Lashanska, American soprano.

Additional Artists Announced

The following additional artists were announced, subject to the approval of the Victor Co.:

Cecilia Hansen, violinist; Ernestine Schumann-Heink, contralto; Margaret Matzenauer, contralto of the Metropolitan Opera Company; Kathryn Meisle, contralto of the Chicago Opera Company; Emilio de Gorgoa, baritone; Dusolina Giannini, whose recent European successes have placed her in the first rank of concert and operatic artists.

Under negotiation are Feodor Chaliapin and Mischa Elman.

The following artists were announced subject to the approval of the Brunswick-Balke-Collender Co.:

Allen McQuhae, Irish tenor; Josef Hofmann, pianist; Mario Chamlee.

The following, subject to the approval of the Metropolitan Opera Company:

Lucrezia Bori, Florence Easton, Merle Alcock, Marion Telva, Joan Ruth.

Approval as to these artists was not announced as yet as many of them are still abroad. Further announcement will be made on their return.

A. Atwater Kent's Interesting Views

When asked for a statement by The Talking Machine World regarding his remarkable contribution to the advancement of radio Mr. Kent remarked:

"I am gratified at the favorable reception of the plan to broadcast the leading artists. The problem of arranging radio programs has been a very difficult one. In the first place the development of every phase of radio has been so rapid that there are few precedents to follow.

"In the making of radio programs it was a question of giving the vast radio audience what it wanted, and I think that the stations that have been spending so much time and thought in working this question out are deserving of the best thanks of the radio public.

"In attempting to work out programs for broadcasting, under my direction, my associates and I have found that working out weekly programs is anything but an easy task.

"The leading artists of the musical world have been enthusiastically heard and appreciated, but the difficulty has been that only a small fractional part of the music-loving public of America has been able to hear their actual voices. So, it occurred to me, that if a plan could be devised by which a worthwhile number of the best artists in America could be heard over the

radio, it was well worth while to try to engage them to broadcast.

"There were many obstacles as one can imagine, but I found that the artists of national, and even international reputation, were eager to 'go on the air.' They thought, as I did, that their appearance on radio broadcasting programs was a natural sequence in the development of radio as an important part of our national life, and expressed themselves as believing that the time had arrived for the step to be taken. This, of course, made the task much easier. In fact, without that feeling on the part of the artists the plan would have been impossible.

"There was a good deal of discussion on the part of different interests as to how the broadcasting by famous artists might affect attendance at their concerts, or the purchase of their phonograph records. I must give these artists highest credit for their absolute willingness to take chances on both of these things. I find that they are big people, and that their expressed interest in the cause of extending the best music to as many people as possible outweighed all other considerations in their minds.

"The attitude of the artists with whom I came in contact is, perhaps, best expressed in what Madame Louise Homer said to me:

"I am delighted and excited at the innovation whereby a host of artists can be heard by all America. I am sure that it will prove of great benefit to the cause of good music and that in the future there will be a great deal more eagerness to hear good music on the part of people who have not had the opportunity to become educated to it by attendance at the opera or at the leading concerts."

"The arrangement under which these opera and concert stars will be heard will in no way interfere with the other general broadcasting programs. It will simply provide the best musical talent America affords for one hour each week, beginning each Sunday evening at 9.15, Eastern Standard time. The programs, which are now being worked out and which will be announced as far in advance as possible, will be of a high class character, yet they will not be without popular features. Thus, the artists, as well as presenting high-class musical numbers, will also sing some of the good old songs that will never die. In fact, they have asked permission to do so, which I have gladly given, since, to my mind, nothing could be finer than to hear one of the good old familiar songs sung by an artist of the first degree.

"As the plan goes on it is possible that the broadcasting will be extended, and I hope to make arrangements by which some of the artists may broadcast from individual stations throughout the country so that the programs may be heard in as many different localities as possible."

Adler-Royal Jobber Proves Value of Demonstration

Salesmen Bring Phonograph in Visiting Trade and Opening New Accounts—Give Demonstration to Illustrate Sales Talk

BIRMINGHAM, ALA., October 6.—The E. E. Forbes Piano Co., Adler-Royal distributor, is going after new accounts in an aggressive manner and has been most successful in placing the Adler-Royal line with leading music houses throughout this State. The method employed by this concern in selling the line to dealers is by demonstration and the success of the method is being proved almost daily.

Each Forbes salesman possesses a Ford roadster which is equipped with a dust and moisture-proof box which holds an Adler-Royal phonograph. As the salesman makes his visits from town to town he is able to make a demonstration of the instrument right on the floor of the dealer's store, illustrating his sales arguments by pointing out the features of the phonograph and giving the dealer a demonstration of the tone quality.

FADA Radio



Hitch your wagon to a star!

COMET — across the sky—brilliant—but a flash—and forgotten—

Star — shining forth night after night—clear—steady—permanent.

No great industry—no vast business enterprise, but that has in its firmament—comets and stars.

You who look upon radio as a great thriving industry — hardly past its first steps — but sure to grow into immense proportions — which? — the star or the comet for you?

FADA RADIO has won leadership by pioneer work — fair dealing — sheer merit — engineering skill — and a Standard of Reception — by which more and more all radio reception is being judged.

Stability has marked the fundamental principles and practices of every branch of the organization responsible for FADA RADIO. Sane vision has characterized every advance in manufacturing and sales policies.

Approval and recognition by leading distributors and alert dealers is demonstrated in the remarkable increase of August sales over previous years.

The FADA RADIO exclusive franchise for your territory may still be open.

Hitch your wagon to the FADA RADIO star — for certain profits — on a permanent basis.

Write or wire now to

F. A. D. ANDREA, INC.
1811 JEROME AVE. NEW YORK

Manufacturers of TUNED RADIO FREQUENCY receivers using the highly efficient NEUTRODYNE principle.



Public Recording of Okeh Dance Record at Roseland

Fred Hall and His Sugar Babies Make Record Before Interested Audience—Record Then Played to Amazed Crowd—Stunt a Big Hit

The General Phonograph Corp., New York, recently effected an interesting exploitation idea through the public recording of an Okeh record at the Roseland Ballroom, New York. A dance recording of "I Ain't Got Nobody" was played by Fred Hall and His Sugar Babies, and Okeh artists, and the recording was made by the portable recording apparatus of the General Phonograph Corp. The thousands of dancers who were in attendance at the ballroom kept a deep silence during the recording and after an interval of a few minutes the record in soft wax form was placed on a phonograph and played to the interested and delighted audience.

A brief talk was given explaining that the record in the form played was for the completed marketable product. Nevertheless, as played, it was clear and distinct and a surprisingly good recording. For thirty days prior to the event, the management of the Roseland advertised it through streamers at the ballroom, circulars to the patrons and a large sign at the Broadway entrance. While it is impossible to ascertain just what results will accrue from the publicity stunt, it is certain that the Okeh record was given invaluable publicity.

Popular Orchestra Becomes Exclusive Columbia Artists

Mark Strand Theatre Dance Orchestra, Well Known Through Radio Activities, Makes First Columbia Record

The most recent dance organization to be added to the Columbia artists is the Mark Strand Theatre Dance Orchestra under the direction of Cortland Mark, son of Moe Mark,



Cortland Mark

president of the organization conducting the chain of Mark Strand Theatres all over the country. These theatres are well known for their high-class moving picture and musical presentations. By raising the level of this type of entertainment they have become a national institution.

The Mark Strand Theatre Dance Orchestra has become quite popular in the East through its radio activities and its first Columbia record will be awaited by many people who have heard them in person and over the air. The first record is No. 443-D and consists of two popular fox-trots with "Kinky Kids Parade" and "Who Wouldn't Love You?" This group is an exclusive Columbia organization.

The Eubanks Music Co., of Brownwood, Tex., sustained a loss of about \$20,000 recently in an early morning fire.

EXCLUSIVE DISTRIBUTOR

IN
Metropolitan New York, Northern New Jersey
Brooklyn and Long Island
FOR

The New Federal ortho-sonic Line

MUSICAL PRODUCTS DISTRIBUTING CO., INC.

22 West 19th Street

Also
CUNNINGHAM TUBES EVEREADY
WESTERN ELECTRIC BALKITE
FROST MUSETTE, PHILCO

New York City

Jesse French & Sons Co. Fifty Years in Alabama

Golden Jubilee of the Company's Business Celebrated Last Month—Larger Phonograph Department Necessary to Handle Trade

MONTGOMERY, ALA., October 6.—The Jesse French & Sons Piano Co. celebrated last month the fiftieth anniversary of the establishment of the company's business in Alabama, a feature of the celebration being an eight-page supplement in the Montgomery Advertiser, which included a history of the company and its business together with advertisements of those concerns whose products are handled by the local company, among them being the Columbia Phonograph Co. and the Elyca Talking Machine Co., Atlanta, wholesalers of Victor products.

In connection with the celebration the interesting announcement was made that the business of the phonograph and record department of the company had increased so rapidly since the first of the year, when J. Henry Resch took charge as manager, that it had been found necessary to arrange for adding two new sound-proof demonstration booths to the department.

H. E. Poston is general manager of the Montgomery store of the company, where pianos, talking machines, musical merchandise and sheet music are carried. He is assisted by a large and competent staff.

Sigrid Onegin at Town Hall

Brunswick dealers in the metropolitan territory effected a tie-up with the appearance of Sigrid Onegin, Metropolitan Opera star and exclusive Brunswick artist, who sang at the Town Hall on October 10, under the auspices of the National Music League. Advertising mats of this artist were supplied dealers by the Brunswick Co. and the artist's appearance in conjunction with the dealer and company publicity stimulated the demand for her records.

A. H. Eaton in New Post

PHILADELPHIA, Pa., October 2.—The Atwater Kent Mfg. Co., of this city, has announced that Arthur H. Eaton, formerly sales promotion manager of that company, has resigned and has been appointed advertising manager of the D. L. Ward Co., of Philadelphia.

Retail Sales Developed by Schilling "Glassads"

New Advertising Product, Which Bears Sales Message Used on Dealers' Windows and Doors, Proving Popular With Manufacturers

One of the difficulties which a manufacturer encounters in putting his product before the eyes of the public is the lack of co-operation on the part of his retail organization. A great deal of the value of a national advertising campaign with advertisements in the magazines, newspapers and other publicity mediums is lost, because after a demand for the product has been created the dealer fails to do his share and inform the public in his locality that the article is on sale at his establishment.

To offset this condition, manufacturers have tried different expedients, one of the most popular being the distribution to dealers of some form of poster or display material for the dealer's windows to tie-up with advertising and identify the store as a legitimate retail outlet.

"Glassads" a product of the Schilling Press, Inc., New York, recently put on the market, has proved popular with a great number of manufacturers in different industries as a means of stimulating the demand for their products and of being the means of effecting a tie-up between their advertising and the dealers. "Glassads" are small display posters, artistically printed on special patented paper, bearing the manufacturer's message, and are intended for display on the glass windows or door of the dealer's store. They are so prepared that when delivered to the dealer they simply need to be moistened and applied.

G. A. Newrath Joins Staff of Silas E. Pearsall Co.

G. A. Newrath, well known in talking machine circles, has joined the sales staff of Silas E. Pearsall Co. radio wholesaler, New York City. Mr. Newrath numbers a host of friends throughout the retail trade in the metropolitan district and was formerly connected with the Progressive Musical Instrument Co. Mr. Newrath has enthusiastically taken hold of his new duties and is building up good Fall business with Zenith radio and other products which the Silas E. Pearsall Co. is distributing.



This Sign Means Radio Profits

Will it be displayed in YOUR window?

The new, simplified Federal Ortho-sonic line is a line you can sell with absolute confidence and give your whole-hearted support. Designed by Federal engineers—built in Federal factories by Federal craftsmen to Federal's high standards of quality. *You know what that means.*

In addition, we offer the new and exclusive Ortho-sonic principle — the latest and greatest development in realistic, lifelike reproduction—beautiful cabinet work and *popular prices.*

Write at once. Get the Federal proposition. Get the sign in your window. Our big national advertising campaign in magazines and newspapers is reaching hundreds of thousands. Everywhere the thrilling Ortho-sonic tone test is being demanded. Be ready to make these sales.

Read the liberal provisions of the Federal proposition. Profit making discounts! Exclusive territory! National advertising! Powerful sales helps! And, back of it all, the name *Federal*, which is a guaranty of clean-cut business methods. Get lined up for the big fall trade. Write at once for our proposition and the name of your wholesaler.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Company)

Operating Broadcast Station WGR, Buffalo

Federal ortho-sonic



A-10 Five tubes—199's or 201-A's. Balanced tuned radio frequency. Cabinet has rich brown mahogany finish. Federal standard parts used throughout. Length 24 inches, height 11 inches, depth 12 inches. Price, without accessories **\$75.00**



B-20 Five tubes—199's or 201-A's. Balanced tuned radio frequency. Delicate parts completely shielded. Genuine mahogany cabinet with rich finish. Micrometer tuning controls. Space for all batteries. Length 30 inches, height 13 inches, depth 15 inches. Price, without accessories **\$100.00**



B-30 Five tubes—199's or 201-A's. Balanced tuned radio frequency. Delicate parts completely shielded. Genuine mahogany cabinet, finished in rich, lustrous brown. Micrometer tuning controls. Ample space for all batteries. Federal enclosed adjustable speaker. Exceptional volume and tone quality. Extremely sensitive and selective. Length 30 inches, height 20 inches, depth 15 inches. Price, without accessories **\$130.00**



C-20 Seven tubes—199's or 201-A's. Balanced tuned radio frequency. Delicate parts completely shielded. Cabinet of genuine mahogany with rich brown finish. Two micrometer tuning controls. Space for all batteries. Operates on self-contained loop. Length 36 inches, height 16 inches, depth 18 inches. Price, without accessories **\$165.00**



C-30 Seven tubes—199's or 201-A's. Balanced tuned radio frequency. Delicate parts completely shielded. Genuine mahogany cabinet, with rich brown finish. Two micrometer tuning controls. Space for all batteries. Operates on self-contained loop. Federal enclosed adjustable speaker. Exceptional volume and tone quality. Length 36 inches, height 22 inches, depth 18 inches. Price, without accessories **\$200.00**



B-35 Five tubes—199's or 201-A's. Balanced tuned radio frequency. Delicate parts completely shielded. Apparatus slides out to install tubes. Beautiful cabinet of selected mahogany, finished in rich two-toned effect. Exceptional enclosed speaker. Ample space for all batteries. Length 35 inches, height 23 inches, depth 21 inches. Price, without accessories **\$250.00**

C-40 Same receiving mechanism as C-30 but housed in specially designed custom-built, hand-carved cabinet. Every detail and feature is provided in this model to make it the last word, not only as a Radio Receiving Set, but also as a beautiful furniture piece for the select home. Price, without accessories **\$350.00**



B-36 Five tubes—199's or 201-A's. Balanced tuned radio frequency. Delicate parts completely shielded. Apparatus slides out to install tubes. Floor cabinet of choice mahogany woods with rich, two-tone brown finish. Enclosed Federal Speaker of unusual qualities. Space for all batteries. Length 33 inches, height 43 inches, depth 21 inches. Price, without accessories **\$250.00**



C-35 Seven tubes—199's or 201-A's. Balanced tuned radio frequency. Delicate parts completely protected. Exclusive cabinet work of selected walnut with artistic inlay work and a beautiful two-tone finish. Accommodates all batteries. Mechanical unit slides out to install tubes. Length 27 inches, height 54 inches, depth 17 inches. Price, without accessories **\$300.00**

(Note: We are continuing our models 141, 142, 143 and 144.)

Indianapolis Radio Show Outstanding Event of Month in That Territory

Many Manufacturers of Nationally Known Radio Products Had Booths at the Local Show Which Attracted Wide Attention Among the Retail Trade and the Public—Other Trade Developments

INDIANAPOLIS, IND., October 6. Activities in the local talking machine field have been overshadowed the past month by the renewed interest in radio. The Broadcast Listeners Association, a local organization, formed last year for the betterment of radio reception, sponsored the first Indianapolis radio show which was held September 21 to 26 at the Cagle Tabernacle. The popularity of the show was proved by the fact that every music dealer who features radio in his store had an exhibit. Every recent invention and development for the betterment of radio was featured. Every type of set ever made was shown. Added to the general interest of the show was the presence of the chief

announcers throughout the country, who found much delight in meeting their nightly listeners face to face. The high attendance records for the week are strong evidence of the success of the first Indianapolis radio show. The next year's show is assured, due to the fact that exhibitors have already contracted for space.

A survey made by the Broadcast Listeners Association showed that those attending the exposition were drawn from all walks of life and occupations. The appeal of radio is universal in its scope.

For the music dealer, who has looked on radio as only a fad, that would quickly fade, it

has opened his eyes to the popular appeal and tremendous merchandising power.

Practically all the prominent manufacturers were represented at the exposition, represented either through individual exhibits or by the local distributor or dealer. Among the leading sets shown were the RCA line, which was displayed by several dealers, including the Brunswick Shop and the Frank W. Wood Co.; Colin B. Kennedy sets, shown by the Sanborn Electric Co.; the Era line, shown by the Pearson Piano Co. booth; the Fred-Eismann, Sleeper and David Grimes receivers were shown by the Frank W. Wood Co.; Alwater Kent sets were prominently featured in several of the displays. The Kiefert-Stewart Co., Indiana Sonora distributor, had a full display of Sonora speakers and radio sets; the Vonnegut Hardware Co., occupied a large booth, showing the Radiolyne, Kellogg and other sets, and the Indianapolis Music House featured the Freshman Master-Piece line in its exhibit.

Largely due to the attention given the radio exposition, phonograph sales have slipped a little during the past month, due to the fact that the dealer has had his interest elsewhere. Record sales have shown a stronger tone, particularly the popular releases.

W. G. Wilson, manager of the local Widner store in conjunction with George Stewart, formerly of the Stewart Talking Machine Co., has taken over the local Widner store. The store features the Victor and Columbia lines. Both men are well known to the trade, and experienced in the phonograph field. The firm will be known as the Wilson-Stewart Co.

Notice has been filed with the secretary of state by the Vincennes Phonograph Co., Vincennes, Ind., of a change in the par value of its shares of common stock from \$100 a share to shares of no par value. The number of shares has been increased from 1,250 to 12,500.

Partnership Dissolved

LOGANSPORT, IND., October 5.—Announcement was recently made that the partnership between Frank H. Brown and J. Arthur Jamison, conducting a music store known as Frank H. Brown & Co., has been dissolved. Mr. Jamison has purchased Mr. Brown's interest and will continue the business under the same name and with the same policies. The Brunswick line of phonographs and the RCA line of radio receivers are featured.

Radio Concern Indicted

An indictment charging the Greater Atlantic & Pacific Radio Corp., New York, with illegally using the trademark "Neutrodon" on radio sets has been handed down by the New York County Grand Jury. The indictment follows an investigation made upon a complaint of the American Fair Trade League, the Independent Radio Manufacturers, Inc., and the Hazeltine Corp.

Wm. Stoess Directs WLW

CINCINNATI, O., October 6.—William Stoess, who for the past two years has acted as musical director of Station WLW, operated by the Crosley Radio Corp., was promoted to the position of studio director and announcer. He is preparing an interesting series of programs for the coming season.

Jewell Co. Alterations

ROCHESTER, N. Y., October 6.—Alterations in the structure of the N. Jewell Music Co.'s building are being completed at present and will virtually give that concern a new home. The work has been accomplished slowly in order to avoid the necessity of vacating the premises. The building will have a facade two stories high, and the construction will provide for the actual construction of the second story later.

A Price Reduction—and the Reason!

Big quantity material contracts made at advantageous prices by our purchasing department! A big, new daylight factory, where vast floor space and the latest methods and machinery make possible the turning out of better sets in bigger quantities! This has shown us that we can now turn over to the consumer a substantial saving over our old prices. A price reduction is therefore effective immediately. Our popular Tone-A-Dyne De Luxe model, which formerly sold at \$85, will now be listed at \$69.50. The Tone-A-Dyne Compact model, formerly \$49, will be \$49.50. A tremendous saving which will enable you to increase sales and profits.

Test a Resas Tone-A-Dyne alongside of any other set—even the more expensive—and compare the ease with which the exclusive Tone Modulator brings in, clear and strong, distant stations without local interference.

Note the simplicity of controlling both tone and volume with a simple turn of the Tone Modulator—a feature found in the Resas only.

Is it any wonder that owners boast and dealers enthuse over the Resas Tone-A-Dyne? Regardless of price, you will find nothing to compare with this set when it comes to standing up to promises.

Dealers can be sure of good profits and satisfied customers when they handle this popular line.



Cabinet, length, 27½ inches; height, 8 inches; depth 8 inches. Mahogany finish, artistic design.

List Price
\$69.50

Resas Tone-A-Dyne De Luxe

A 5-beam set of proven merit and unequalled tone. The exclusive Tone Modulator is a feature. All the latest improvements are built in, such as the straight line frequency condenser, which permits greater ease of operation, as the broadcasting stations are distributed evenly over the entire dial. This feature has heretofore been used only in sets selling around \$200. The finest materials obtainable are used in this model. Each set is a laboratory product.

Resas Compact Tone-A-Dyne



Cabinet, length, 21½ inches; height, 6 inches; depth, 8 inches. Mahogany finish, artistic design.

List Price
\$49.50

Jobbers and Dealers: Write immediately for exclusive proposition in territory still open.

RESAS, Inc. 556 West 52nd St., New York City



For better reception and bigger profits

Sell a Tungar with every storage battery set you sell



Points that mean sales

- The Tungar is the *original* bulb charger.
- It is built to last for years.
- It charges any make and size of storage battery, radio "A" and auto batteries, and "B" batteries as high as 96 volts in series.
- It is simple! Just two clips and a plug for the house current.
- It makes no disturbing noise.
- It can't blow out Radiotrons if battery is left hooked to set while charging.
- It causes no radio interference.

Two ampere Tungar (East of the Rockies). List . . . \$18.
60 cycles—110 volts

BBETTER tone quality and constant good reception are the selling points that mean radio sales for the music dealer. A Tungar keeps batteries always peppy — tone clear — reception at top notch of performance. Therefore, it means more radio sales to the man who buys a set as a musical instrument.

A Tungar is simple to operate—simple to sell. It is dependable in operation—and stays well sold. It is the *original* bulb charger—a G-E product—well-known to every radio buyer. With little selling effort, it adds a good-sized profit figure to your sales record.

For aggressive music dealers, the profit possibilities of the Tungar are tremendous. Write for sales helps and distributor's address.

Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC
GENERAL ELECTRIC COMPANY MERCHANDISE DIVISION BRIDGEPORT, CONNECTICUT

Shamrock Six Tube Sets

Score an Instant and Nation-Wide Success!



De Luxe Table Model
(One or Two Dial Control)
Duo-Tone Satin Finish French Walnut Cabinet, exquisitely designed with space for Batteries.
List Price (without accessories)...\$95.00
Slightly higher West of the Rocky Mts.

The Shamrock Sales Policy Protects the Honest Dealer

The Shamrock Selling Franchise is granted only to Dealers of unquestioned Reputation and Reliability.

The Shamrock sales plan offers everything to the legitimate radio dealer—nothing to the "clean-up-and-quit artist."

WE GIVE YOU

- exclusive territory, all rights rigidly enforced.
- a national advertising campaign.
- local advertising in your own territory.
- dealer helps of the most up-to-date kind.

Get the Shamrock Protected Selling Franchise for your territory. Many excellent districts are still open. Send your credentials with your application—to save time in investigating. Sign up now, and get in on the big Fall business.

The Exquisite Shamrock Cabinets

Will Dress Up Your Window and Attract Trade.
Nothing Like Them for the Money!

Radio dealers are an alert lot! No sooner had the first announcement of the new Shamrock Sets appeared than orders began to pour in.

No argument was needed! Knowing the worth of Shamrock parts THEY WANTED THE SHAMROCK SETS. With a million radio fans already familiar with the famous Shamrock Parts and Kit, there was no uncertainty about sales. The market was ready and waiting.

Fortunately our Factory Production had been keyed to meet this situation. As fast as orders were received the sets were delivered. AND NOW THE LETTERS OF COMMENDATION ARE BEGINNING TO COME IN!

Dealers, Engineers, Radio Experts and the General Public,—are of one opinion regarding the Shamrock Super-Tuned Circuit. ITS RESULTS ARE WONDERFUL. The principle of resistance-coupled amplification is used with a degree of success never before attained. Two stages of Tuned Radio Frequency and one Detector are also employed.



Shamrock Console Grand
(One or Two Dial Control)

The supreme achievement in radio construction. Magnificently finished in the popular Duo-Tone French Walnut effect. Built-in loud-speaker and ample "A" and "B" Battery space.

List Price (without accessories)...\$150.00
Slightly higher West of the Rocky Mts.



Console
(One or Two Dial Control)

Beautifully finished Duo-Tone French Walnut Cabinet—the most popular of wood effects—built-in loud-speaker and ample space for "A" and "B" Batteries.

List Price (without accessories)...\$130.00
Slightly higher West of the Rocky Mts.

SHAMROCK

RADIO SETS

SHAMROCK MANUFACTURING COMPANY

Makers of Famous STANDARD SHAMROCK PARTS

196-206 Waverly Ave.

Newark, New Jersey

Nationally Advertised

If You Have Children In Your Home



The Shamrock Radio Set is the most popular in millions of homes because it is so simple to operate. It is the only set that can be used by anyone, even a child. It is the only set that can be used in any room, even a child's room. It is the only set that can be used in any room, even a child's room.

SHAMROCK

She would choose this handsome radio set



The Shamrock Radio Set is the most popular in millions of homes because it is so simple to operate. It is the only set that can be used by anyone, even a child. It is the only set that can be used in any room, even a child's room. It is the only set that can be used in any room, even a child's room.

SHAMROCK

So Simple to Operate!



No longer is a battery necessary. The Shamrock Radio Set is the most popular in millions of homes because it is so simple to operate. It is the only set that can be used by anyone, even a child. It is the only set that can be used in any room, even a child's room. It is the only set that can be used in any room, even a child's room.

SHAMROCK

Once Now



The Shamrock Radio Set is the most popular in millions of homes because it is so simple to operate. It is the only set that can be used by anyone, even a child. It is the only set that can be used in any room, even a child's room. It is the only set that can be used in any room, even a child's room.

SHAMROCK

SHAMROCK advertising will reach millions of radio buyers in all the large centers and farm districts.

The advertisements pictured are a small part of the campaign about to be released, simultaneously throuth the country. These Advertisements will win thousands of radio fans over to Shamrock. Alert dealers are preparing—now! Territories are closing fast. Your territory may be next.

WIRE OR WRITE QUICKLY

For Those Who Prefer Music on the Radio




The Shamrock Radio Set is the most popular in millions of homes because it is so simple to operate. It is the only set that can be used by anyone, even a child. It is the only set that can be used in any room, even a child's room. It is the only set that can be used in any room, even a child's room.

SHAMROCK

SHAMROCK RADIO SETS



Toledo Trade Optimistic as Retailers Continue to Enjoy Satisfactory Sales

Leading Dealers Report Greater Sales Volume Than That of Last Year—Trade Hears Orthophonic Victrola—Wholesalers and Retailer Meet—Drive on Records—Other News

TOLEDO, O., October 7.—There is scarcely a phonograph dealer in this market who isn't experiencing increased demand over the corresponding period of last year. In stores like Grinnell Bros., Lion Store and the J. W. Greene Co., where a plentiful supply of "one-half off" machines is still available, trade is brisk. Practically all retailers have new merchandise with which to entice customers, namely, new electric recordings, advance radios and improved combinations. Merchants state that many deals upon which salesmen have worked all Summer are just getting ripe now.

Victor Wholesalers Meet

Further, two meetings of importance to Victor dealers were held here within the past fortnight. The first was that of Victor jobbers who do business in this market and included, The Chicago Talking Machine Co.; Cleveland Talking Machine Co.; Grinnell Bros., Detroit; Ohio Talking Machine Co., Cincinnati; Perry D. Whitely Co., Columbus, O., and one or two others. The conference was held at the Hotel Secor and was attended by factory and traveling representatives also. Plans were discussed for marketing the new machines.

Dealers Hear Orthophonic Victrola

The second gathering was that of retailers of Victrolas in this section of the country—numbering about 100. This meeting was held in the Fort Meigs hotel and admittance was by card only. In each meeting the new machine was demonstrated and its superiority over the old models shown. William Lewis, Victor factory representative, conducted the proceedings. A dinner to the merchants in the Chamber of Commerce rooms preceded the meeting. Re-

tallers were asked to give their opinion of the advanced instrument and to state about how many they will be able to sell. At both meetings enthusiasm ran high. It is said an extensive advertising campaign featuring the new Victrola will soon be launched in trade papers, magazines and newspapers.

Large Sale of "Talkers"

At the Lion Store Music Rooms the sale of Victrolas will reach the grand total of more than 1,200. This is considered a very excellent showing. Plans are formulating for the exploitation of the new Victrola and Brunswick instruments as quickly as the first lot is received, Lawson S. Talbert stated. He believes that the sale of high-grade instruments as a result of the improvements will be greater than at any time in the past. The Brunswick record, "Mighty Blue," was featured in a distinctive booth and window display which sold several hundred of the disc.

Eagerly Await New Models

New Brunswick and Columbia machines are also eagerly awaited by dealers here. The fear is already expressed that the supply will not equal the demand. The J. W. Greene Co. has outlined a Fall drive on the new Victor and Brunswick types which will start as soon as the models are upon the floor. Manager E. A. Kopf has placed large orders for both machines. The phonograph and radio departments have been redecorated and the store was given a new Fall dress. Considerable new merchandise was added, including the Thompson Duotone console, neodyne radio, Balkite charger and B eliminator. Also the Pathex motion picture camera and projector and a high grade line

of fancy floor lamps. The two latter are especially lines, which will be featured as gifts. Moreover, a city-wide billboards look-up with the Atwater Kent radio line is in progress. The store expects to reap much good from this effort and that of the "Radio Hours" by Atwater Kent.

Dismantling Department

The E. C. Henderson Co., Boston, Victor and Brunswick Shop in the LaSalle & Koch Co. store, is being dismantled and the merchandise remaining after the recent clearance sale is being sent to Cleveland. Radio goods will be sold in the same place by phonographs.

L. C. Steele in New Post

At the Cable Piano Co. Leon C. Steele has been appointed general manager, succeeding A. F. Mang. Mr. Steele came here from the South. He is widely known among the trade in Virginia and Georgia, having been connected with music houses in Richmond and Atlanta. Cheney, Brunswick and Victor machines and the Radiola will be merchandised aggressively this Fall, the new manager stated.

Drive on Harmony Records

The Talking Machine Shop on Adams street, according to Fred Frame, manager, met with immediate success in its drive to popularize the new Columbia Harmony records. The popular dance selections were all sold out before the second lots arrived. Customers are also awaiting the next release for which several have placed advance orders. The Ted Lewis record "Hilensberg Joys" and "Tin Roof Blues," as well as the Ross Gorman and His Earl Carroll Orchestra disc, "Oh Boy! What a Girl," and "You Forgot to Remember," are brisk sellers.

Exploiting Radio

The United Music Store recently used the appearance at the Rivolt Theater of twelve well-known radio broadcasting artists to excellent advantage in featuring the sale of radio goods. An entire window was devoted to exploiting the act and the Thompson and Paragon radio outfits. Portraits of Edna Saloman and other of the artists adorned the window. Harry L. Wasserman, proprietor, stated he expects to cash in on the wide interest in radio and upon the new Brunswick and Victor models. Virginia Davis has joined forces with the house.

News Briefs

The promoters of the Chicago Radio Show invited local music dealers to attend the show and sent admittance tickets.

The Frazelle Music House, according to Frank H. Frazelle, president, is experiencing improved trade. The store is coupling its efforts to those of artists who will open the concert season here shortly. Sonora and Columbia machines are carried by the store. The Zenith radio is being exploited in connection with the radio show and the excellent programs that will be available this Fall.

At the Goosman Piano Co., Columbia and Starr dealers, Fall trade is brightening. Louis Rae, manager of the phonograph department, has accepted a position with the Home Necessities Co., Detroit. He is succeeded by M. J. Patrick.

K. T. Moeck, 521 Junction avenue, is a new Polish Columbia dealer. He recently purchased the music business of John Pietrykowski.

Grinnell Bros. are conducting a vigorous September sale of the old Victrolas. This is classed as a last opportunity to buy half-off Victrolas. It is the only effort the house has made to close out the instruments.

Humes Branch in Albany, Ga.

ALBANY, Ga., October 5.—The new branch of the Humes Music Co. of Columbus, which was established here recently at 214 Pine street, has been formally opened with a musical program. C. S. Waddell, manager of the Albany store, has announced his staff, which will include H. T. Gorham, formerly with the Columbus store, as outside salesman, and Mrs. F. W. Brannon and Miss Jane C. Johnson as assistants in the store.



No Batteries—No Attachments—All Self Contained

The Acclaimed Sensation!
of the 1925 RADIO SHOWS.

POWER ELECTRIC RADIO

The Only Electric Radio using no attachments.
Works on A.C. or D.C. house current, with normal
or loop. No aerial necessary for local reception.

NO BATTERIES

ENTIRELY SELF-CONTAINED

No Rectifying Tubes; No Trace of Hum.
No Twisting or Shaking Charging.
No More Buying A, B or C Batteries



Model 100

To the Progressive Home Merchant POWER radio means
HIGHER SALES—LESS RESISTANCE—GREATER PROFIT

A new line of radio receiving sets, the ultimate achievement in radio engineering. Built in beautiful cabinets, self-contained, with the latest type loud speakers. Made in four different models—Two Console Type—Standard Model—and Phonograph Panel.

Every set is fully GUARANTEED against electrical and mechanical defects.

Send for Literature, Distributor and Dealer Proposition

Manufactured by

ARGUS RADIO CORP., 25 WEST 18th STREET
NEW YORK CITY

Just Plug In—Works on AC or DC Current

The All-Brass Universal Quali-Tone Phonograph Tone Arm



**RADIO
Combination
Universal Arm**

*A new
Adaptation
of an old
Principle*

**The Musical Tone of
Drawn Seamless Brass
At the Cost of a Die Casting**

Do you want to give your talking machine the finest possible tone—without increasing your manufacturing costs? Here's the opportunity! A tone-arm drawn of musical instrument brass—with its sweeter, clearer, more resonant tone—yet at no greater cost than that of a reliable die-cast arm!

No matter how fine and beautiful your Phonograph Radio Cabinets may be they are only as good as your reproducing units. We offer all of the advantages of brass for musical instruments in our products. There are no better selling points. This new tone-arm is equipped with an interior valve permitting its use either with phonograph or with radio hood speaker units. The valve (controlled by arrow-marked disc shown in photograph) either throws tone from phonograph diaphragm into tone-arm, or shuts off diaphragm

entirely and throws tone from radio unit into tone-arm and thence to phonograph tone chamber.

In addition, it acts as a tone modifier, eliminating the necessity for the old-fashioned type of muffer used in phonograph sound chambers, and proving itself much superior, inasmuch as it is located close to the source of the tone.

Try this new tone-arm and you will be amazed at its purity of tone. It is obtainable in three types. Complete with valve and radio unit. With valve only, furnished with cap a cover radio unit opening, thus permitting use of valve as tone modifier. Without either valve or radio unit, for use with phonograph alone.

Made of the finest materials and perfectly finished. Durable. Dependable. Write today for full details.

Here is the plain tone arm, without either valve or radio unit, for use with phonograph only.



Here is the plain tone arm, without either valve or radio unit, for use with phonograph only.

Plain Arm

Plain Arm

THE QUALI-TONE RADIO UNIT Designed for use with tone arm to enable phonograph or radio sound chamber to be used in place of hood speaker. Adjustable nature enables unusual direction of tone to be obtained. Case of laminated type—light aluminum steel. One phono of aluminum steel. Magnet of large heavy duty initial type of tungsten steel. Field of wound magnetism—white cotton covering protecting it from action of dust. One steel case of seven. List price \$6.00.

Quali-Tone Speakers



Complete with Quali-Tone Radio Unit and Musical Drawn Brass Amplifying Tube. Solid Walnut Construction. Price \$6.50. Style "E."

Complete with Quali-Tone Radio Unit and Musical Drawn Brass Amplifying Tube. List price \$20.00. Style "O."

Complete with Quali-Tone Radio Unit and Musical Drawn Brass Amplifying Tube. List price \$10.00. Style "N."

DURO METAL PRODUCTS CO.
2649-59 N Kildare Ave. Chicago, Ill.

We are the largest manufacturer in the country of Drawn - Brass and Aluminum tubes for Amplifying construction

Stromberg-Carlson Finance Plan for Retail Dealers

Bankers-Commercial Security Co. Sends Folder to Dealers Outlining Arrangement for Purchase of Installment Paper Representing Stromberg-Carlson Radio Set Sales

The Bankers-Commercial Security Co., Inc., New York, has entered into an arrangement with the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., whereby it will finance dealers who sell the Stromberg-Carlson radio equipment, purchasing the retail installment paper which represents the sale of Stromberg-Carlson receivers and accessories upon which there has been paid at least 25 per cent of the purchase price and which at the time the finance company buys the paper, has not longer than twelve months to run.

The purpose of the plan is for the dealer to keep his assets in a liquid state and allow him to have cash on hand to pay his jobber obligations promptly and secure the benefit of a cash discount.

A folder has been distributed to Stromberg-Carlson dealers outlining the plan and giving concrete examples of the manner in which the Bankers-Commercial Security Co., Inc., will purchase the installment paper. Tables of the prices paid are given, varying with the length of time of the paper. The finance company strongly recommends that dealers establish a cash price and a time price in order that the dealer be compensated for the additional cost of selling on a deferred payment basis.

E. C. Roworth, manager of the credit department of the Stromberg-Carlson Tel. Mfg. Co., has written the introduction to this folder in the form of a letter to the finance company in which he points out the outstanding advantages of the plan.

Robert Bosch Magneto Co. Announces New Hydrometer

The Robert Bosch Magneto Co., Inc., New York City, is the manufacturer of a new "Non-Drip" hydrometer. This product is ideal for testing radio "B" batteries. Its non-drip feature prevents the dripping of acid on clothing, furniture or carpets and the bulb, made of high-grade ruby rubber, will give long service. The small diameter barrel permits accurate readings to be obtained with a small amount of acid. Other features are extremely plain markings which make readings easy to take, a hvelly bulb which responds to the slightest pressure, and glass tips which hold the float in easy sliding position so that it cannot stick in the barrel. It is particularly useful equipment in the radio department and will also have a sale to radio set owners.

J. B. Price in Mid-West in Interest of N. & K. Line

J. B. Price, sales and advertising manager of the American division of Neufeldt & Kuhnke, manufacturers of N. & K. loud speaker products and head phones, is at present making an important Middle Western and Canadian trip, which will include a visit to Chicago, Milwaukee, Detroit, Toledo, Cleveland, Toronto and Montreal. Mr. Price is expected back about the twenty-fifth of the month and in view of the fact that jobbers throughout the country have been evincing keen interest in the new N. & K. model S Speaker it is probable that he will close important distributing arrangements while away on this trip.

Lieutenant E. A. Hopf, musical director of the New York University band, is laying plans for a combined University Band and Cadet Regimental Band.

Reference Chart of Radio Products Sent to Dealers

Musical Products Distributing Co. Sales Aid Contains Pictures and Descriptions of Line Carried to Assist Dealers in Making Sales

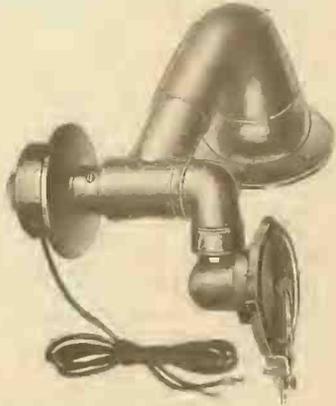
The Musical Products Distributing Co., Inc., New York, distributor of Pooley, Atwater Kent radio, Federal Ortho-sonic receiving sets, Cunningham tubes and other radio products, has recently prepared a distinctive sales help for the use of its dealers in the territory.

The sales help is referred to as a reference chart and is for the use of dealers carrying Pooley radio cabinets with Atwater Kent receiving sets. It displays the complete line with a description of each model, giving model numbers and price. The chart is printed on roto-gravure paper and is framed so that it may be hung on a wall or laid flat, the front being protected by glass so that the chart may be kept

permanently without danger of being marred or defaced by handling.

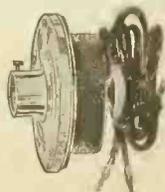
"This chart was conceived with the idea of aiding our dealers in the sale of Pooley-Atwater Kent products," declared B. D. Colen, president of the company. "It is often the case that a dealer may not have in stock at some particular time every model which is produced by a manufacturer, and because of this, and lack of suitable material showing the complete line, may lose an opportunity of making a sale. Whereas, if he had a ready reference chart where he could graphically show his customer a model even though it may not be in stock, he is enabled to thus hold the customer until he obtains that particular model, or, in some cases, make a sale by showing the reproduction of it. At the bottom of the chart we have listed the complete lines which we carry, so that the dealer is constantly reminded, when consulting this chart, of the products which we are distributing to the retail trade."

We Guarantee Increased Sales When You Use Mutual's Nationally Advertised Products

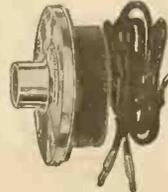


No. 4 Radio Tone Arm with No. 4 reproducer and adjustable unit

UNITS—of the BETTER CLASS—Combining Tone Volume, Rich and clear with the RIGHT PRICE.



Adjustable Unit



Non-Adjustable Unit

Hear the Mutual Units in side-by-side comparisons with other units and be convinced of its merits.

Distributors—Write for our interesting territory proposition.

Address our Executive Office at

149-151 Lafayette Street

New York City

MUTUAL PHONO PARTS MFG. CORP.

DISTRIBUTORS: Canadian Arms & Gear, Ltd., 1209 King St., West Toronto, Can.; Balfour B.D., 410 Madison City, N.C.; Industrial Mfg. Co., 229 W. Randolph St., Chicago, Ill.; Fire & Dinner House Co., 1818 Vine St., Cincinnati, Ohio; Arthur Brand & Co., 118 St. and Washington Ave., St. Louis, Mo.; English Hardware Co., 418 St. and Washington Ave., St. Louis, Mo.

BOSCH



Mayka

RADIO

BOSCH RADIO BACKGROUND

The American Bosch Magneto Corporation is in position to build radio products of unapproachable quality. This organization comprises skilled electrical engineers, workmen experienced in precision manufacture, a world wide service and distributing organization all backed by plant, tools and equipment especially designed for the manufacture of precision electrical apparatus.

Bosch quality is world famous.

This is the incomparable background of Bosch Radio Products—the Bosch Radio Receiver, the Ambotone and the Junior Ambotone Reproducers—all reflecting Bosch quality in design, manufacture and performance.

AMERICAN BOSCH
MAGNETO CORPORATION
SPRINGFIELD - MASSACHUSETTS



New Models and Aggressive Sales Drives Boost Sales in Twin Cities Territory

Unusual Trade Activity Seen as Indication of Banner Season—Columbia Harmony Records Wins Approval of Trade and Public—Orthophonic Victrola Demonstrated—Sonora Dealers Meet

MINNEAPOLIS-ST. PAUL, MINN., October 7.—What with reduced prices, new models, sales and the usual Fall pick-up there is much activity in the Twin City music trade.

The new 50-cent Columbia Harmony line double disc record has met with the approval of the dealers and is now carried by the Metropolitan Music Co., Foster & Waldo, Whitney MacGregor, of Minneapolis, and by the Peyer Music Co. and Dyer Bros., of St. Paul.

Columbia Harmony Records in Favor

Columbia headquarters, in charge of Mrs. Helen D. Beggs, received a number of out-of-town visitors during and following the State Fair. "S" Poplar, of the piano firm of that name, came from Grand Forks; George Dower, of the Stove Piano Co., of Fargo, and Arthur Morsou, from Owatonna, Minn., were also visitors at the Columbia office.

Columbia dealers who have been using the "key" sales campaign report good results. Art Gillam, the "Whispering Pianist," was the Columbia artist at WCCO recently and made his usual hit with the fans.

Open New Columbia Accounts

George H. Compton, territorial salesman, has opened up several new accounts, including the Herbst Department Store, Fargo. Other accounts opened are the Wonder Store, Revuille, Minn.; Hager's, Hector, Minn.; Ed Collins, Bird Island; Timothy Norton, Armour, S. D.; Rhodes Music Co., Huron, S. D.; Mrs. Arneson, Howard, S. D.; Ortonville Drug Co., of Ortonville, Minn., and the Big Stone Drug Co., of S. D.

Demonstrates Orthophonic Victrola

The George C. Beckwith Co. entertained about 300 Victor dealers at the Nicollet Hotel on September 9. It was a private demonstration of the new Orthophonic Victrola, which has aroused the amusement and enthusiasm of all who have heard it. Similar gatherings have been held in Omaha, Des Moines, Lincoln and Sioux Falls.

Beckwith Co. Adds Music Master Line

R. C. Coleman, who has long been with the Beckwith Co., is now in charge of the aug-

mented radio department, which has taken on the Music Master line. At the banquet in September there were several distinguished guests, who addressed the gathering. Fred Williams, sales manager of the Music Master Corp., gave an interesting talk. The company was also honored by the presence of H. N. McMenimen, of the contract department; Mr. Parkhurst, radio engineer; J. A. Williams, district sales manager, and several others. After the dinner a demonstration of the Music Master line was given and the sensation of the display was the new model No. 250 Music Master receiver which operates without ground or aerial.

Additions to Beckwith Sales Force

Some of the models on hand have been cleaned out and the volume of business is more than satisfactory. Even with a much increased sales force the Beckwith Co. is hard put to keep up with orders. Following is a list of the new salesmen who have joined the company: H. M. Dillon, N. R. Eckenbeck, J. C. Ewing, N. W. Jensen, C. M. Kirtley, Ed. Kraus, O. R. Leonard, J. M. McCulloch, J. P. McGuire, S. J. Reichert and H. S. Tracy.

Foster & Waldo Sales Successful

Quite the most stupendous occurrence in any line of business in the city has been the Foster & Waldo removal sale. Saturday, September 27, was the fortieth day of the sale, it was rainy and cold and still that was the biggest day of all. The new Foster & Waldo building is near completion and will soon be occupied by that aggressive firm.

Sonora Dealers Hold Convention

Sonora dealers held a most successful convention at the Nicollet Hotel. S. O. Martin, president of the Sonora Co., and Frank V. Goodman, sales manager, were honored guests and aroused much enthusiasm among the representatives. The beautiful new Sonora Renaissance highboy model with radio combination was acclaimed a leader by the dealers present. The meeting was presided over by Sewall D. Andrews, of the Minneapolis Drug Co., Northwest-Sonora distributor. There has been a very excellent volume of business the last sixty days, and the re-

ception given the new line of merchandise leads J. E. Date, manager, to predict a demand exceeding the supply.

News Briefs of the Trade

E. G. Hoch, Northwest Cheney distributor, says that the year's supply is just about taken up in advance, and that the branch will carry radio lines. The Cheney Co. is also carrying the Garod neotrydine, Bristol horns and a line of accessories.

Webb R. Raudenbush, of St. Paul, says that business is good, both in the home town and at the Duluth branch.

Hart Swalsted, of Minot, N. D., Brunswick dealer for some years, is on his way to Florida, where he expects to look over the field with a view to establishing his business there.

Jesse Leavitt has severed his connection with the St. Paul branch of Howard Farwell Co. and is now with the Commonwealth Appliance Co., dealer in electrical and radio goods.

J. Unger, for a number of years with the Lawrence A. Lueker Co., has joined the Hall Supply Co., of Minneapolis. This firm features the Erla and other radio lines.

The Brunswick Panatrop is expected any day. The few Northwest dealers who have been fortunate to see and hear it at Chicago headquarters pronounce it an entire revelation in machines.

Oakland's Representatives of Radio and Beauty Meet

Miss Fay Lamplier, "Miss America," Visits Exhibit of Magnavox Co. at the Fourth Annual National Radio Exposition in New York

Miss America, in the person of Miss Fay Lamplier, of Oakland, Cal., who won that proud title at the recent Atlantic City beauty carnival,



"Miss America" and Heckert Parker was an interested visitor to the Fourth Annual National Radio Exposition at the Grand Central Palace, New York, and it was but natural that the exhibit which would win her attention was that of the Magnavox Co., the home office of which is also in Oakland, Cal. The accompanying photograph shows Miss Lamplier and Heckert Parker, contact representative of the Magnavox Co.

Dolph Appointed Manager

HOPKINSVILLE, KY., October 3.—Howard Dolph, of Paducah, who has been identified with the McLaughlin Music Store for several years, has been appointed manager of the store here. He will be assisted by Miss Anna Poppenhausen, who will have charge of the office. Mr. Dolph is contemplating several changes in operating the business and has announced that several of the old lines of pianos and phonographs will be discontinued and new ones taken for them.

HARDWARE

for

RADIO and PHONOGRAPH CABINETS

LID SUPPORTS

CATCHES

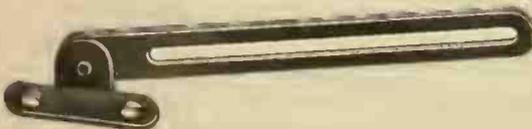
CONTINUOUS HINGES

NEEDLE CUPS

BULLET CATCHES

STOP HINGES

INVISIBLE HINGES



WEBER-KNAPP CO.

JAMESTOWN, N. Y.

JACKIE COOGAN Comes to Town



I do hope those who have seen my many motion pictures will want to hear my voice on Cameo Records.

Jackie Coogan

Here's a wonderful opportunity to cash in on the popularity of the well known child star, Jackie Coogan. A chance to realize liberal profits from the sale of Jackie Coogan Cameo Records.

The Cameo Record Corporation has the exclusive arrangement for recording the voice of Jackie Coogan on Cameo Records.

They reproduce the voice of the one and only Jackie Coogan. They're real winners. There is a human appeal in these irresistible records that will touch the hearts of everyone, the grown ups as well as the little ones.

Write today for our liberal proposition.

Here Are the First Three Releases

- 110 { LITTLE AH SID, Novelty Recitation with Orch. Acc. Jackie Coogan
CIRCUS, Novelty Recitation with Orch. Acc. Jackie Coogan
- 111 { A BEAR OF A STORY, Recitation Jackie Coogan
ADVICE TO KIDS, Novelty Recitation with Orch. Acc. Jackie Coogan
- 112 { THE MAN WITHOUT A COUNTRY, Recitation Jackie Coogan
THE DIRECTOR, Recitation Jackie Coogan

Manufactured and distributed by the

Cameo Record Corporation

249 West 34th Street
NEW YORK CITY



Seven inch double discs and will play on any phonograph. Price, at retail, 20c each.

on
Cameo Records



The Gypsy



The Aristocrat

Caswell Portables—A line that fits in with Correct Merchandising Methods

The Gypsy

List Price \$25.00
Far West and South \$27.00

Colors: Black, Brown, Red, Blue, Green, Gray, Spanish

The Aristocrat

List Price \$30.00
Far West and South \$32.50

Colors: Two-toned, Blue, Gray, Ivory

IF you are a jobber or dealer who believes in and practices correct merchandising methods, then you are the kind of a jobber or dealer who will be quick to recognize and appreciate what the Caswell Line has to offer as a "gilt-edge" selling proposition.

The Caswell Line will fit into homes in your community because: It is a quality line, built to quality standards that will appeal to and win the respect of the most discriminating portable phonograph buyers. These are the people who want good merchandise, have the money, and are willing to pay the price.

Secondly, the fact that you believe in correct merchandising methods automatically places you among the select group who are selling phonographs bearing the name "Caswell." There is no place for the here-today-and-gone-tomorrow-type of wholesalers and retailers in the Caswell program.

Gradually, slowly but surely the Caswell idea of full value merchandise and sound selling policies is being more deeply appreciated by the phonograph trade. Those jobbers and dealers who have already "cast their lot" with Caswell are reaping the splendid, permanent profitable returns which always follow in the wake of good merchandise, fairly priced and correctly sold.

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

Western Sales Office:
Oakland Tribune Towers,
Oakland, Cal.

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10th STREET





**This Label adds real selling power—
It guarantees genuine Du Pont Fabrikoid**

EVERY Gypsy and Aristocrat embossed model in the famous Caswell Line of portable phonographs, is finished throughout with distinctive appearing, scuff-proof, wear-and-water-proof coverings of Genuine Du Pont Fabrikoid.

There is no substitute for this beautiful and durable covering. No "Leatherette"—which may be any material from paper to cloth—can possess its rich appearance and imperviousness to wear.

Genuine Du Pont is unequalled in richness and dignity it imparts to the Gypsy and Aristocrat cases, making either a fitting companion piece to the finest furniture.

The coverings of both the Gypsy and Aristocrat—embossed models—are water-proof, grease-proof and non-staining. Moisture, dust and dirt cannot injure them, and when soiled they are easily and quickly cleaned with a moist cloth.

Fabrikoid is a permanent finish. It will retain its beauty for years to come.

From a strictly sales angle this finish is of vital importance to you. It places the Gypsy and Aristocrat embossed models in a class by themselves—a quality class which your customers will be quick to recognize and eager to accept.



Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET

Western Sales Office:
Oakland Tribune Tower,
Oakland, Cal.



Pittsburgh Retail Trade Making Plans for Vigorous Drives on New Instruments

Tie-ups with the Promotion Activities of Wholesalers Proving Effective—Conference of Atwater Kent Dealers—Alex Eisemann Addresses Freed-Eisemann Retailers—Month's News

PITTSBURGH, Pa., October 8.—Both talking machine and radio dealers of the Steel City are preparing for what they term will be a "very brisk selling season." There has been considerable activity here for the past few weeks in the matter of publicity plans for acquainting the public with the advantages of the radio and the talking machine. The Victor, Brunswick, Columbia, Edison, Cheuey and Sonora jobbers have been keenly alive to the possibilities of new business, and through their advertising of new models are convinced that the Fall trade will be an exceptionally brisk one.

Dealers Tying Up Effectively

Local retail dealers are "linking up" with the jobbers and their window displays are very attractive and have been the means of bringing into the stores and demonstration rooms many prospective buyers. A feature of the sales made thus far of the new models is the fact that high-grade talking machines appear to be in demand. Radio also has started out exceptionally well and the general impression is that this will be the largest radio season ever known to the Pittsburgh dealers.

Atwater Kent Dealer Conference

On Tuesday, September 29, there was held in the Fort Pitt Hotel, this city, a conference of Atwater Kent dealers of the Pittsburgh territory. The afternoon meeting, which began at 2:30 o'clock, was in charge of H. M. Swartz, manager of the Esenbe Co., local distributor of the Atwater Kent line. Mr. Swartz briefly extended greetings and a word of welcome to the dealers who had gathered from the twelve counties served by the Esenbe Co., and then introduced each of the speakers.

The first speaker was W. R. McElroy, local representative of the Balkite Products Co., of Chicago. He was followed by A. A. Fair, representative of the Pooley Co., manufacturer of the well-known Pooley cabinets, which are equipped with Atwater Kent radio receivers. Mr. Fair gave an outline of the history of the Pooley Co.

B. C. Duffy, representing Barton, Durstine & Osborne, New York, advertising agency of the Atwater Kent Mfg. Co., then brought to the attention of those assembled the elaborate advertising program of the Atwater Kent Co. for this season. By the use of charts, which had been prepared, he enabled those present to visualize the extent of the advertising which will appear in almost every well-known magazine and farm paper in the United States and a number of publications in Canada, all having a combined circulation of upwards of 23,000,000 copies.

After John McGuigan, local representative of the Atwater Kent Mfg. Co., had made a few remarks, R. E. Smiley, representing Mr. Kent, was then introduced. Mr. Smiley, in a very clear, concise and distinctive address, brought to the meeting the greetings of the Atwater Kent Co. and of Mr. Kent himself. He expressed his appreciation of the loyalty of the Atwater Kent distributors and dealers, and of the good-will that existed generally toward the Atwater Kent product.

He then touched upon three major items, which are found in every proposition—the product, the advertising, and the distribution. With very well chosen and thoughtful words, he pointed out that these three factors must work

around each other. No matter how good the product, unless there is good advertising and good distribution, there will be no successful business established. Likewise, with the advertising, no matter how good it is unless the product is of a high class and the distribution of the best it will avail little. The distribution must also be supported by a high-class product, and a carefully planned advertising program.

Other speakers to take part in the meeting were F. E. Wiggins, manager of the radio department of Kaufmann & Baer; G. S. Hartman, manager of the radio department of the Rosenblum Co.; A. J. Buzzard, manager of the radio department of Spear & Co.; J. E. Moorhead, secretary of the M. & D. Radio Shop, New Castle, Pa., and J. H. Phillips, of Pittsburgh.

Following the meeting, an excellent dinner was served in the English Room. Danby Nirella's famous orchestra furnished the music, while the singing was in charge of James W. McKelvey, a popular local baritone. The meeting was praised as being one of the most helpful of its kind held in Pittsburgh.

Optimistic Over Brunswick Outlook

Theodore Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, is very optimistic concerning future business. In discussing the situation, Mr. Hoffmann said: "Business has taken a very strong hold and I am more than gratified in the manner in which Brunswick models have been selling. Inquiries on the part of prospective buyers have been highly satisfactory. It is my candid opinion that the season we are now entering will be a very productive one for the enterprising and progressive dealer."

Report Satisfactory Sales

W. C. Dierks, manager of the C. C. Mellor Co., Victor and Brunswick dealer, said: "Since September 1 we have had a very satisfactory volume of business and I feel certain that business from now until the holiday season will show a very satisfactory trend. Inquiries from interested persons for various types of Victor and Brunswick models have been gratifying."

John Henk, of the Columbia Music Co., Edison, Columbia and Brunswick dealer, stated that business was showing a marked increase at present over the same period a year ago. Sales of foreign records, he said, were very heavy.

Alex Eisemann Addresses Dealers

Illustrating the rapid growth of the radio and its future possibilities, at a meeting of Freed-Eisemann dealers at the Fort Pitt Hotel last month, Alex Eisemann said: "About four years ago I thought a radio was something you sent your wife from the ship on the way to Europe. I met Joseph Freed one day and he told me that broadcasting was just beginning. I didn't know what he meant. When he brought a crystal set up to my house and I heard music over it I asked him what you had to wind up to make it work. To-day radio broadcasting is regulated by the Government, and the problems of manufacture and distribution are colossal. It has developed into a gigantic industry."

Mr. Freed said that the foundation of the radio industry is the retail dealer. He explained the various improvements recently made and exhibited the newest models manufactured by the Freed-Eisemann Co. under the La Tour patents.

Paul Cornell, advertising director of the company, presided at the meeting and outlined advertising plans for the near future. He said radio manufacturers will spend more than \$10,000,000 this season principally in newspaper advertising and predicted that the next four months will bring a boom in the radio industry. Other speakers were: J. H. Phillips, of the J. & H. Phillips Co.; Thomas I. Jenks, of the Pittsburgh Auto Equipment Co.; J. C. Roush, of the Standard Talking Machine Co., and W. H. Bonnahe, of Beaver Falls, Pa.

Fada Dealers Discuss Problems

Inaugurating the annual Fall radio sales campaign, officials of F. A. D. Andrea, Inc., of New York, and about sixty local radio dealers, both

(Continued on page 108)

Here It Is!

Just Out-

Send for it NOW

WHOLESALE EXCLUSIVELY
10 DWIG HOMMEL & CO
 929 PENN AVENUE PITTSBURGH, PA.

TYPES C-301-A C-299

C-300 C-11 C-12

In the
ORANGE and
BLUE CARTON
PRICE
\$2.50
EACH



Quality Detected ~
Service Amplified

By
Cunningham
RADIO TUBES

Since 1915 Standard for all Sets

PEAK SATISFACTION

in detection, amplification and rugged long life are factors that every alert Radio dealer realizes in the sale of Cunningham Radio Tubes.

The ever increasing, always enthusiastic radio public is the pillar upon which Radio dealers base their Cunningham Radio Tube preference.

E. J. Cunningham Inc.

Price
\$2.50
Each

Home Office: 182 Second Street
San Francisco

Chicago

New York

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
Balkie Products
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Braeh Antenna Sets

Our Slogan
Service - None Better

ESENBE CO.

SWARTZ & BUEHN

909 Penn Avenue Telephone: Atlantic 0539 Pittsburgh, Pa.
Catering especially to music dealers

Pittsburgh Trade Plans Vigorous Sales Drives

(Continued from page 106)

retailers and jobbers, attended a luncheon held September 23 in the Crystal parlors at the William Penn Hotel. An open-house discussion of radio sales and service problems was held at the luncheon, several radio engineers being in attendance. After the luncheon the assembly required to the exhibit of F. A. D. Amire, Inc., on the ninth floor of the hotel, where the latest in cabinet designs was on display. Several interesting new models were shown and their merits explained by Fada experts.

The luncheon and exhibit were under the auspices of Ludwig Hommel & Co., Fada radio distributor. J. R. Newman, of the Hommel organization, presided as toastmaster and introduced Ludwig Hommel, who spoke on the outlook and outlined some of the reasons for unsettled conditions.

Harry E. Sherwin, sales promotion manager of Fada, followed with an interesting talk on the merchandising plans for the ensuing season.

Louis J. Stutz, district sales manager of the company, followed with a brief talk of interest to the local trade. All of the dealers were much pleased with the Fada display.

Many Protests Filed on Flexible Tariff Rulings

WASHINGTON, D. C., October 8.—The music trade will follow with interest the action of the United States Court of Customs Appeals in dealing with protests against the decisions of collectors under the so-called flexible tariff provisions of the tariff law, which are expected to come

before the court next Spring. A number of protests against assessments under these provisions are now before the United States Board of General Appraisers and will be heard during the Fall term, which has just opened. It is expected that many of the board's decisions in these cases will be appealed, in order that both the Government and importers may secure the benefit of precedents which will be set by the Court of Customs Appeals.

The flexible provisions of the law have been the subject of controversy and discontent ever since they were enacted. They provide for retaliatory duties, prevention of dumping, etc., and are operated through the United States Tariff Commission, which makes investigations and reports its findings to the President.

Valley Forge Catalog Is Praised by Distributors

PHILADELPHIA, PA., October 5.—The first copies of the new Valley Forge catalog of springs and talking machine parts, issued by the J. A. Fischer Co., of this city, resulted in a large number of complimentary letters being sent by the recipients to the headquarters of the company. Messrs. Fischer and Epstein, who collaborated in the production of this catalog, are being well repaid for their efforts through the highly complimentary praises of congratulation. One distributor in Texas wrote: "Not alone is it a beautiful piece of art work; it is the most practical repair part catalog that I have ever seen. The index greatly appeals to me, and the marking of the details on the material is a decided improvement and one that will save considerable time." A Pittsburgh distributor describes it as a "knock-out." Another man who had been in the talking machine business for twenty years describes it as a text book. Other equally enthusiastic letters have been received, all of which are being kept.

J. A. Fischer, president of the company, has issued a warning that the catalog with all its features is fully protected by copyright.

Hurley With Burke Co.

OSWEGO, N. Y., October 6.—John S. Hurley, first violinist with the Strand concert orchestra, has been appointed manager of the stringed instrument department of the Burke Music Co., East First street. Mr. Hurley will continue with the orchestra.

Chamber to Protest New Rates on Phonograph-Radio

Freight Rates Announced by Railroads as Effective October 15 Held to Be Double Those Authorized by I. C. C.

The Music Industries Chamber of Commerce will again petition the Interstate Commerce Commission for a suspension of the new rates on phonographs with radio installation, which the railroads have just announced to go into effect on October 15 as a result of the decision of the Interstate Commerce Commission in the previous case, which was argued in April and the decision handed down August 14.

In the opinion of the Chamber, the rates announced for official territory, that is the eastern part of the country, are double those which the Commission apparently approved in its decision. The railroads originally endeavored to install a rate for carload shipments of second-class with 20,000 pounds minimum. The Chamber and the phonograph companies which it represented maintained that the 20,000-pound minimum was too high, as not more than 16,000 pounds can be loaded. The contest was over the minimum weight, and the second-class rating was apparently satisfactory to both the railroads and the shippers. The Commission upheld the contention of the Chamber in the matter of the minimum weight. As a result of this, the Western and Southern railroads announced the rate which everybody expected, namely, second-class with 16,000 pounds minimum, but the eastern railroads took advantage of the absence of any comment of the Commission about the class and announced first-class with 16,000 pounds minimum.

The Chamber acted in this matter after consultation with the Victor Talking Machine Co., Brunswick-Balke-Collender Co., and the Sonora Co., which are interested, and the Advisory Committee of the Chamber, which consists of a sub-committee of the Traffic Commission, made up of W. H. Lockwood, of Brunswick-Balke-Collender Co.; Theo. Reed, of Victor Talking Machine Co., and W. F. Martin, of Sonora Phonograph Co. Joseph C. Colquitt, Traffic Counsel of Washington, who represented the Chamber in the previous proceedings, has been retained in the new case.

Atwater Kent Mfg. Co. Issues Jumbo Bulletin

The Atwater Kent Jumbo Bulletin, a Four-Page House Organ, Contains News and Ideas of Value for Sales Campaigns

PHILADELPHIA, PA., October 5.—The Atwater Kent Mfg. Co., of this city, manufacturer of Atwater Kent radio receiving sets and radio speakers, is now issuing its own newspaper which has been called the Atwater Kent Jumbo Bulletin. It is four pages in size and full of stories and photographs helpful in a sales campaign. Atwater Kent distributors are being asked to contribute sales, display, service and advertising stories and photographs in order that the Jumbo Bulletin may be increasingly helpful to its recipients.

New Troup Store Opened

HARRISBURG, PA., October 6.—The enlarged store of the J. H. Troup Music House, located in the Troup Building, 15 South Market Square, has been formally opened to the public with a reception and music program. Those taking part included the Municipal Band, C. Lloyd Major's Orchestra and other local and well-known artists.

The Jackson Music Co., Paducah, Ky., has been incorporated in that State with a capital stock of \$10,000.



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DIAPHRAGMS

We are the country's largest manufacturer of Mica Diaphragms and use only the best high grade, selected India Ruby Mics.

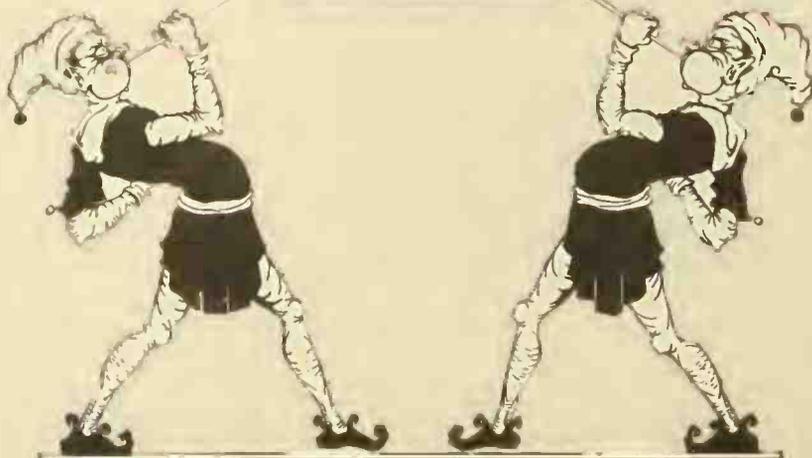
Our direct importations insure prompt deliveries and our years of experience enable us to turn out diaphragms of uniform quality.

Write us for samples and quotations.

HIRSCH MICA COMPANY
1087-93 FLUSHING AVE.
BROOKLYN, N. Y.

Celebrating Our Fifth Anniversary with a
BIG NEW CATALOGUE

PHONOGRAPHS
 MUSICAL
 INSTRUMENTS
 ACCESSORIES



Mr. Dealer:

This catalogue is a guide for your purchases and contains a very fine line of musical merchandise at prices as low or lower than those offered by any reputable house in the trade. No dealer can afford to be without this comprehensive guide.

PHONOGRAPHS

Never before have we offered standard equipped phonographs at these remarkably low prices. Our new line of Artophone and Majestic phonographs combines attractiveness and superior workmanship with prices that will enable the dealer to do a volume of profitable business.

MUSICAL INSTRUMENTS

The demand for Musical Instruments and small goods far exceeds the supply and we call particular attention to the section of our catalogue dealing with Musical Instruments and accessories.

GET YOUR COPY TODAY

Now is the time to get in your stock of Phonographs, Accessories, Ukuleles, and all other merchandise for the fall and holiday business. Mail your letter head or business card and get your copy at once. A trial order will convince you.

The Artophone Corporation

1103 Olive Street, St. Louis, Mo.

Two Hundred Dealers Hear Demonstration of Orthophonic Victrola in St. Louis

New Models of Talking Machines and Radio of Leading Manufacturers Expected to Have Stimulating Effect on Sales—New Sonora Models Introduced—Brisk Columbia Business

St. Louis, Mo., October 7.—Unseasonable and excessively hot weather in the latter part of September put a crimp in business just when it was beginning to pick up, but with the return to normalcy, at the beginning of October, conditions improved and the prospects for fall business in talking machines were considered good. Nobody expects anything to compare with the first years of the past, though, the new models are expected to have a stimulating effect.

Talking machines are hereafter to have full swing at the Famous-Barr Music Salon. Pianos, which have shared the salon with the machines are being eliminated. The Kranich & Bach has gone to Scruggs, Vandervoort & Barney and the Kimball to Kieselhorst. It has not been announced what disposal is to be made of the Schumann and Behr and Ray. H. E. Peltz has been appointed manager of the talking machine department, succeeding W. P. Geiseler, whose resignation was announced last month. He comes from Peoria, where he installed the talking machine department at the Block & Kuhl store two years ago and was in charge of it until he resigned to come here. He will have charge of the talking machines and radio and is working out plans for pushing the Victor and Brunswick lines.

Presents Orthophonic Victrola

The Koehler-Breiner Co. presented the Orthophonic Victrola at a banquet given to about 200 Victor enthusiasts, 134 of whom were Victor dealers, at the City Club Thursday evening, September 17. This new instrument was presented by C. C. Hicks, of the Victor Co., who was introduced by E. C. Ranth, vice-president of Koehler-Breiner Co. Mr. Hicks talked of the invention and construction of this new reproducing instrument, after which he gave a short concert, using the new Victor electric recordings proving that the Orthophonic Victrola was truly a reproducing instrument and showing its faithful reproduction of every type of music, from folk songs to opera and from jazz to symphony. His talk ended with an invitation to all dealers attending to come up and inspect the new instrument at close range. The center of the banquet hall was then cleared and dancing was enjoyed with the new Orthophonic Victrola supplying the music.

J. S. Mauder, Sonora distributor here, gave a dinner to Sonora dealers at the Statler Hotel by way of introducing the new models.

A 5,000-watt radio broadcasting station is to be established in St. Louis County, sixteen miles from the business district. Sixteen non-competing business houses will finance it. They include the Wagner Electric Co., the St. Louis Radio Trades Association and the Kilgen Orgau Co. Thomas P. Convey is to be the managing director. The station will have three studios, a central one downtown, one at the Merchants' Exchange and one at the Globe-Democrat.

Stewart-Warner on Display

The Stewart-Warner Corp., 3206 Locust street, put its new radio model, "Highboy," on display late in September and it was well re-

ceived. H. Bisbee has returned from a trip through southern Illinois, where he opened several new accounts.

A Jewett, of the Starr Piano Co., Richmond, Ind., maker of Starr phonographs and Gennett records, was here late in September and left for Texas.

Good Columbia Business

Business during the last 60 days in the St. Louis and Kansas City territories has had all the earmarks of a real holiday rush business. F. S. Kantner, manager of the branches of the Columbia Phonograph Co., Inc., covering this territory, has recently returned from an extended trip and is more than pleased with the showing of Columbia merchandise, business on phonographs and records being exceptionally good. Business in August and September will far surpass even the November and December Christmas business of 1924. The indications for a big rush holiday season in 1925 are very good.

The new Columbia records are meeting with very favorable comments by dealers in this territory and many who discontinued Columbia merchandise some four or five years back and have not handled any since that time are now placing orders for the new Columbia records. The new 50-cent Harmony records were received at the St. Louis and Kansas City branches this last week. Initial orders for these records have been very good. The superior recording of these records, the splendid orchestration and the appearance of the record in general is making it a very popular seller in the field.

Records Going Strong

Art Gillham's records continue to be headliners here. Art's recent visit to St. Louis and Kansas City did much to stimulate the sales on his records. He has always been a favorite in this territory, inasmuch as Art was brought up in St. Louis and many of his old friends were glad to see him back. Manager Kantner and Gillham visited practically all the Columbia dealers in St. Louis, in addition to Art broadcasting from three to five programs daily over WSBF, the broadcasting station at Slix-Baer & Fuller, of St. Louis, Mo. This is one of the largest departures on this broadcasting station were supported by a good sale of Art Gillham records during his appearance here.

Phonograph sales from the Columbia branches indicate what can be done with safe legitimate prices if the merchandise is properly sold. Columbia offices have been outselling Columbia phonographs at a straight discount basis, giving no cuts or running no out-price sales and the straightforward policy recently introduced to all dealers by W. C. Fuhri, general manager, New York, has placed a confidence in the Columbia line that dealers are willing to buy, knowing that their merchandise is worth one hundred cents to the dollar and that there will be no conditions that will force them to lose any money. Columbia's recent statement to the dealers that they would rebate them on

any reduction in phonograph or record prices, has introduced a stability into the buying trade that has made Columbia phonograph sales comparatively easy.

The Columbia Phonograph Co., Inc., made another scoop in the record business this week in featuring a record which is a song-story of the terrible tragedy of the Shenandoah. Three weeks after the Shenandoah fell, the Columbia branch at St. Louis had this record on sale among the dealers.

W. C. Fuhri, general sales manager and vice-president of the Columbia Phonograph Co., Inc., New York, spent a day here recently. He is very much enthused about the way business is coming in and reports that this is not only true of the St. Louis and Kansas City branches, but stores over the entire country are showing big increases, particularly in record business. Mr. Fuhri's visit to St. Louis is always very welcome because of his wide acquaintance among the local dealers.

Complete New Catalog of Artophone Corp.

The Artophone Corp., distributor of phonographs, musical instruments and accessories, this city, has just issued a large new catalog, showing the complete line handled by the firm. The Artophone Corp. is one of the best-known distributing organizations in this section, this year celebrating its fifth anniversary. During the period of its existence the firm, through square dealing and superior service to its dealer-clientele, has enjoyed a steadily growing business.

New Location Convenient to Trade

W. B. Oekenden, manager of the Kansas City branch, reports that dealers are very much pleased with Columbia's new location in the Kansas City Life Building. This location enables Columbia to serve in a much better way the dealers in the downtown section. Mr. Oekenden recently spent several days in Omaha, during which period he was able to attend the Radio Fair that was being held there, and reports a very favorable feeling among Omaha dealers regarding fall business. Mr. Oekenden has been very successful in making some very good phonograph sales during the past week, which is an indication to him as to what the business will be for the next few months. Dealers, he advises, are already buying for the holiday season, and the exclusive Columbia dealers in the Kansas City territory, who depend on Columbia for their entire supply of phonographs, are now laying in stock in preparation for the holiday trade. Mr. Oekenden had some very nice phonograph sales from Joplin, Barnevillesville and Picher, Okla. This is a particular booming company right now and there always seems to be waiting a good sized phonograph order for Mr. Oekenden when he goes into this territory.

Fourth National Radio Conference to Be Held

WASHINGTON, D. C., October 8.—The Fourth National Radio Conference will meet in Washington on November 9, according to an announcement recently made by Secretary of Commerce Hoover, and representatives of all radio interests are invited to be present. This is expected to be the largest gathering of radio tradesmen, manufacturers and enthusiasts ever held, as the delegates will include representatives of broadcasters, press associations, radio publications, manufacturers, organized broadcast listeners, amateur organizations, land and marine interests, trade associations, Government departments, engineers and electric and farm organizations interested in radio.

The heads of any such organizations who intend to be present at the conference should communicate with Secretary Hoover advising him who their delegates will be, as it is impossible to send personal invitations because of an inadequate list of organized radio interests. The meetings will be open to the public and a number of subjects are scheduled for discussion.

PHONOGRAPH CASES RADIO CASES

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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.

TELETONE CABINET SPEAKER

All Wood Construction
 Inside—Spruce
 Outside—Walnut

Beautiful Walnut
 Finish

15 inches High

3¼ inches Deep

Packed in Individual
 Corrugated
 Containers

Easy to Handle

Easy for your Customer
 to carry home

Net Weight—5 lbs.
 Shipping Weight—6 lbs.

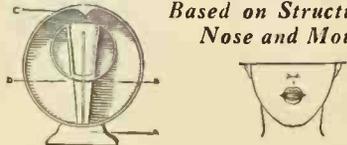
"Makes
 Any
 Receiver
 Sound
 Better"



\$3250

Ready to
 Listen

*The New Teletone Principle of Sound-
 Wave Construction and Amplification—
 Based on Structure of
 Nose and Mouth*



Refer to the above sectional view of Teletone. Note that a sound-wave coming from the sound producing unit "A" (the human vocal cords) is amplified through the orifice "B" (the human larynx) until it reaches the conducting area "C" (the back of the throat), whence it is again conducted to the point of greatest amplification "D" (the correctly formed and opened mouth of the singer).

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 3¼ inches deep. A handsome piece of furniture, fits on top of any receiving set, or any 3¼ inch space.

Jobbers: Some territory still open, write today. Attractive discounts. Protection. Free newspaper advertising.

TELETONE CORPORATION
 OF AMERICA

449 WEST 42nd STREET, NEW YORK CITY

Big Talking Machine Demand in Fall and Winter Predicted by Kansas City Trade

Prophecies of Wholesalers and Retailers Based on Sound Reasoning—Demonstration of Orthophonic Victrola Excites Wide Interest—Brunswick Dealers Plan for Busy Season

KANSAS CITY, Mo., October 7.—With a unanimity that is rather striking and certainly refreshing, distributors, both wholesale and retail, talk optimistically of the prospects for talking machine business this season. It has been several years since so eager a tone has been displayed by the dealers—or since they have had such solid foundations for their prophecies. General conditions in the territory may be the fundamental reason for the hopeful feeling. It is true that the Kansas City territory has "got out of the woods" in the past few months. Indeed, the past two months have shown the finest advance of the year, in merchandising, manufacturing and raw material production and marketing. Volume of distribution has mounted, and all classes of people seem to be prospering now, and blessed with future pleasant business conditions. The money is being "produced" in mineral and agricultural fields; it is flowing into trade, the banks are well filled but have been lending more thus indicating a sprightlier condition as to expansion.

The next sign pointing to greater public interest in talking machines is the very important volume of record business this Fall. In fact, the record business has been unusually good all Summer, the spurt since school opened and people began to get into Winter routine, having come rather more gradually than in previous years. Mrs. Paul, of Paul's Record Shop, speaks very cheerily of the fine amount of business in records—which, however, she qualifies as a general statement, with the comment on the extensive lines she carries, whereby quick service on practically all calls are possible. But she has added an especially competent woman to her sales force, which indicates that the volume is already showing marked gain.

The new portables in colors are making a hit in Kansas City territory, some dealers finding that they must stock more heavily to catch the business as it drops in on them. The other types are moving readily. Another smaller type of machine that has hit the popular fancy is the inexpensive table machine, in white enamel, that sells here for \$18, of the Victor production.

New Musical Instruments Excite Interest
The "tip-toe of expectancy" actually characterizes the state of the trade with reference to the new machines shortly to be distributed, and now being advertised. The trade and the public are waiting for them—in fact, are being forced to wait for them, since stocks of older models, in new machines, are practically gone. Many retailers have not a single model left, and some wholesalers are in a similar situation. Some dealers have fussed a little because they could not get machines to deliver, but they seem generally

to be holding their orders for delivery with the new products. The lapse between supplies has had two good results. It has enabled the dealers to clear their stocks; and it also has served to whet the curiosity of the public.

Victor Orthophonic Demonstrated
Demonstrations of the new Orthophonic of the Victor Co. have been made in this territory, arousing considerable enthusiasm among the dealers, which must have warmed the hearts of the traveling men reporting to the "Home office." The Orthophonic not only provides them with some new language, but also is giving them real enthusiasm and pep. There will be some real merchandising of music this Winter in the talking machine field.

The J. W. Jenkins Sons' Music Co. put on a demonstration of the Orthophonic for 150 Victor dealers of this territory on September 23 that had unusually apt incidental features. The entertainment was given in a room in the Kansas City Athletic Club, where a stage had been erected. The room was decorated and draped, and special lighting effects provided. On the stage was an old model Victrola, and a screen, which concealed an Orthophonic. There were draperies for back stage setting, and an oil painting. Fred Jenkins, of the distributing organization, made a few remarks, welcoming the dealers, and referring to the new machine. A record was played on the old machine. The lights were then dimmed, the screen removed from the front of the Orthophonic, and a record played on it, at the close of which the room was illuminated fully. The audience rose in eagerness to see this new product, from which the music, itself properly described as "new," issued. F. C. Hawkinson, local Victor representative, had demonstrated the machine, and explained it; and then answered some of the questions. J. C. Paine, of the company's local department, delivered an address, chiefly on merchandising, which in tone and eloquence quite matched up with the entire setting and demonstration. One of these dealers said he didn't mind waiting now. Mr. Hawkinson has been assisting jobbers in demonstrations to dealers in several centers, including Omaha and Oklahoma City territories.

Brunswick Dealers in Optimistic Mood
T. H. Condon, district manager at Kansas City of the Brunswick Co., has been highly encouraged by the optimistic tone of dealers' comment on prospects. He said that there is a better feeling than for some time, and that evidently everybody expects a big business. With but few exceptions, retailers' stocks are very low; and the fine immediate business is clearing out the supplies of new machines, and of used

ones. There is a big run on the new portables, the finishes having made a hit. Radio, reports Mr. Condon, is swinging back, and the indications are of a substantial business this Fall and Winter season.

Herb Wiedoeft and his recording orchestra are scheduled for the Orpheum here shortly, and the theater is playing the attraction up splendidly.

The Jones Store Co. has through its remodeling, which practically made a new store out of this largest of retail establishments in Kansas City, given especially favorable conditions for phonograph showing and selling. The score of record rooms, and the four large machine demonstration rooms, indicate the extent of the volume. The company handles the Edison and Victor machines; but also gives good display and service on the Sonora, and other instruments.

Awaiting Appearance of the Panatrope
The Brunswick dealers are wating with keen interest for the arrival of the Panatrope, which is expected almost any time now in this territory. A fine volume of business has been developed on the old types of machines, and with the radio business so good in the past, and promising an increase this Fall, Brunswick dealers are smiling in delight at the prospect of being able to offer still further advance in quality and service, and having a new element to exploit.

J. W. Jenkins, president of the J. W. Jenkins Sons' Music Co., wholesale distributor of Victrola, and having several retail stores in this territory, has been elected to the board of directors of the Chamber of Commerce of Kansas City, Mo.

Radio Literature Enriched by the "Radio Quest"

A most interesting contribution to current radio literature has just been made in the publication of a nineteen-page booklet by the King Quality Products, Inc., of Buffalo. It is named the "Radio Quest" and comes from the pen of Frank A. Hinners, member of the Institute of Radio Engineers. In the greater steps that have been taken in the improvement in radio reception and does not confuse the mind of the lay reader with any discussion of the less important details in improvement and refinement that have come in such great number during the past few years.

The booklet is intended primarily for the amateur and the man who has only the vaguest idea of how reception comes about with the more important principles. Technical terms and descriptions are avoided throughout the text. The booklet is published in convenient pocket size and is for free distribution. Copies will be sent on request to the King Quality Products, Inc., Buffalo, N. Y.

Van Veen Wareroom Equipment

— CONVENIENCE —

The convenience of Van Veen equipment is another important factor to be considered by the talking machine retailer in selecting his wareroom equipment. It is the result of many years' study of the needs of the talking machine retailer. It can be re-adapted to the growth and expansion of the business. Additional equipment to match can always be added to it.

Through our concentration in this field Van Veen equipment with all its conveniences is moderately priced.

Write for details and catalog

VAN VEEN & COMPANY, Inc.

313-315 East 31st Street, New York City

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DAY-FAN

NOYES ELECTRICAL SUPPLY CORP.
Sole Distributor Metropolitan and Northern New Jersey

**The Best is None too Good
for the Radio Buyer**

AS the exclusive distributor for Day-Fan in the Metropolitan territory we have a franchise to offer that has a sound background. Each territory is to be served by such a dealer who has qualified as an authorized Day-Fan Dealer.

The outstanding features of this year's models of Day-Fan Radio sets are: **ONE DIAL CONTROL, TUNING BY WAVE LENGTH, and CLARITY AND VOLUME OF TONE.**



This method of distribution places the dealer in a position to meet competition at a *profit* and no fear of *cut price* in the whole market.

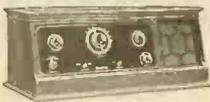


Daytonia

A five tube Console Receiver with Single Dial Control and superior selectivity.

Supplied complete with all batteries and also charger.

Without tubes\$300



Daycraft

A five tube Cabinet Receiver with single Dial Control; has ample B battery space.\$145

Leg pedestal, \$20. Receiver and pedestal complete\$165



Day-Fan 5

A five tube Cabinet Receiver with single Dial Control and improved tuning performance. \$115

Supplied with Day-Fan Speaker \$30 extra

These are a few of the models for 1925-26 which are included in our line of ten different models ranging in price from \$75.00 to \$300.00 each, and Box Speaker covering every requirement.

Our service facilities on Day-Fan insure perfect satisfaction to both dealers and consumers.

*Our representative will be pleased to call and supply full information
Catalogue sent on request*

NOYES ELECTRICAL SUPPLY CORP.

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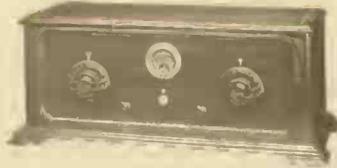
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Jewett Distributing Co., of New York, Inc.
In Metropolitan New York, Brooklyn, Long Island, Northern New Jersey and Conn.

**The Speaker Circuit Is Absolutely
Free From All B-Battery Current**



Jewett Receiver

Here is a Receiver that is far more than a new product. It is a Receiver new in Design, new in Beauty, new in Performance. But your deepest pleasure will come from its performance. For here is a Receiver which actually banishes internal noise.

List Price \$140.00



Jewett Cone

A cone containing a reproducing unit and a horn, but no drumhead. A cone, therefore, immune to heat, dampness, puncture or tear. Harmonious in appearance, abundant volume, excellent distance, and brilliant quality will combine to make your Jewett Cone a joy and a delight. Reproducing unit by V. E. Morrison, originator of the famous Vemco unit, which speaks for its quality and performance. List \$18.00

Franchised dealers are reaping their profits. Room for a few more dealers. Sign up and order now for the Fall Season.

**JEWETT DISTRIBUTING CO.
OF NEW YORK, INC.**

16-22 Hudson St., New York City

WHITEHALL | 5921 Telephones
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"THERE IS NO SUBSTITUTE FOR THE BEST"

JEWETT

for the man who believes his own ears



Let This Receiver Talk for You

Put your trust in A-C DAYTON, and you can count on bigger profits, growing good will and a soundly established business. The A-C DAYTON speaks for itself—not only to the public but to the dealers as well!

Consider the Console, for example. A full range instrument capable of equalling or bettering the reception of any other receiver regardless of price, it offers in addition, compactness, beauty and extremely popular price. It stands but thirty-eight inches high — an ideal furniture model for any home, large or small. It is completely contained, including loudspeaker, with "A" Battery cabinet lined with asphaltum. And it retails at \$185 (\$190 west of Denver), as



The A-C DAYTON Standard Cabinet, Type XL-10. List Price, \$115. West of Denver, \$120.

compared with prices ranging from \$250 upward for similar models of other makes.

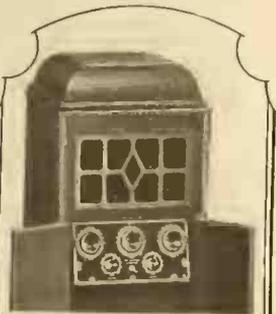
In terms of "dealer performance," these things mean easier sales, quicker profits and more ready turnover. They stand for increased good will and multiplied satisfaction for your trade. With those things goes our guarantee of constantly maintained prices. Wild and unsupported claims, whether made by manufacturer, jobber or dealer, will take radio nowhere. Performance is all that counts with your trade; it should be all that counts with you. Seek the line that speaks for itself — as the A-C DAYTON does! Send the coupon today for full description of the line with prices and discounts.

The A-C Electrical Manufacturing Co.
Dayton, Ohio

Makers of Electrical Devices for More Than Twenty Years

A-C DAYTON RADIO

"for the man who believes his own ears"



The A-C DAYTON Phono Set is a complete radio receiver for ready installation in phonographs of all types. Fitting into the record rack, in both cabinet and console models, it adds the utility of a full-range, fully established radio receiver to the enjoyment possibilities of the phonograph itself.

With the Phono Set you do not have to depend on combination phonograph and radio units for combination sales. Practically any machine in your stock becomes a combination instrument with less than an hour's work. You can sell radio to your old customers, as well as speed up the sale of present stocks. Performance is absolutely the best, for the Phono Set is the standard A-C DAYTON circuit, changed only in size.

Write specially for information on the Phono Set

A-C Electrical Mfg. Co.,
Dayton, Ohio.

Gentlemen: Please send me full information concerning the A-C DAYTON line with details of your Selling Service for 1925-26.

Signed

Street

City

State

T.M.W.-10

Second Annual Radio World's Fair Scores

Thousands of Interested People Crowded Huge Armory in New York to View New Models of Radio Sets and Accessories—Marked Improvements Feature 1925-1926 Lines—Show Was Mecca for Trade

Viewed from all angles the Second Annual Radio World's Fair, which was held at the 258th Field Artillery Armory, New York, during the period from September 14 to September 19, and which drew thousands of interested radio enthusiasts, was most successful. Approximately 300 manufacturers displayed their newest products, and the exhibits of receivers in all types of models, loud speakers, tubes, batteries and accessories of every description revealed the fact that during the past season the manufac-

opening day Governor Alfred E. Smith delivered an address of welcome to the visiting manufacturers and dealers and presented a silver trophy, to Miss Rena Jane Frew, who was chosen as "Miss Radio-1925."

What might, perhaps, be considered the outstanding result of the exposition was the fact that the exhibits indicated forcefully that radio has reached a point of stability which it hitherto lacked. While it is true that the radio apparatus exhibited showed improvements and refine-

ment of the coming season and this feeling has communicated itself to dealers who ordered stock in a manner which indicates that 1925-1926 will be a banner radio year.

It would be difficult to place one's finger on what exactly constitutes the outstanding development of the new line of radio receivers, the improvement has been so general. Cabinets have been created in more attractive designs and the majority of cabinet sets displayed merit a place in the finest of homes and can



Partial Bird's-Eye View of the Exhibits at the 258th Field Artillery Armory

turers have made vast strides in the improvement and refinement of their products, and the radio receiver that is now on the market is a musical instrument in every sense of the word and can no longer, even by the most prejudiced, be referred to as a novelty.

The management of the World's Fair, in order to make this season's exposition more attractive from the public's standpoint, arranged entertainment features that were practically continuous. A glass-encased broadcasting booth, the Crystal Studio, was erected in the center of the Armory and was connected with wires to the studios of ten metropolitan broadcasting stations, and the leading radio announcers and artists appeared personally before the thousands who have been entertained by these same artists over the air for the past few years. On the

exhibits which make the radio receiver a much more desirable instrument for the home; while not only the set proper but also each part which goes to comprise it has shared in the general advance and improvement, nevertheless, it remains true that no revolutionary developments have occurred which would have the effect of making obsolete those sets now on the market.

Hundreds of dealers from East and West attended the show and they, too, shared in the optimism of the manufacturers, for invariably the exhibitors expressed themselves as being more than satisfied with the results of the displays of their new models. The vast outpouring of radio fans could not help but justify the optimistic predictions which have been made by manufacturers regarding the excellent prospects

During the Radio World's Fair

challenge comparison with the finest of furniture. Loud speaker improvement has been so marked that many feel that this angle is the most important of the year. Better tone reproduction and increased volume were the outstanding characteristics of the new speakers. Many sets which derive their operating power from the house lighting circuit, with the resultant elimination of all batteries, were displayed and made a decided impression on many of the visitors to the show. New and more powerful amplifying tubes, improved types of battery eliminators, better battery construction, and, in fact, advanced types of all parts and accessories, all won comment from the throngs attending the exposition, impressing on the public and trade alike that the progress during the year has been remarkable.

Leading Exhibitors and Their Products

Zenith Radio Corp.

The Zenith Radio Corp., Chicago, Ill., maintained a very attractive exhibit which was equipped with furniture of dignity and beauty, creating a harmonious setting for the very attractive Zenith line. Ten models of radio receiving sets were shown with the De Luxe line being featured. The Zenith art models, ten-tube, single-control sets in Spanish, Chinese, Italian, English and Colonial cabinets, embodying the latest word in design and set con-

struction, attracted thousands of interested visitors to the booth. In a glass case, at the entrance to the exhibit stood a model of the Bowdoin, the vessel used by Commander Donald B. MacMillan in his Arctic explorations, and a model of the airplane, both resting on real ice with the wireless apparatus of the Bowdoin constantly sending the call letters "WNP." The display, which was exact in every detail, was constantly surrounded by crowds of visitors, who were told by an explanatory

sign that all messages to and from the MacMillan expedition in the icy north were transmitted by Zenith radio apparatus. H. H. Roemer, director of Zenith sales promotion; George Engelbreck, assistant to president, and Paul B. Klugh, Eastern sales manager, were in charge of the display, assisted by members of the sales staff.

Stromberg-Carlson Tel. Mfg. Co.

The Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., had an attractive booth that was fitted to represent the living-room of a home. An open fireplace with an artificial burning log, comfortable furniture and the other details combined gave a real "homey" setting, creating an atmosphere in which the Stromberg-Carlson line was displayed to full advantage. The models displayed in-

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cluded the No. 602, the drawing room model, a dual control, six-tube receiver in a handsome walnut cabinet, with built-in loud speaker and space for "A", "B" and "C" batteries and for battery charger. No. 601, a six tube table model in solid mahogany cabinet; in both of the above mentioned models the operating units are completely shielded against dust and moisture, the No. 6 type table model receiver and the No. 2 console receiver were also shown. The open class of the various models were also an exhibit so that visitors could have a full view of the workmanship which goes into the Stouffer-Carlson receivers. The Stouffer-Carlson built speakers and the parts which comprise the sets were also shown. The display was under the direction of Cross-Breann, Inc., factory representative, and in addition Benjamin Gross and Herbert Freeman, Ray M. Meyers, chief engineer of the Stouffer-Carlson Co., W. F. Eastwood, advertising manager, George A. Sombille, vice president; J. S. Gibson, manager of the radio division, and Virgil Talbot, engineer, were present to assist the tourists.

Federal Telegraph Co. of California

The Federal Tel. Co. of California, the merchandising division of which is located in New York, displayed the four models which make up the Kalsby line of radio receivers, the Kohler 8-C, eight-tube model, in full mahogany console cabinet with built-in regular and variable tone and one tuning control; the Kohler 10-B, seven-tube mahogany cabinet with built-in regular and variable tone and single control with filtered loop; the Kohler 11-B, a table model with an adjustable multi-tuning control system and two tuning controls, and the Kohler 6-A, a table model with external speaker, each of these last named models being six-tube sets.

Jett of the company, was also present at various times during the show, as well as Fred Kloosmeyer, vice president, and H. L. Boyle, treasurer. Others in attendance were James Devine and Ned Wehman.

Jewett Radio & Photographic Co.

The Jewett radio receiver, introduced in the trade a few months ago, was the center of attraction at the booth of the Jewett Radio & Photographic Co., Pontiac, Mich. This set has many distinctive features which were demonstrated to the dealers and public by the members of the Jewett organization. Among the other Jewett models on display were the popular Super-speaker, the Super-speaker console, the Venutone, the Jewett tone speaker, the Jewett Parkway radio cabinet and the Jewett Aero-Dial. E. H. Jewett, president of the company, was present throughout the week, as well as E. F. Wilkinson, vice president and general manager; F. W. Meyer, sales manager; J. J. Bethel, credit manager; A. C. Bang, and G. A. Krivner, The Jewett Distributing Co. of New York, sole metropolitan distributor for Jewett products, was represented by a very capable sales staff.

The Operadio Corp.

The Operadio Corp., Chicago, Ill., displayed the Operadio console, the Operadio portable and the Operadio console at its booth. The booth was attractively fitted on a magazine stage with two side wings and in each section the different models of the Operadio recording sets stood out in bold relief with spotlights playing on the sets. The center of the display was loaned and hired to represent a living room of a home and the Operadio was in complete harmony with the furnishings. A screen was placed in front of the exhibit booth and pictures were constantly flashed upon it, showing the

Royal No. 16 model, a five-tube console set and the one-tube, five-tube table model. The new speakers were of both the horn and cabinet type. H. J. Kalkman, vice president and treasurer of the Colin B. Kennedy Corp.; B. R. Hasler, sales manager, and C. C. Lauriston, chief engineer, were in attendance at the display.

A. H. Grebe & Co.

A. H. Grebe & Co., Richmond Hill, N. Y., prominently featured the Neutrotone at the Army. Although outwardly the set appeared the same, many new improvements were last year's model were in the hands. Much interest was manifested in these improvements, which were as follows: a flexible but corded whereby one that operated the three, automatic tone length extension system, a color tone control, a pilot light and a protective fuse. In the center of the carefully decorated exhibit was a painting of Dr. M., the famous Chinese sage, appearing in Grebe publicity. In addition to the exhibit, A. H. Grebe & Co. received considerable publicity through the broadcasting conducted by them from the special broadcasting studio in the center of the Army. The various entertainment features were carried by direct line to stations WAHU and WJUG, operated by A. H. Grebe & Co. from its headquarters in Richmond Hill. Another Grebe publicity feature of the Army was station WJMG installed on an automobile and described as a Grebe low-wave mobile relay broadcasting station, operating with the Grebe stations WAHU and WJUG. Pictures of WJMG, a marine relay station, installed in a motor boat, were also shown. The exhibit was under the direction of George F. Rhodes, sales manager, assisted by the Grebe sales staff. The arrangement and installation was made by B. H. Baker, of the Grebe staff. Alfred B. Grebe,



A Section of the Army Showing Several Attractive Exhibits

The Kaiser portable radio, type KR-100, was also shown. A. W. Williams, publicity manager, and L. E. Branch, of the sales service department, were in attendance at the booth.

Crosley Radio Corp.

The Crosley Radio Corp., Cincinnati, O., in its display featured the Crosley "Pop", a five-tube table receiver set which attracted thousands of visitors and which was one of the unobtainable receivers at the show. The Crosley Super-Tribulus and Crosley Inca models sets were also shown, together with the Musicians and the Musicians de Luxe, which is the new featured in a mahogany finish, making the speaker a wonderful clock type. Crosley posts were also displayed prominently. The Crosley Co. had supplied the World's Fair with a number of Musicians which were used to broadcast the music which was being played from the public station at the Army and much comment was heard regarding their timeliness of reception. Among those at attendance at the exhibit were: Porel Crosley, Jr., president; George Lewis, as assistant to the president; Walter B. Phillips, general sales manager; Alvin Plimack, publicity manager; R. M. Blair, of the engineering staff; F. B. Taylor, factory representative, and Ralph Hester.

Sleeper Radio Corp.

The Sleeper Radio Corp., Bang Island City, occupied an attractively decorated booth at the show, and exhibited for the first time the company's new models, consisting of the Scout, the Serenader and the No. 35, a special model for department store trade. A feature of the exhibit were three of the old Sleepers models manufactured in 1922 and '23, respectively, showing by contrast with the new sets manufactured by the company the great progress which has been made in the construction of radio receiving sets by the Sleeper Corp. The Sleepers, Serenader and Scout models were exhibited alone, and equipped with the special console table, containing battery space and specially constructed for these two models. Kenyon Mix, district manager of the company in Ohio, Pennsylvania, and the South, and Howard M. Van Cleaf, district manager in New England and New York State, were in charge of the exhibit. Gordon C. Sleeper, presi-

dent, and Douglas Kigney, treasurer, were frequently present at this exhibit.

Pooley Co., Inc.

The most attractive furniture to be found in the Pooley radio cabinet line made up a very attractive display at the booth of the Pooley Co., Inc., Philadelphia, Pa., in the Army. There was shown the entire new line which was brought out in June and included Pooley radio cabinets 140 B-2, 100 B-2, 120 B-2, 110 B-2, 140 B-3 and also the new Pooley radio phonograph 150 B-1. The Ansair Kent exhibit in both halls also contained Pooley models, all of which were equipped with Ansair Kent receiving sets. The complete Pooley line was also to be found at the Palace on the display of the Almoor Products Distributing Co., New York City. President E. F. Pooley visited the exhibit during the week. H. R. Straufer, treasurer and general manager, was in charge, assisted by M. J. Polakoff, J. L. Brown and A. A. Bair, of the Pooley staff. Also, throughout the entire week, the Pooley Co. maintained a suite on the twentieth floor of the Commodore Hotel. Here, again, the complete Pooley line was on display and members of the Pooley staff were on hand to greet and entertain the many visitors.

French Battery Co.

The French Battery Co., Madison, Wis., displayed at an attractive booth the full line of French Ray-Voc "A", "B" and "C" batteries. In attendance at the exhibit were Carl B. Hoyt, manager of radio sales; W. H. Collins, Eastern sales manager; W. A. Hannon, sales engineer, and members of the Eastern sales staff.

F. A. D. Andron, Inc.

F. A. D. Andron, Inc., New York, occupied four booths, which were connected and formed one large booth at the Army show. The booth was strikingly decorated in bright orange and black. The complete line of Andron products was attractively displayed against this background. The set most prominently featured in the exhibit was the new Neutrotone, a five-tube model radio frequency receiver in which is incorporated the Neutrotone dial principle. Other sets exhibited ranged in type from the small table machine to the Neutrotone, a console

Operadio in different surroundings, both in and out of doors. Much attention was attracted to the Operadio by the exhibit of the new portable radio receiving set was made. This instrument was made by J. M. Stone, president of the Operadio Corp., in 1909, and was shown in and out of the Army during the period of the expedition. William H. Neary, Eastern sales manager, and members of the staff were in attendance.

Plainsfield Radio Corp.

The Plainsfield Radio Corp., Chicago, Ill., had an attractive display of its full line of six models of Plainsfield receivers, with the console single-tube control set featured. An illuminated series of the notable A-1, which is a feature of Plainsfield sets, was in operation on the side of the display booth and attracted thousands of visitors to the Plainsfield display. Edmund H. Eitel, vice-president of the Plainsfield Radio Corp., was in charge of the display and it was assisted by E. L. Brown, sales manager of the radio division of the International Clearing House, Eastern representative of the Plainsfield Co.

Federal Radio Corp.

The Federal Radio Corp., Buffalo, N. Y., occupied a large double booth, almost in the center of the Army show. Considerable interest was created among the radio public as well as the trade, by the first public exhibition of the new Federal Otto-Sonic line. The line is most remarkable in its scope, including seven different models of radio receiving sets. A special feature of several of the sets is that they contain their own internal loop. E. Steinbiller, special factory representative, was in charge of the exhibition, with A. Williams, William Lyons, and Ray Lavelle, sales representative of the various territories, also in attendance.

Colin B. Kennedy Corp.

The Colin B. Kennedy Corp., St. Louis, Mo., was represented by a handsomely equipped and fitted booth in the Army show. The booth was strikingly decorated in bright orange and black. Three new model receivers and three new loud speakers were the featured models of the exhibit, although the former models were given their due share of attention. The new models are the Royal Grand highway console, the

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type receiving set with built-in loud speaker and battery compartments. Various officials of F. A. D. Andrus, who visited the exhibit during the show, were P. A. D. Andrus, R. H. Stark, and Richard Klein. Those in charge and in attendance at the booth were C. Monroe Smith, O. Ayers and others. Representatives of the Victory Electric, Triangle Radio, Mobilgram Electric,

pany; I. Rollman, vice-president; W. H. Swift, district manager for the East and South; C. E. Maschnyner, assistant to Mr. Gardner; and Fred Shinn, district manager in New England, were present during the show.

H. H. Frost, Inc.

H. H. Frost, Inc., Chicago, Ill., was represented by a booth which was constantly crowded with visitors for

furnishings. The feature of the show was the new Phenix Ultralyte Model L-3. The set is unique in that it contains an extreme dial and is operated simply by the movement of small levers for the selection of stations by wave lengths. The set employs six tubes and was designed by R. E. Macmill, chief engineer of the company. The set is encased in a cabinet designed in a



Artistic Settings for Radio Products Added to the Attractiveness of Exhibits, as Is Shown Above

Essex Storage Battery companies and other Radio distributors were present.

Liberty Electric Corp.

A man, dressed as a charger, which attracted large crowds through his mathematical ability, was the means of making the Liberty Electric Corp.'s booth at the Army one of the show places. This company manufactures the "Full-Wave" battery charger which originally had much success in the metropolitan area and which is now being introduced as a more national sale. The booth was in direct charge of E. P. Knapp, the executive head of the company, who had associated with him M. R. White, vice president of the company, and Frank H. Holland, the sales manager.

Priess Radio Corp.

The new "Priess Straight N", a new product of the Priess Radio Corp., the invention of William H. Priess, head of the company bearing his name, was shown in an attractive booth at the Army. This receiver coming in two models, table and console type, has as its main fea-

ture of the complete line of Frost parts, Reuter models and Cunningham tubes which were displayed and because of the contest which was waged each hour between the visitors and "The Man Who Never Solves." This exhibition publicity stunt of the Frost organization has been used for several years and never fails to attract crowds. A pair of Frost head phones were given to anyone in the audience who could make "him" smile. The Frost line, which is most complete, was attractively displayed in glass cabinets. In attendance at the booth were Herbert H. Frost, president of the company; J. Frank Burns, New York district sales manager; J. F. Melton, Cleveland sales manager; F. H. Larrabee, Kansas City sales manager, and members of the Eastern sales staff.

Utah Radio Products Co.

The Utah Radio Products Co., Chicago, Ill., at its attractive booth had a full display of its speakers, consisting of the Utah Superline, the Utah Standard, a loud speaker, the Utah Singsong, a cabinet type finished in soft antique mahogany of pleasing lines and the Utah

modified Renaissance period, calculated to blend with the furnishings of any home setting. The set is without dials or panels and contains a built-in loud speaker. W. A. Eisenbauer, president of the company, was in charge of the exhibit. M. L. Muffittman and other company representatives were present during the show.

Electrical Research Laboratories

The Electrical Research Laboratories, Chicago, Ill., at its exhibit displayed the complete line of Erfa receivers, featuring the Erfa Circuit King. The models shown included the Erfa de luxe, the Erfa de luxe console and the Erfa standard, all five-tube receivers in handsome cabinets. The Erfa Circuit King factory-built kit was also shown, as were the transformers and other parts made by the Electrical Research Laboratories. H. Hayden, Eastern district sales manager of the company, was in charge of the booth, assisted by Sanford M. Buncker, extensive New York distributor.

Walbert Mfg. Co.

The Walbert Mfg. Co., Chicago, Ill., displayed the ill-



Another Group of Exhibits at the Army That Drew Extensive Crowds

ture distance with ease. It produces wonderful volume and its operation is along simple lines. The Priess organization, which makes itself on quality, has produced a most modern receiver. Among those in attendance at the Priess booth were William H. Priess himself, F. Clifford Ester, sales manager of the company; Edgar T. Riggs, secretary of the company, and H. A. Hirschman, assistant to Mr. Ester.

Gorod Radio Corp.

The Gorod Radio Corp., Belleville, N. J., occupied an attractively designed and laid-out booth which carried out the motif of the interior view of a home. The complete line of Gorod radio receiving sets was an exhibit, including the Grand V, the Model M, and the Georgian model, a set contained in a beautifully finished console type cabinet. Lawrence Gardner, president of the com-

pany, was in charge of the booth. The booth was in charge of William Vidor, the sales manager of the company.

Mu-Rad Laboratories, Inc.

Mu-Rad Laboratories, Inc., had a display of Mu-Rad neodymium sets at the Army. The more elaborate models produced by this company created the most interest. The booth was in charge of William Vidor, the sales manager of the company.

Phenix Radio Corp.

The Phenix Radio Corp., New York, maintained a uniquely designed and constructed double booth, which represented the front entrance and interior of a home. On one aisle was constructed the front porch of a house, looking in on the rear was the interior view of the same home with an open fireplace and attractively arranged

line of Walbert products with the new Walbert receiver featured. This new product uses the full-wave current and is a six-tube set with three stages of radio frequency, one detector and two audio stages. The other Walbert products shown were the Penetra, Universal condenser, Disperser, S. L. E. Verrier dial, Penetic, and the low-loss socket. W. H. Hart, president; H. D. Dodge, sales manager; and B. H. Minnium, engineer, were in attendance at the display.

Kodel Radio Corp.

The Kodel Radio Corp. showed at the Army its full line of radio receiving sets, miniature, table and floor models. The range of products manufactured by this organization is most complete and includes in addition many essentials for the radio store. It also showed ef-

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fectively its "Lunchboxes." During the week practically all the executives of the Kodak Radio Corp. came on from the home office in Connecticut. Including Clarence F. Ogden, president of the company; J. F. Bieh, vice-president and sales manager; and J. F. Kouna, of the advertising department. Also James R. Cook, Buffalo representative; Kirk Palmer, Philadelphia office; G. F. Hodgson, Boston office; and E. H. Currier, New York representative.

Sherman Radio Mfg. Corp.

The new "Clifffield" housed in a rich plate-glass cabinet, containing six-tube tuned table frequency with its remote-controlled amplification, was shown at the Army. The exhibit itself attracted first attention, and operation of the instrument aroused further interest. The company is concentrating its entire production this season on this one model. The booth was in charge of J. K. McTady, sales manager of the company, assisted by C. C. Colley,

models on display were the Aristocrat, Imperial and Majestic. The models consisted of five and six-tube receivers and covered a complete range of types as well as price. Henry Hyman, president of the company, and Samuel Collett, general sales manager, visited the show during the exhibition. Edmund Doel was in charge of the booth during the week of the show.

Schickelring Products Corp.

The Schickelring Products Corp., Newark, N. J., exhibited its complete line of radio tubes as well as the Power-Pack "B" battery eliminator, which operates by means of employing a tube. A feature of the exhibit was a new tube which was recently patented by Conrad Schickelring, president of the company, and is designed to be as not unobtainable as possible, the filament being covered so as to prevent disconnection from any jar in stock which may be incurred. Besides Mr. Schickelring, who was in charge of the exhibit, others in

charge also featured, as were the new frequency condensers, which are completely shielded against moisture and dust. E. N. Rauland, president; C. P. Cusloway, sales manager; and E. K. Marshall, sales engineer, were in charge of the exhibit.

American Wireless Corp.

The American Wireless Corp., New York, exhibited its console model receiver at the Army Show. This set is known as "The Radio Receiver Wagon Wheel" and has been specially designed to meet the home problems of loose wire-limbs and fitting into an allotted space in the home. The cabinet contains the built-in loud speaker and battery compartments. W. Meyer, president of the company; H. Meyer, vice-president; S. S. Gellman, secretary; and H. Kestler, production manager, were in charge of the exhibit.

Spartan Electric Corp.

The Spartan Electric Corp., New York, distributor and



Clean-Cut Displays Showed the Various Radio Products to Advantage

advertising manager, and several members of the sales staff, including C. L. Jennings and R. J. Christensen.

Mohawk Electric Corp.

The Mohawk Electric Corp., Chicago, Ill., displayed three models of Mohawk one-dial receivers, including console model No. 115; a table type receiver, No. 101, and the console model No. 110, with built-in loud speaker and "B" battery compartment. The Mohawk phonograph panel and complete NUXI kit set were other of the Mohawk products which drew visitors to the booth. J. H. Marah, G. R. Cannon, and E. H. Knerly, of the Zinke Co., Chicago, Ill., sales representatives, were in charge of the exhibit. F. T. Chase, vice-president of the Zinke Co., was also in attendance at the show and spent considerable time at the Mohawk exhibit.

Air-Way Electric Appliance Corp.

The Air-Way Electric Appliance Corp., Toledo, O., displayed the full line of Air-Way receiving sets which consist of three air-tube sets, one console and two table models; one five and one six tube, each of which was shown in order that the workmanship of the receivers could be closely scrutinized. J. O. Nimmo, sales manager; D. H. Smith, Boston representative; J. H. Lyne, Philadelphia representative; Ralph Peterson, New York representative; Fred Gault, engineer; and Fred Rebitz, Jr., assistant to the president, were in attendance at the display.

M. O. Sael Co.

The M. O. Sael Co., Chicago, Ill., displayed a most complete line of the Sael set speakers, including the Sael, Jr., in a variety of models. This speaker, which is made of bakelite with an aluminum neck, made a most attractive appearance. Jack Studer and Thomas Canning, of the Studier-Canning Co., manufacturer's representative, were in charge of the display.

Andrews Radio Corp.

The Andrews Radio Corp., Chicago, Ill., displayed the two new models of Derandyn receivers, the J and H. The Derandyn H, which was the feature of the exhibit, operates from the light socket and is equipped with a power unit that furnishes all necessary current from the light socket. Lynn T. Piper, general sales manager, and R. D. Borden, Washington representative, were in charge of the exhibit.

Curtis-Leger Fixture Co.

The Curtis-Leger Fixture Co., Chicago, Ill., displayed the Curtis-Leger Invisible speaker, made in varying lengths, and used as a base for the receiving set; the Curtis-Leger Blue Streak tubes, four types of which were shown; and three models of Cremona loud speakers. The Henry Special phonograph units were also shown, as well as the new B-E-V-L "B" batteries, encased in a hard rubber case and guaranteed for two years. These batteries do not need charging as they draw their energy from the "A" battery without draining the "A". J. G. Spurling, general manager of the radio division, was in charge of the exhibit.

Henry Hyman & Co., Inc.

Henry Hyman & Co., Inc., New York, exhibited their complete line of radio receiving sets. Among the various

models on display were the Aristocrat, Imperial and Majestic. The models consisted of five and six-tube receivers and covered a complete range of types as well as price. Henry Hyman, president of the company, and Samuel Collett, general sales manager, visited the show during the exhibition. Edmund Doel was in charge of the booth during the week of the show.

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Reichmann Co.

The Reichmann Co., Chicago, Ill., had on display the full line of Thorlo products made by H. W. Thorlo of the Thorlo Radio Co., radio receivers, featuring the features of the exhibit, and the Thorlo speakers, phonograph units, reproducers and condensers were also shown in attractive settings, as was also the Thorlophone, the new loud speaker. The new Thorlo low-loss flashlight coils were also a feature of the display and a large reproduction of the coil housed a small motion picture screen upon which was flashed pictures depicting the actual manufacture of Thorlo products. Ernest Reichmann, president, and E. S. Ruedel, vice-president of the company, assisted by members of the Eastern sales staff, were in attendance.

Grigsby-Gruson-Blind Co.

The Grigsby-Gruson-Blind Co., Chicago, Ill., displayed the various models of the Magpie receivers, featuring the low Lovett model, and the Majestic "A" and "B" circuit supply units, which eliminate "A" and "B" batteries. D. J. Grigsby, president of the company, A. P. Harl, sales manager, and J. H. Tiegman, engineer, were in charge of the display.

Willard Storage Battery

The Willard Storage Battery Co., Cleveland, O., exhibited its complete line of radio batteries, including the new line of "B" batteries, covered, and its cases to harmonize with the latest furniture. The Willard hydrameters and the full line of "A" batteries were also shown. L. G. Baldwin, manager of radio sales; M. J. Halab, New York representative; Harold Jacton, New England representative; and R. S. Van Cleave, of the engineering department, were in attendance.

Indiana Mfg. & Elec. Co.

The Indiana Mfg. & Elec. Co., Marion, Ind., displayed the Indiana Hyperdync receiving sets in both the console and table cabinet models and also the parts which comprise the receivers. The receiver is a five-tube, three-dial control unit. W. H. Curtis, of George L. Holmes, manufacturer's representative, was in charge of the display.

All-American Radio Corp.

The All-American Radio Corp., Chicago, Ill., displayed the new All-American receiver, a five-tube set with built-in battery compartments. The All-American theroid coils

manufacturer of radio products, exhibited its complete line of sets, parts and loud speakers at the show. Among the sets exhibited were those of the General Instrument Co., Ampex Instrument Laboratories, and Sunbeam Radio Corp. The full line of Spartan speakers was also on display. Maurice DePees, sales manager of the company, was in charge of the booth. Others in attendance were L. G. Burgess, engineer; J. D. Brown, M. C. Randall and H. Lloyd, sales representatives.

Thoradson Elec. Mfg. Co.

The Thoradson Elec. Mfg. Co., Chicago, Ill., had at its exhibit booth a display of the full line of transformers made by the company. The Autotformer, an all frequency autotformer, was the featured product. E. Knight, of the sales staff of the company, was in charge of the exhibit.

L. S. Brech Mfg. Co.

The L. S. Brech Mfg. Co., manufacturer of complete aerial outfits arranged in attractive boxes for mercantile purposes, showed its product at the Army. Besides its aerial outfits it features phone plugs, lighting arresters and other essentials for radio manufacturers. L. S. Brech, president, was in attendance several days during the week. The booth was in charge of G. Gori, sales manager of the company, assisted by several members of the sales staff, including L. G. Hoesley, F. W. Kuehle and Frank Paetz.

Nataniel Baldwin, Inc.

The Nathaniel Baldwin loud speakers and phonograph units were shown at the Army. The booth was in charge of J. W. Woolf, who operates the New York distributing office of the company.

R-B Radio Co.

The "Belle-Chère" instruments and "Page" receivers were shown at the Army by the R-B Radio Co. These are popular-priced five-tube instruments. The booth was under the direction of Henry Serden, one of the pioneers in radio.

Velby Radio Co.

The Velby Radio Co., of Newark, N. J., manufacturer of resistors and other radio essentials, showed its products at the Army. The booth was under the direction of H. A. Volk and a number of technical assistants.

Marrin Radio & Electric Co.

The Marrin Radio & Electric Co., sole distributor of the Packard 5 receiving sets, batteries, tubes and other products, had an exhibit at the Army under the direction of William Stron, the general manager of the radio department of the company. The Console Master Speaker was also shown in this booth. The operation of these cabinet types, housing every necessary accessory and device which aids in reception, was most interesting.

France Mfg. Co.

The France Mfg. Co., Cleveland, O., showed the France Super Charger. The booth was in charge of Ray Bidwell, of the Cleveland office, who was assisted by E. J. Wilson for the district sales representative, Blanck & Carrier Co., New York City.

Bel Canto Radio & Telephone Equipment Co.

The Bel Canto cabinet type horn speakers were shown at the Army, in conjunction with the additional representative for this firm, the Baker Smith Co. Walter

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Haight, of the Baker Smith Co., together with Duryea Beavel and J. Bonis, received

The Remo Corp.

The Remo Corp., Meriden, Conn., was present with its full line of Remo trumpets, which included the Remo Trumpet Sr., the Remo Trumpet Jr., the Remo Adjustable Trumpet and the Remo Concert cabinet. The Senior and Junior types of Remo tube receivers, the Remofone aerial and Remo talking machine units completed the radio products of the company. There was also included in the display the Remo cigar lighter, a new invention that attracted the general public. R. C. Rogers, head of the Remo Corp., directed the exhibit with the assistance of Fred Rea, Robert Hirschfeld, advertising counsel of the organization, was also present.

Reception Radio Corp.

The Reception Radio Corp., Philadelphia, Pa., exhibited the new Reception-For radio receiving set, employing a straight line circuit and featuring a five-year guarantee by the manufacturer. G. M. Howard was in charge of the exhibit.

Globe Phone Mfg. Co.

The Globe Phone Mfg. Co., Reading, Mass., was represented in the exhibit of The Zinke Co., of Chicago, selling agents. The Globe radio headset was featured and there was also shown Globe radio switches and binding posts. W. C. Mooney, of the Globe Co., was present during the week.

National Co.

The National Co., Cambridge, Mass., exhibited National radio parts, including coils, vacuum condensers and diodes and the National Reformer, George D. Hill, sales manager, was in charge and W. A. Ready, president of the company, was in New York during the week.

The Sourber Co.

The Sourber Co., Pottsville, Pa., exhibited the Sourber radio battery control to be connected between the set and battery, allowing recharging of both "A" and "B" batteries without the usual trouble. Earl J. Sourber, president of the company, was present.

Magnus Elec. & Radio Corp.

The Magnus Electric & Radio Mfg. Co., New York City, displayed its four styles of radio receiving sets, radio phonograph panel and the Nalce "B" battery eliminator. Max Magnus Manheim, president of the company, was in charge of the exhibit with Max Halperin, vice-president and sales manager, as well as William Hoppert, chief engineer, Erie Sperling, assistant engineer, and Arthur Puddin, sales representative, in attendance.

Sterling Cabinet Co.

The Sterling Cabinet Co., Winfield, L. T., exhibited its complete line of Strand-O-Vox cabinet type loud speakers.

J. M. Forsyah, New York representative, was in charge of the exhibit.

Carter Radio Co.

The Carter Radio Co., Chicago, Ill., displayed its full line of radio products, which include "Hald-tite" jacks, name plates, loop aerials, plugs, switches, condensers, rheostats, and potentiometers. A. J. Carter, president of the company, was in charge of the display.

United Cabinet Factories Corp.

The United Cabinet Factories Corp., Chicago, Ill., had a most attractive display of eight cabinet models, all of the console type. All of the cabinets were new types of hand decorated furniture. Henry C. Foster and W. C. Perkins were in charge of the exhibit.

Express Body Corp.

The Express Body Corp., Crystal Lake, Ill., displayed a complete line of unvarnished cabinets with and without loud speakers. A console model with loud speaker was the featured article on display. O. C. George, president, was in charge of the exhibit.

Prest-O-Lite Co., Inc.

The Prest-O-Lite Co., Inc., Indianapolis, Ind., had a complete display of its new "A" and "B" radio batteries. These batteries are attractively finished in one-piece hard rubber containers and have handles so that they can be conveniently carried. C. M. Wells, special representative, and J. E. Hill, of the engineering department, were in charge of the exhibit.

Howard B. Jones

Howard B. Jones, Chicago, Ill., had a complete display of the popular Jones multi-tubes made by his company. Several of the many makes of receiving sets equipped with Jones products were shown and attracted considerable attention. Howard B. Jones and J. W. Reardon, sales manager, were in attendance at the exhibit.

Fore Elec. Mfg. Co.

The Fore Electrical Mfg. Co., St. Louis, Mo., displayed the full line of Fore Master Vibrator battery chargers, the Fore dual tube dimmers and the Fore "B" battery eliminators. J. H. Marsh, E. H. Emery and C. W. Cuming, of the Zinke Co., sales representative, were in charge.

Miller Rubber Co.

The Miller Rubber Co., of New York and Akron, O., manufacturer of rubber horns, had a complete display of the horns it manufactures, consisting of a wide variety of styles, sizes and shapes. Featured was a new cabinet design and a new panel. D. W. Reddin, of the horn sales department, and D. Arnold, New York representative, were in charge.

August W. Hornig

August W. Hornig, Chicago, Ill., had a full display of the Hornig radio glass panels and cabinets, all equipped

Turner Lewis, secretary, was in charge of the display. Jefferson Elec. Mfg. Co.

The Jefferson Electric Mfg. Co., Chicago, Ill., displayed its full line of tube rejuvenators, transformers and amplifiers. The new Jeffetron long wave intermediate frequency transformer was the feature of the exhibit. John H. Langham, New York sales manager, was in charge.

Connersville Furniture Co.

The Connersville Furniture Co., Connersville, Ind., maker of radio cabinets, was represented at the show by E. P. Hawkins, vice-president, and R. C. Hamilton, sales manager. No exhibits were displayed but each evening young ladies circulated about the various booths distributing flowers with the compliments of the Connersville Furniture Co.

Exhibitors at Both Shows

The following manufacturers were represented by displays of their lines at both the World's Fair and the Fourth Annual Radio Exposition. The exhibits in practically every case were identical at both exhibitions:

Atwater Kent Mfg. Co.

Prominently located close to the main entrances of both shows were the displays of the Atwater Kent Mfg. Co., Philadelphia, Pa. Much attention had been given to the decoration of these booths and numerous surroundings provided an attractive setting for the display of the line. The entire Atwater Kent line of receiving sets was displayed at both places, including models 24, 25, 26, compact, 31 compact, dry cell receiving set, and model 19, which is a four-tube set, all others being five. The foregoing models are of the cabinet type. In the open set model 10, a five-tube set, and model 12, six tubes, were shown. In the loud speaker line, models R, L, H, and N were shown and also the phonograph attachment. In addition to the Atwater Kent line itself there were included in the display several models of the Pooley cabinets equipped with Atwater Kent radio. At these exhibits there was presented to the general public for the first time the new model 24, a five-tube compact receiving set, operating on dry cell batteries. This is the first and only model of the Atwater Kent line which uses small size tubes. There was also presented the first factory models of the Atwater Kent cone type loud speaker, which has not as yet been placed on the market. Translucent electric changing signs attracted the eyes of passers-by and the Atwater Kent exhibits were always well attended. During the entire week the Atwater Kent



Another Section of the Armory During the Radio Show That Gives Some Idea of Booth Arrangement

The three models featured were the Strand-O-Vox baby grand, the Strand-O-Vox special, designed for use with Atwater Kent, Fado, and Radiola Super-Heterodyne sets, as well as a Strand-O-Vox de Luxe. A. L. Levy, president, and A. M. Bantell, secretary, were in attendance.

Gale Radio Laboratories

The Gale Radio Laboratories, Chicago, Ill., displayed the "Town-Crier" loud speaker, an artistic reproducer finished in green and golden polychrome, of unique construction and design. The product was effectively shown standing on a small platform with a black velvet bar against a background of green with a spotlight constantly shining upon it. J. A. Pasched, general manager, was in charge of the display.

Trimm Radio Mfg. Co.

The Trimm Radio Mfg. Co., Chicago, Ill., maintained a full display of Trimm speakers in three models, the Home Speaker, the Entertainer and the Concert. Trimm headsets, Trimm phonographs and two new model cabinet speakers, the Trimm Chello and the Trimm Cabinetete,

with the Hornig safety bushings to prevent breakage. Also shown were the Hornig glass insulated radio terminal strips. W. A. Pricke, sales manager, and L. A. Hornig were in charge of the exhibit.

American Electric Co.

The American Electric Co., Chicago, Ill., in its display, exhibited the different models of the Burns loud speakers and phonograph units and the American Electric headsets. The feature of the exhibit was a new cabinet equipped with a Burns speaker. J. J. Speed, Eastern sales manager, was in charge of the display.

Western Coil & Electric Co.

The Western Coil & Electric Co., Racine, Wis., in its exhibit displayed the full line of Radiodney receivers manufactured by the firm, consisting of six models with a wide price range. The Radiodney WC-10C, console receiver was the feature of the display, with the WC-10B table model also figuring prominently. The other models shown were the Radiodney WC-12 and WC-12C console, the Radiodney WC-17A and the WC-18, R. W.

Mfg. Co., conducted open house for its distributors and dealers in a suite of rooms at the Commodore Hotel. The entire line was also displayed at the Commodore Hotel headquarters. General Manager Vernon W. Collamore took charge of the exhibit, with the assistance of D. M. Bauer, newly appointed advertising manager of the organization, and sales staff of the Atwater Kent Mfg. Co., including R. E. Smiley, W. E. Richards, John E. D'Elia, J. Alan Prestele, John McGugan, J. C. Ponceast, Ed Meany and others.

T. W. McDowell, who has been in charge of the many convention activities of the Atwater Kent organization in the past, took care of the entertainment of the guests during radio week. A. Atwater Kent, president of the company, visited the exhibits during the week.

Stewart-Warner Speedometer Corp.

The Stewart-Warner Speedometer Corp., Chicago, Ill., was represented at the exhibitions by most attractive

(Continued on page 120)

Both A and B radio power from your house current

Philco Socket Powers are plugged right into a lamp or wall socket. They change ordinary A.C. house current into smooth, hum-free power necessary for radio. Dependable as your electric current. Turned on just like an electric light.

Philco Socket Powers make radio even more convenient and easy to operate than talking machines. Thousands of persons are now buying sets who previously thought radio too mysterious and technical. Thousands of others—tired of the bother and expense of renewing dry cells—are equipping their sets with Philco Socket Powers.



This switch controls everything
 ~your A power
 ~your B power
 ~even the radio set itself

Snap it "ON" and enjoy your radio. Snap it "OFF" and go to bed.

For Radiola Super-Heterodyne (old and new models) and other sets using 3-volt dry-cell tubes, Philco Socket Power "AB" is ideal. Both "A" and "B" power built into one dull-brown, hand-rubbed cabinet. The one Socket Power switch controls everything. Nothing else to think about. Simply snap it ON and OFF.

- For 50-60 cycle 105-125 volt alternating current. Consumer price\$65.00
- For 25-40 cycle 105-125 volt alternating current. Consumer price\$68.50

For Storage Battery (6-volt) tubes Socket Powers "A" and "B" are supplied in individual cases. Either may be used alone but for maximum convenience both

should be used together. Philco Socket Power "A" is a complete "A" power unit, permanently connected to your house current and automatically supplying battery current for sets using storage battery tubes. Socket Power "B" eliminates "B" batteries and can be used on any set. Plug the "B" into the built-in socket in the "A." Plug the "A" into a lamp or wall socket.

- The one "A" switch then controls everything.
- Socket Power "A" for 50-60 cycle 105-125 volt alternating current. Consumer price\$42.50
- Socket Power "B" for 50-60 cycle 105-125 volt alternating current. Consumer price\$47.50
- Socket Power "B" for 25-40 cycle 105-125 volt alternating current. Consumer price\$52.50

You can obtain Philco Socket Powers from your Jubber or Wholesaler. Order now or write to us for complete details.

Philadelphia Storage Battery Company, Philadelphia

PHILCO RADIO "A" AND "B" SOCKET POWERS

Philco also builds rechargable batteries, unwise because they may be permanently connected to a radio set and safely charged in the dining room without disturbing any wires. Delay until far rarer than the periodic renewing and routine of dry cells.

Philco Standard "B" Batteries—a complete Alkaline-manganese-Daniel replacement for 60 volts of dry cells. Only \$10.95.

Philco "A" Batteries in acid-tight glass case—two dry cell tubes, 125 Covert tubes, \$10. Built-in charge indicator.

Two rubber cases, dull mahogany tone, \$14.95 and up.

Philco Radio Batteries are built Dynamite 100% but CHARGED. Their life doesn't start until you pour in the electrolyte. You handle them as easily as radio tubes or Florida lemons.

Second Annual Radio World's Fair Scores— (Continued from page 120)

tery Co., of Philadelphia, Pa., at both the Army and the Palace. Exide radio "A" and "D" batteries were exhibited. The initial showing of a factory model of an "A" battery power unit not as yet placed on the market was made. Much interest was shown in an Exide battery placed upon a pedestal in the center of the exhibit, which was used in the MacMillan Arcade Experiment of 1923 and 1924. Both exhibits were under the direction of J. Garey in charge of the radio department and his staff. The exhibits were arranged under the supervision of A. B. Kreisberg, advertising manager of the company.

Arqua Radio Corp.
The Power Electric radio, the new radio receiving set made by the Arqua Radio Corp., New York City, and which operates entirely from the electric lighting circuit, using no batteries, attracted much interest in both shows. This new development in radio, through ground-floor locations, in each instance brought the line to the attention of the visiting throngs in a strong manner. At the Palace an electric fountain in the center of the booth materially added to its attractiveness. Models 105, 203

and 302 were shown as well as model 145, which is a photograph radio pack. There was also shown the Power Electric set installed in several bit models. Ira Greene divided his time between both exhibits and was ably assisted by the Arqua staff, consisting of Dr. M. Wallace, of the Arqua Laboratories, Mr. Sower, Frank Holman, George Seiffert and D. Cove.

Fansteel Products Co., Inc.
The Fansteel Products Co., Inc., Chicago, Ill., at its exhibit booth featured two models of Bakelite battery chargers, the "11" charger and the Trickle charger, and two models of Bakelite "B" battery eliminators, the "11" for sets of six tubes or less and the "11" H, for sets of six tubes or more. In charge of the displays was J. P. Rainaldi, Eastern representative, assisted by J. Brady, Boston representative, H. V. Deizer, Philadelphia representative, and George Hilgum, service department.

Amber Mfg. Co.
The Amber Mfg. Co., New York, displayed its complete line of Marvo D'Yrie receivers at both shows. The exhibits consisted of the Marvo D'Yrie Model D console

with built-in loud speaker and battery compartments. Also on display were the Marvo D'Yrie Model T and the Model D, both of which sets provide ample space for "B" batteries, and in the case of Model D there is sufficient room for "D" battery eliminator. Alternately an attendance at both exhibits were E. Benenson, general manager of the company; A. Sims, sales manager; J. G. Eversley, chief engineer, and J. M. Heddens, assistant engineer.

National Carbon Co.
The National Carbon Co., New York City, occupied booths at both shows and displayed a complete line of Eveready call battery. A feature of the exhibit was a large panel board showing in detail how "D" batteries can be used to decrease the power utilized by "B" battery sets. C. H. Ellis, in charge of the panel used letters. C. H. Ellis, in charge of the panel used letters for demonstration purposes at the Palace, was constantly surrounded by crowds of interested spectators, to whom he explained the various advantages, and how best to obtain them in the use of Eveready batteries. The same method of demonstration was carried out at the Army show. At both exhibits the battery featured was the new Eveready Layerbilt, which although it is a dry battery, is constructed by means of a new process similar to that used in the manufacture of wet cells. C. J. Schatts was in charge of the Palace exhibit, with W. Hexonck in charge at the Army. Other representatives of the company present were: W. R. Peppard, H. L. Heusch, C. W. Dickinson, T. O. Loughlin and J. N. Corley.

Valley Electric Co.
The Valley Electric Co., St. Louis, Mo., had its three distinct lines of radio apparatus at its exhibits at the shows. The Valleyone radio receivers, of which four models were shown; Valley battery charger, and Valley "D" battery eliminator were on view. The Valleyone receivers, in console and table models with special Valley tables, were the feature of the displays. Herbert Elder, treasurer of the company, was in charge of the exhibits and he was ably assisted by R. F. Cunningham, Eastern sales manager, and C. A. Sibley, district manager, and members of the Eastern sales force.

Apco Mfg. Co.
The Apco Mfg. Co., of Providence, R. I., had comprehensive displays at the Apco line through its local distributor, the Telemotive Radio Corp. The exhibit included the Apco "A" battery chargers in two types, No. 77 and 79, and the Apco "D" battery charger types 48 and 49. There was also shown Apco audio transformer, "B" kits, neodydine, radio switches, resistors, grid leak, vernier dials and battery clips. Thomas F. Wilson, president of the company, spent several days at the exhibits during the week.

Tabo Deutchmann Co.
The Tabo Deutchmann Co., Boston, Mass., displayed in the Palace and Army various radio accessories and parts featuring the Tube filter condensers and indoor loop aerials.

Pequot Mfg. Corp.
The Pequot Mfg. Corp., Long Island City, N. Y., manufacturer of packing containers for radio sets, was represented at both the Palace and Army. Under the display of "Pequot packed" was to be found the cartons of the various units of Pequot containers. F. S. Oppenheim and S. H. Field were in charge of the exhibits and explained the merits of Pequot packing.

Exhibit of the Murdock Line During the Show

During the week in which the radio shows were held in New York City, the William J. Murdock Co., of Chelsea, Mass., welcomed its many dealers at a special exhibit arranged in a suite at the Hotel Commodore. D. R. Murdock, treasurer and general manager of the company, and A. S. De Veau, New York representative, were present and demonstrated the new Murdock neodydine radio sets which were shown for the first time. Model 200, a five-tube neodydine cabinet set with loud speaker attached and Vernier dials, was shown as well as Model 201, the same instrument without loud speaker. Model 203 was also shown. This is a six-tube neodydine. Of particular interest, however, was the new Murdock model 204, which is described as a "no antenna or ground" set. The set was installed in a floor cabinet of artistic appearance and is a six-tube set, two dial control, with which neither antenna nor ground is necessary for radio reception. A notable advance in radio construction was to be found in this set, which employs a shield covering the various units.

J. H. Blinn was recently appointed manager of the talking machine and radio departments of the Denver Dry Goods Co., Denver, Col. Mr. Blinn is well known in retail music circles in that city.

THE TUBE WITH A SENSIBLE GUARANTEE



They want!
What they want!
When they want it!

You owe that service to your customer in consideration of patronage.
You owe that service to yourself in consideration of profit and good-will.

Bath—give them Supertron.
As good as a bath can be.

Not "Just Guaranteed" that's nonsense, but Guaranteed by a serial number with identification that's sure!

All types \$2.00 each
Canada, \$2.75

Distributors

- O. E. Nisbett & Co. Chicago
- Florida Radio Ref. Co. Chicago
- Yahr & Lingo Chicago
- The Hoytville Co. Milwaukee
- Mississippi Auto Supply Memphis
- Swenson Lamp Co. Des Moines
- Ort Bros. Cedar Rapids
- Radio Distrib. Supply Co. San Francisco
- Western Light & Fixture Co. Los Angeles
- Creative Radio Dist. Co. Philadelphia
- Franklin Electric Supply Co. Philadelphia
- Allentown Radio Dist. Co. Allentown
- Geodell Auto Supply Co. South Bend
- East-Wales Iron Shop Port Huron
- Swenson Electric Co. Evansville
- W. W. Johnson Electric Co. St. Louis
- Minnesota Electric Co. St. Paul
- American Photograph Co. Albany
- Reese Tasting Machine Co. Detroit
- Baltimore Wash. Wireless Mfg. Co. Baltimore
- W. D. Taylor Co. Buffalo
- Ironless Sales Co. Buffalo
- L. W. Cleveland Co. Cleveland
- Memphis Bros. Philadelphia
- Radio Stores, Inc. Denver
- Republic Radio Co. Denver
- American Radio & Supply Co. Cincinnati
- Burr-Foxler Cincinnati
- H. J. Glavin Co. Cincinnati
- Elgin Radio Corp. Cincinnati
- Alberta Radio Co. Chicago
- Imperial Radio Co. Chicago
- F. X. Gullitieri Chicago

Branch Offices

- General Salesmen Bank Bldg 5050 N. Lincoln St.
- 2833 North 4th St. 47 Adams
- 31 East Van Buren St. 1100 Broadway Bldg
- 741 Lafayette Bldg 229 South 4th
- 401 East 14th St. 401 East 14th St.
- 1110 Bldg 293 South Broadway
- 205 Bedford St. 405 Normandie Bldg
- 3205 Chicago Bldg

SUPERTRON MFG. CO., Inc.

HOBOKEN, N. J.

Export Dept., 275 Broadway, N. Y. City



Quality Sells Them -Not Price!



BRIGHTSON TRUE BLUE RADIO TUBES

When True Blue Radio Tubes were first advertised as "The Finest Radio Tube in the World" no one could prove such a claim. It was necessary to have faith in the product.

Today an ever increasing number of True Blue Tube Dealers will testify to the truth in True Blue advertising. Their sales show that the man who bought one True Blue Tube generally came back for more.

Investigate the value of a True Blue Tube Franchise.

Brightson Laboratories, Inc., Waldorf-Astoria Hotel
16 W. 34th Street, New York City

Write Our Nearest Representative

Philadelphia Office:
50 N. Eleventh St., Philadelphia, Pa.
Young, Lorish & Richardson,
712 W. Jackson Blvd., Chicago, Ill.
American Electric Lamp Co.,
176 Spring St., Atlanta, Ga.
D'Elis Electric Co., Inc.,
201 John St., Bridgeport, Conn.
Hunter-Walsh Co.,
446 Stark St., Portland, Ore.
Magneto & Machine Co.,
1036 Cathedral St., Baltimore, Md.
Radio Dealers' Supply Co.,
925 Howard St., San Francisco, Calif.
E. C. Schutte,
2431 Gratiot Ave., Detroit, Mich.
Williams Hardware Co.,
100 Second Ave. N., Minneapolis, Minn.
Zies's Co-operative Merc. Inst.,
Salt Lake City, Utah.
Clyde Washburn Co.,
1055 Union St., Memphis, Tenn.

Boston Office:
240 Park Square Bldg., Boston, Mass.
C. A. Buscher & Co.,
1219 Locust St., Kansas City, Mo.
Brown & Hall Supply Co.,
1504 Pine St., St. Louis, Mo.
Holt Electric Co.,
10 West Bay St., Jacksonville, Fla.
Stephen H. Inuz,
467 Chamber of Commerce Bldg.,
Los Angeles, Calif.
New Haven Electric Co.,
296 Elm St., New Haven, Conn.
Reynolds Radio Co.,
1534 Glenarm St., Denver, Colo.
Southern States Ind. Corp.,
488 Camp St., New Orleans, La.
Frank B. Wilson, Inc.,
222 Pike St., Seattle, Wash.
Neison Hardware Co.,
Campbell Ave. E., Roanoke, Va.
A. E. Sinton, Inc.,
33 West 1st St., Charlotte, N. C.

New Jersey Representative:
Inrad Sales Co.,
Trust Co. of N. J. Bldg., Jersey City, N. J.
G. J. Sedman Auto & Radio Co.,
Bedford Ave. at Madison St., Brooklyn, N. Y.
Berling-Cortes Hardware Co.,
P. O. Box 117, Houston, Texas.
Hines & Philip Hardware Co.,
Dallas, Texas.
Lee-Kountze Hardware Co.,
9th and Farnam, Omaha, Neb.
Nixan-Kliment Co.,
140 S. Wall St., Spokane, Wash.
Roberts Toledo Co.,
Toledo, Ohio.
W. & E. Radio Service Co.,
Wright Bldg., Tulsa, Okla.
Yahr & Louce,
207 East Water St., Milwaukee, Wis.
H. Lesser & Co., 706 Prospect Ave.,
Cleveland, Ohio.

Simpler, More Selective, More Sensitive, the New



"At the turn of a single dial"

MAGNAVOX

is making radio history

MMAGNAVOX has perfected the single dial control. In the new Magnavox a flick of the fingers makes you master of the air. The new Magnavox is ultra-sensitive. It is factory tuned with the Magnavox tuning meter, 1,000 times more sensitive than the human ear.

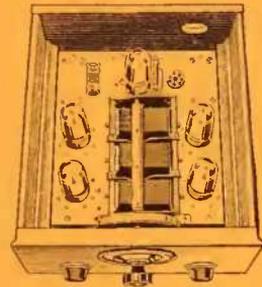
The new Magnavox is ultra-selective—the new Magnavox circuit and Torodial R. F. Transformers tune out the big, powerful stations at will—turn the single dial of Magnavox to the wave length of the station desired and no other station can butt in.

No Magnavox Set can ever become obsolete

because Magnavox Receiver Units are interchangeable except in the case of Magnavox Junior. Should our constant research show that the Magnavox circuit can be improved, it will only mean a change in units to bring most Magnavox sets right up-to-date.

The new Magnavox is making radio history—the new Magnavox sells on demonstration—and demonstrations are easy with Magnavox.

For your profits sake, write, or better still, wire our nearest office today for the name of your territorial distributor.



Magnavox Interchangeable Receiver Unit—fits all new Magnavox models except Magnavox Junior.

THE MAGNAVOX COMPANY

1315 So. Michigan Avenue, Chicago, Ill.

Oakland, Calif.

130 West 42nd Street, New York

Radio Exposition at Palace a Big Success

Latest Products of Radio Manufacturers on Exhibit at Fourth Annual Radio Exposition in the Grand Central Palace, New York, Thrill Vast Throng—Marked Improvements in Radio Art Manifest

The Fourth Annual Radio Exposition, at the Grand Central Palace, New York, September 12 to 19, drew thousands of visitors to the exhibit booths to review the 1925-1926 radio products of leading manufacturers.

The outstanding feature of the exhibition was, judging from the opinions of the manufacturers, the enthusiasm of the dealers, the interest displayed by the public, and the improvement manifest in all types of radio receivers, that the reason of 1925-1926 over all indications of being a record-breaker.

To anyone fortunate enough to have viewed the latest products of the radio manufacturers, the forward step that has been taken in making the radio receiver a true musical instrument was evident. In appearance, the cabinets are now on a par with the finest furniture; in simplicity of operation even a tyro at the receiver cannot fail to tune in with ease with the advance that has been made in the simplifying of control devices; in quality of tone reproduction, through the betterment of the loud speakers and the increase of volume through new amplification principles, through more powerful tubes and the improvement in practically each and every part of the receiver, the radio set cannot fail of recognition as a real musical instrument.

To many the elimination of batteries by the utilization of house current is an interesting development of the season. Several receivers of this type were on display at the exposition. To those who utilize batteries for the operation of their radio sets the batteries, improved types of dry and storage batteries, improved battery construction and better and new methods of charging the batteries made a decided impression. All in all, the radio receiver, viewed as a whole and from the angle of each of the parts which compose it, has advanced materially, with the result that it is now an instrument with increased beauty of appearance, reliability and consequently of greater appeal.

Viewed from the trade angle the exposition had the effect of bringing a feeling of security to the trade, for, in spite of the many bad hits struck taken in the improvement and develop-

ment of the radio receiver, in radical or revolutionary changes have been made which would have the effect of upsetting the market. In other words, the refinements introduced tend to make the radio receiver an instrument with increased sales appeal, but the present sets on the market and in the homes will not in any case be considered obsolete.

The managers of the exposition reported that the average daily attendance was in the neighborhood



Grand Central Palace

of 30,000, making a grand total for the period of the show of almost a quarter of a million people who are interested in the new radio lines to the extent that they paid to inspect the new products. Small wonder that the hundreds of dealers who took the opportunity of inspecting the new lines expressed themselves, after viewing the merchandise and seeing the crowds, as feeling that prospects for the Fall and Winter seasons appeared of a rosyate hue.

The managers this year had provided special entertainment and educational features for the visitors to the show and there was scarcely a moment that some interesting feature was not in progress. Prominent figures in the radio

world made addresses, which were broadcast from the exposition and famous radio artists entertained the visitors and the many thousands of listeners in who tuned in on the excellent programs which were constantly being broadcast from the show. On Monday, September 14, the first demonstration of television by radio was given through the simultaneous transmission of the photographs of David Sarnoff, vice-president and general manager of the Radio Corp. of America, who made an address which was broadcast over station WJZ. Another feature which never failed to attract crowds was the demonstration of photo-radio, showing radio transmission of photographs of public men and current events. This demonstration was given under the direction of the inventors. Each afternoon a fashion program was given on the third floor of the exposition and the latest modes in clothes drew the attention of the ladies from the latest in receivers. A display of sets built by amateurs was also an attractive feature.

In addition to the list of exhibitors appearing below, a number of manufacturers were represented at both the Fourth Annual Radio Exposition and the Second Annual World's Fair. A detailed description of these exhibits will be found in the article in another section of this insert describing the Radio World's Fair. These manufacturers include: the Avator Kent Mfg. Co., Stewart-Warner Speedometer Corp., Music Master Corp., Sonora Phonograph Co., Inc., Pathé Phonograph & Radio Corp., Thermolyne Radio Corp., DeForest Radio Co., Freed-Eisenman Radio Corp., Chas. Freshman Co., Inc., R. E. Thompson Mfg. Co., Apex Electric Mfg. Co., Kellogg Switchboard & Supply Co., J. B. Ferguson, Inc., Dayton Fan & Motor Co., A-C Electrical Mfg. Co., Sphindler Electrical Co., Colonial Radio Corp., Dindler Condenser & Radio Corp., Electric Storage Battery Co., Argus Radio Corp., Faustel Products Co., Inc., Amher Mfg. Co., National Carbon Co., Valley Electric Co., Apex Mfg. Co., Toby Deutschmann Co. and the Pequot Mfg. Corp. Details at the exhibits at the Palace follow:

Leading Exhibitors and Their Products

Radio Corp. of America

The Radio Corp. of America was represented not only by the full line of Radiolas, Radiotons and accessories, but also by educational exhibits which gave the public a clearer insight into the processes which go to make the radio product which they so enjoy the desirable feature that it is. The main booth of the company in which was displayed the new Fall line and models formerly on the market was most striking. Red velvet draperies, bordered with silver, covered the entire back of the display booth. In the center of this drapery a large circular aperture appeared, with a black velvet drop bearing the insignia RCA in golden letters. This drop when drawn revealed a small stage upon which was placed the latest Radiolas and loud speakers. Each half hour the models were changed. A young lady would stand herself before the instrument, consult a paper for the list of programs and give a demonstration of the ease and simplicity with which the set could be operated. A girl in Colonial costume distributed literature describing the latest RCA products. The features of the display were the new Radiolas No. 22, No. 24, No. 26, No. 25 and No. 24, together with the superheterodyne and the Super VIII. The new model Radiola loud speakers No. 100, No. 102 and No. 100 and the RCA Ultra-Recron power amplifier and the Duo-Recron "Hi" battery eliminators were also given special attention. The full line of Radiotons and Radiotons were also on exhibit. In other booths the Radio Corp. demonstrated the methods by which phonos are received by radio and educational exhibits showing the growth of the industry since 1925. Due to the fact that an operation of sets was permissible

at the show, actual demonstration of the Radiola line was given at the Hotel Pennsylvania where the full line was on display and the general public could view the line and judge of its merits. These demonstrations were given during the entire week with Dr. Alfred Goldsmith, chief broadcasting engineer, in charge. The display and demonstrations at the hotel were open to members of the radio trade from 9 a. m. to midnight and to the public from 3 p. m. to midnight. The display booth at the show was under the direction of George H. Clark, manager of the exhibition department of the Radio Corp. of America, and members of his staff were in constant attendance.

Brunswick-Balke-Collender Co.

The Brunswick-Balke-Collender Co., Chicago, Ill., at its very attractive booth, featured two models in the instrument, the Panatone Dico, a Taylor model, and another a combination unit, known as the Brunswick Panatone Radiola which, in addition to the new sound reproducing instrument, houses the new eight-tube Radiola, operating on AC current. As this was the first public showing of this new instrument, naturally a great deal of interest was displayed by the visitors to the show, and the attendants at the booth were busy explaining the workings of the Panatone Dico, and pointing out wherein it differs from the phonograph and radio. Dealers visiting the show were invited to attend demonstrations which were given every afternoon during the week at the offices of the Brunswick Co. In addition to these instruments a representative line of Brunswick Radiolas was shown, with the new Georgian model featured. H. A. Beach, Eastern sales manager of the phonograph division

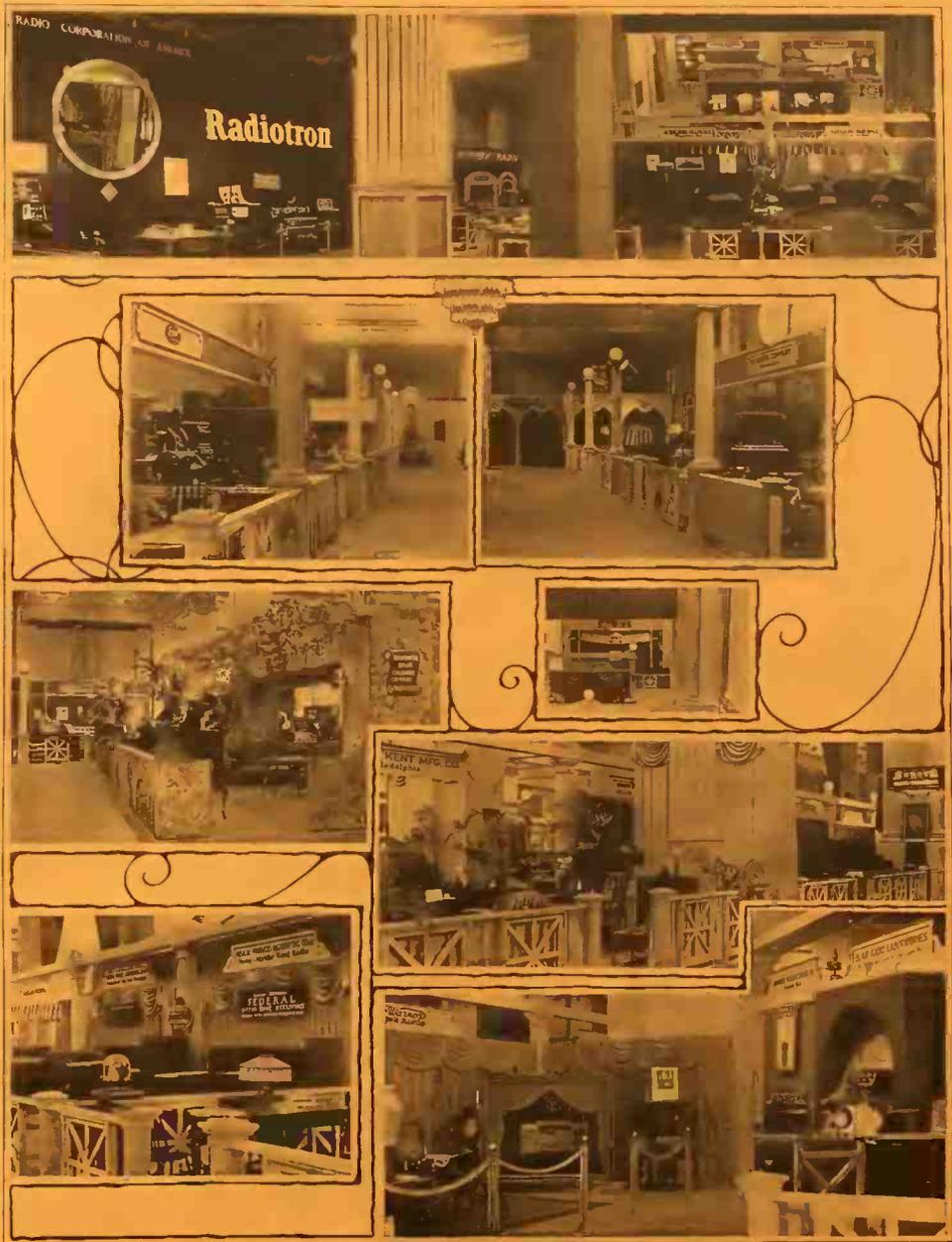
of the company, was in charge of the demonstrations at the office of the eastern, and George Lyons, assistant district manager, and H. Emerson Yorks were in charge of the exhibit, assisted by members of the New York sales staff.

Adler Mfg. Co.

The Adler Mfg. Co., New York, and Louisville, Ky., displayed in a very attractive booth the complete Adler-Royal 1926 line of radio receivers and phonograph products. Among the instruments on display were the No. 109 autodyne receiver, the No. 20 overside speaker, the No. 107 table speaker, the H and E types of console tables and two combination radio and phonograph instruments, consisting of two Radiolas, designated as models B and K, and three consoles designated as models D, 20 and 30. This display constituted the most complete presentation of the new Adler-Royal line for the coming season, and the contractors and considerable praise from visiting dealers and jobbers. Lambert Frolich, vice-president and general sales manager of the company, was in charge of the exhibit, assisted by Robert Hartz, Allen Strauss, and E. H. McFarland, of the Adler-Royal sales organization. F. K. Adler, president of the firm, was a frequent visitor to the show and the sales staff of the Sales E. Perrella Co., Adler's partner in New York, was also on hand to welcome visitors.

The Audak Co.

For the second season the Audak Co. demonstrated its selection at the exposition. This product made available, at all, the modifying chamber of the talking machine for either radio or record purposes. A model for the Victrola and the new Brunswick-Selznick were each shown and demonstrated. One of the other features of the display was the production of an enlarged letter received from W. F. Beach, manager of the talking machine and radio department of Lyon & Healy in Chicago, who congratulated the Audak Co. on its sales. (Continued on page 126)



Some Views at the Fourth Annual Radio Exposition in Grand Central Palace

The illustrations above give an idea of the many attractive booths of leading manufacturers of radio products which made the Radio Exhibition an outstanding success and which drew thousands of interested radio fans and trade representatives.

NOW
 only quick action
 will secure the
 DAVID
Grimes
 franchise

Thousands
 of go-getters are already
 lined up for making Big
 Money this Fall on Grimes Radio Products.

If you haven't already signed up, only immediate action
 will get you in on our most liberal Authorized Dealer
 proposition. Territories are closing up fast.

We expect to reach our quota in another 10 days. We want
 only live dealers and only live dealers can get the full benefit
 of the millions of lines of free publicity and the hundreds
 of thousands of dollars of national advertising that
 have made the name Grimes known throughout the world.

Your city should have, right now, scores of ready made
 prospects for the

DAVID
Grimes
HIGH POWER RADIOS

Our direct-to-dealer policy gives him the full jobber's profit
 and allows him sufficient margin to advertise the Grimes
 Radio Products under his own name and make a good
 profit besides.

NOW, you have the greatest and most valuable business
 opportunity ever offered to you.

**FOR BIGGER PROFITS
 and QUICKER TURNOVER**

Write us today for our proposition. Address

DAVID GRIMES, Inc.

1571 BROADWAY

NEW YORK, N. Y.



Grimes Radio Products are made
 and marketed by the David Grimes
 Radio and Cameo Record Corporation. Every set factory-tested,
 sealed and guaranteed. All units
 made in the Jersey City factory.

Radio Exposition at Palace a Big Success—(Continued from page 128)

displaying therein a miniature model of the large plant of the company at Milldale. J. Peiman, sales manager of the company, and his staff were in attendance.

General Radio Corp.

The General Radio Corp., Cambridge, Mass., exhibited a wide line of radio parts on the main floor of the Palace. Melville Eastham was present, assisted by I. B. Heiman and H. C. Givoli.

Q. R. S. Music Co.

The Q. R. S. Music Co., Chicago, Ill., manufacturer of Red Top tubes, displayed six products and distributed appropriate literature to visitors at the exhibition. The display was under the direction of Jack Sinden and Tom Cumming, of the Standard Broadcasting Co., Inc., metropolitan representative of the company.

Epom Corp.

The Epom Corp., New York, displayed the Epom "H" battery eliminator, a feature of which is the employing of a tube known as the Epom Rectifier tube and which has no filament. Thus, the burning out of filament of tubes is done away with. Robert B. Hill was in charge of the display.

Daven Radio Corp.

The Daven Radio Corp. showed at the exposition the Daven "High-Sh" tubes. This is a use-purpose tube designed to obtain superior results with resistance-coupled amplifiers. It was presented for that purpose only after long experiments and specialized research and it is said gives excellent results. Other products manufactured by the Daven Radio Corp., including Daven Revisors and Grid Leaks, Daven Ballast Resistors and other essentials for manufacturing purposes, were shown. Among those who were in attendance during the week were: W. H. Weaver, president of the company; K. H. Moses, sales manager; W. A. Balzer, advertising and sales promotion manager, and some members of the technical division.

Henderson Bros.

Henderson Bros., Boston, Mass., displayed their new line of Henderson radio receivers. A table cabinet model was shown as well as a console model with built-in speaker. The display was in charge of Louis Jay Gerson, direct factory agent, New York City.

Twentieth Century Radio Corp.

The Twentieth Century Radio Corp., Brooklyn, N. Y., distributor of radio products, occupied a booth in which were displayed the various lines for which the company is representative. Among the lines featured were those of the Gaud Corp., manufacturer of Gaud radio receiving sets, all of whose models were on exhibition. The Maytag "M" supply, a "H" type eliminator employing a tube, was also displayed. The products of the Solidford Electric Co. and Allen D. Cardwell Mfg. Corp. were also on display. Grant Lanyon and Paul Giffin were in charge of the exhibit.

Supercala Radio Corp.

The Supercala Radio Corp., New York City, exhibited its models of Supercala radio receiving sets, as well as the Walcone loud speakers which are manufactured by Bir company. Walter Goldstein, sales manager, was in charge of the exhibit, with Joseph Lempert and George Goldstein in attendance at the booth.

Blasdin Phonograph Co., Inc.

The Blasdin Phonograph Co., Inc., Racine, Wis., displayed its full line of radio exhibits of all styles and types with the new Blasdin 4-B, a self-contained cabinet with built-in loud speaker and two "H" battery compartments, as the feature of the display. Roy Braun, of the Blamin Co., factory representative, was in charge of the display.

Van Horne Co.

The Van Horne Co., Franklin, O., at its display booth exhibited the Musselman certified and Van Horne selected radio tubes. Ralph Bretzner, sales representative for the Eastern territory, was in charge of the display.

Lincoln Radio Corp.

The Lincoln Radio Corp., Chicago, Ill., at its exhibit, displayed the Lincoln loop aerials and the Lincoln loss condensers and Lincoln kit sets. J. H. Newman, president of the company, and Ralph Bretzner, New York and New England representative of the company, were in attendance.

The Blah Radio Laboratories

The Blah receiver, six tube with resistance-coupled amplification, proved one of the features of the radio exposition. The three Blah models were shown, the popular-priced table set and the two console models with built-in loud speaker with compartments for battery eliminators, etc. S. A. Blah, head of the company, was in charge of the booth, and to give a feminine touch in the surroundings Mrs. S. A. Blah also received. In an attendance were C. B. Calousis, Russell Cole and D. W. Brand.

Denman Bros. Open Branch

PIERMONT, N. Y., October 6.—A branch of the Denman Bros. Music Co., of Armstrong, has been opened here recently with a full line of musical instruments. J. E. Denman, of the firm, was present for the opening, having just completed a buying trip to Chicago, accompanied by C. C. Matthews.

The Jordan Music Co., of Charleston, S. C., has opened a branch store in Lake City.

Gilbert-Keaton Corp. Host to Metropolitan Retailers

Outline Plans for Marketing Kolster Radio at Dinner in Hotel Pennsylvania During the Recent Radio Show Week

The Gilbert-Keaton Corp., 135 Fifth avenue, New York City, distributor of standard lines of radio receiving sets and merchandise, held a dinner at the Hotel Pennsylvania, New York City, during the week of the radio exposition. The outstanding feature of the gathering, at which many important metropolitan dealers were present, was a message regarding the plans for the marketing of Kolster radio, a product manufactured by the Federal Telegraph Co. (of California).

Both Randall M. Keaton, of the Gilbert-Keaton Corp., and I. H. Southgate, of the merchandising division of Kolster radio, presented to the retailers the protective plans under which Kolster products will be marketed. Mr. Southgate also outlined the plans of his organization for acquainting the public with the Kolster products through the medium of national magazines and local newspapers, the latter in close conjunction with the activities of the Kolster distributors and dealer representatives.

After the dinner the Kolster products were demonstrated and the tone quality of the receiving sets was emphasized, as well as the simplicity of operation. The guests of the Gilbert-Keaton Corp. were enthusiastic over the products shown and commented favorably on the high business standards upon which the sets will be marketed.

Others who were in attendance at the gathering were Maximilian Weil, of the Audak Co., inventor and manufacturer of the Selectron. This product makes available the amplifying chamber of the talking machine for either radio or talking machine record purposes at the will of the operator. It becomes a permanent part of the talking machine and is delivered equipped with a Selectron loud speaker unit.

Benjamin Messner, of the Messner Radio Corp., spoke up and demonstrated the Messner Electric receiving set. This set operates from alternating current electric light socket and eliminates the use of batteries. Prior to its

presentation this season the product underwent exhaustive tests and both the manufacturer and distributor guarantee its merits.

Zenith and Pearsall Entertain During Show Week

During the week of the Radio expositions in New York, the Silas E. Pearsall Co. entertained visiting officials of the Zenith Radio Corp., and Paul Klugh, Eastern manager of the Zenith Radio Corp., was also host to Mrs. Lydia M. Green and others of the Pearsall organization. On Friday afternoon, September 18, S. I. Marks, treasurer of the Zenith Corp.; Paul Klugh, W. J. Gaynor, district sales supervisor; H. H. Roemer and Mrs. Roemer and Lloyd L. Spencer, Pearsall general manager, motored with Mrs. Green to her home at Great Neck, L. I., where dinner was served and a party ensued followed by a midnight supper.

On Saturday the Zenith Corp. entertained in its suite at the Hotel Commodore, where the group was joined by S. W. Cradick, sales manager of the Mackenzie Radio Corp.; Henry Rowderick and J. L. Pratt, Rochester Zenith distributors; Major Andrew White and Ernest Hare and Billy Jones. After several hours of entertainment the party adjourned to the Del Fey Club.

Demonstrate Panatropé Daily During Exposition

During the week of the Fourth Annual National Radio Exposition the Brunswick Panatropé and the Brunswick Radiola were on display at the Grand Central Palace, and each day these instruments were demonstrated to an invited audience of dealers at the offices of the company. Eastern Sales Manager Harry A. Beach was in charge of the demonstration and he states that the new instrument made a decided impression on the dealers who listened to it for the first time.

Ralph B. Rhoades, formerly of Yoakum, Tex., has been named as manager of the New Mexico Piano Co., 114 North Second street, Albuquerque, N. Mex.



You Want the Best Talking Machine Felt—"American Felt" Is Its Name

YEARS of catering to the talking machine manufacturer's felt requirements have not gone for naught. Well do we know his needs.

American Felt Company's turntable felt gives supremely satisfactory service. Durability is inbred in the product. No matter how rigorous the usage, American Felt Company's felt may be depended upon to last.

Value is in keeping with our output—the largest in the country. Write our nearest office for quotations.

AMERICAN FELT COMPANY

213 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago

**BOSCH
RADIO**



\$14.50

BOSCH JUNIOR AMBOTONE

Another Bosch Radio triumph—a Radio Reproducer at an extremely low price with unusual tonal quality, purity of reproduction and remarkable range.

The Bosch Junior Ambotone is manufactured by an organization whose reputation for the production of precision electrical equipment has been supreme for years. The Junior Ambotone is beautifully designed and is smaller than the usual type, taking up about half the room—an important sales point.

The Bosch Junior Ambotone will lead sales in reproducers—the greatest value in Radio, in quality and price - \$14.50

**AMERICAN BOSCH MAGNETO
CORPORATION**

SPRINGFIELD,

MASS.

Noted Musicians to Be Heard by Radio

Steinway to Broadcast Programs by Damrosch, Mengelberg, Hofmann and Schumann-Heink

Concerts conducted by Damrosch, Mengelberg and other great musicians, and recitals by Josef Hofmann, Schumann-Heink and other artists will be broadcast in a series of six entertainments given by Steinway & Sons and the Radio Corp. of America, it was announced recently.

The first of the Steinway concerts, which will be broadcast from the new Steinway Hall, 119 West Fifty-seventh street, New York, through stations in New York, Washington and Schenectady, by the Radio Corporation and its associates, will be held on October 27 under the direction of Will Mengelberg. The program will include a recital by Hofmann. A festival hymn composed by Mengelberg for orchestra and baritone solo will be given for the first time

in this country. Fraser Gange will be the soloist.

On November 8 Walter Damrosch on the piano and Paul Kochanski, accompanied by the Steinway String Orchestra, will give the Kreutzer Sonata, which will be broadcast from WJZ, WRC and WGY.

Schumann-Heink will sing at the third concert of the Steinway series on December 4. Other concerts will be broadcast on November 2, November 4 and November 6.

McCoy's Takes Over Skinner Music Co.

WATERBURY, CONN., October 13.—Alvia P. McCoy, president of McCoy's, Inc., has announced the consolidation of McCoy's, Inc., and the Skinner Music Co., two of the leading music shops in this city. Skinner's will be closed in a few days.

This store has been growing steadily, and from time to time incorporating new stores

under its present management. Commencing with Fulton Music Co., it became Driggs & Smith Co., Fulton, Driggs & Smith. McCoy's, Inc., also taking in the New York Piano Co., all of Waterbury. Sedgwick & Casey, the oldest store in Hartford, is now operating under McCoy's, making it the largest music organization in the State.

The new board of directors named after the Skinner purchase includes A. V. McCoy, Charles D. Nye and Henry Dunn. J. H. Ketcham, Lewis Mattoon and Harty Smith, who have been in charge of Skinner's since the death of Mr. and Mrs. Skinner, will be associated with McCoy's.

Well-Known Houses at Illinois Products Show

CHICAGO, ILL., October 9.—At the Illinois Products Exposition, which opened yesterday at the American Exposition Palace in this city, the Chicago division of the Association of Musical Merchandise Manufacturers is represented to advantage. Among the prominent Chicago houses represented in this co-operative display, which will close on October 17, are the following: Armour Co., Ludwig & Ludwig, Wilson Bros., Lyon & Healy, Inc., Geib & Shaefer Co. and others.

New Rate on Radio Sets Disapproved by Commission

WASHINGTON, D. C., October 12.—The proposals of Eastern railroads to increase freight rates on radio sets when combined with phonographs were disapproved to-day by the Interstate Commerce Commission. New schedules which would have made such devices take first-class rates when shipped anywhere in Eastern territory were suspended from October 12 until February 9. In the interim the commission will investigate.

Milleman Music Co. Buys Out the Ohio Music Co.

NEW CASTLE, PA., October 8.—The Milleman Music Co., 369 East Washington street, this city, has purchased the Ohio Music Co., of 8 West Washington street, where the firm will make its headquarters. The concern now handles a complete line of musical instruments, including talking machines, radio, pianos, etc. Through the purchase of the Ohio Music Co. the business of the Milleman Co. will be considerably enlarged.

Jason Co. Opens Store

SPOKANE, WASH., October 5.—The Jason Piano Co., of this city, recently secured a three-year lease on a new store at W918 Riverside. The store will be under the management of Leon M. Jones, who has been connected with the music business in this vicinity over a period of many years.

Change Corporate Name

The corporate name of the Mohawk Electric Corp., with headquarters at Diversely and Logan boulevards, Chicago, Ill., has been changed to the Mohawk Corp. of Illinois, doing business at the same address. This step has been taken to avoid any confusion of names.

Miss Ann Eilers Wed

Miss Ann Eilers, president and manager of the Eilers Phonograph Co., Spokane, Wash., was recently married to B. C. Lantry, assistant superintendent of the Great Northern Railway Co. for Spokane division.

A RADIO SETS
Sure Way to get folks inside your store

HERE'S a suggestion to make inside customers out of passers-by. Let folks know you'll test their tubes free. You can do it quickly, easily and without expense by using the Sterling "Professional" Tube Tester. Or, if you like, you can charge a small fee for these tests.

Once you get people to come to you with their tubes you have the chance to sell them other things—new tubes, batteries, battery chargers, sets, loud-speakers and a tube tester for their own home use, or a tube reactivator for renewing tubes.

You can sell Sterling "Home" Tube Testers, Sterling Tube Reactivators, Sterling Battery Chargers, and Sterling Pocket Meters.

THE STERLING "Professional" TUBE TESTER

besides being a service to the public is your protection against losses due to defective stock, because you can check tubes when shipments arrive. You are also protected against disgruntled "come-backs" by checking tubes when sold.

Ask about Sterling Tube Servicing Instruments and other Sterling Radio Equipment.



for testing large and small tubes.
for testing "B" Batteries.
for matching tubes in the set.
for testing tubes when received in shipment and when sold over the counter.

Price \$30.00

THE STERLING MFG. COMPANY, CLEVELAND, OHIO

Dept. 5

Sterling
"Professional"
TUBE TESTER

Get off to a **FLYING** start **THIS FALL!**

Stock the "Big Three" in Phonograph Needles Now and You Will Be All Set for a Big Season

The profit in business lies not in the first sale but in the repeats. That's something you don't have to be told, but if you want to feature a successful line of Phonograph

Needles you must stock the "BIG THREE" because they mean repeat sales and lasting customer satisfaction.

THEY TOP THE FIELD

BRILLIANTONE - REFLEXO - GILT EDGE
the "Big 3" in PHONOGRAPH NEEDLES

Made the Bagshaw way which means 100 per cent quality, fast turnover, repeat business and satisfied customers. Feature the "BIG THREE" this Fall for big Fall business.

BRILLIANTONE

STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

W. H. Bagshaw Co., Export Dept., 44 Whitehall St.
New York City. Cable Address: "Brillneed!"

SOLD THROUGH JOBBERS EVERYWHERE



WRITE today to us or your jobber for samples and sales-getting information.

Important Trade Activities Feature the Month Throughout Richmond Territory

Columbia Furniture Co. Holds Formal Opening of Remodeled Store—Talking Machine Department a Feature—Demonstrations of New Victor Instrument—The Month's News

RICHMOND, VA., October 8.—The Columbia Furniture Co., which handles talking machines and radio, held a formal opening October 1, of its handsomely remodeled store at 213 West Broad street. The opening was liberally advertised in advance and was well attended throughout the day as well as in the evening. All portables in stock were sold during the day. These were of the Regal make. The firm handles talking machines and both the Atwater Kent and Crosley makes of radio. Jack Herbert, manager of the radio department, was on hand throughout the day and was kept quite busy explaining the various points about radio.

According to Kenneth Lord, manager of the phonograph department, the battery of Audaks did themselves proud. They were in action frequently while the orchestra was playing, the visitors being able to hear whatever records they pleased without interfering with the orchestral music. In addition to the musical attraction, visitors were given souvenirs and served refreshments. Max Schutte, president and general manager of the store, was on hand to see that everything went off fine. The Columbia is the only firm in town equipped with Audaks for demonstration of records and is one of the very few furniture stores handling radio.

Dealers View Orthophonic Victrola

Fred R. Kessnich, wholesale manager for The Corley Co., recently accompanied a factory representative of the Victor Co., to Columbia, S. C., and Greensboro, N. C., where the Orthophonic machine was shown to dealers. Quite a goodly number of dealers were present at both places and expressed themselves as highly pleased with this new product of the Victor. H. C. Lukhard, secretary of the Corley Co., is back at his desk, after being confined to his home by illness.

Enjoys Good Demand

The James Cowan Co. reports that the Outings are still proving ready sellers, despite the fact that the Summer vacation period is past. John H. Cowan, his son, who joined the firm about a year ago, after serving a term in the United States Navy, is now out on the road, traveling Virginia, and parts of West Virginia, North Carolina and Tennessee, which the firm covers as distributor of the Mastercraft and the Outing.

Adds Talking Machine Line

The Virginia Furniture Co., which recently opened at 23 West Broad street, has been appointed Victor dealer. Dabney & Bugg, another furniture company opened recently at 10 East Broad street, is handling the Murdock radio, featuring a neodyne receiver cabinet priced at \$100. C. B. Haynes Company, Edison

Jobber and dealer, is featuring the Thompson line of radio.

New Station Soon to Go on Air

Richmond's new radio station, which will be operated by Larus Bros. Co., tobacco manufacturer, beginning November 1, will be known as WRVA. That the station will greatly stimulate interest in the phonograph and will increase record sales is expected.

News Gleanings

The Martin Music Co. is now handling Genett records priced at 50 cents.

R. E. Thompson Co. Host to Distributors in New York

Get-together Conference and Luncheon Held During Radio Show—New Thompson "Minuet" Radio Model Demonstrated

During the recent radio shows held in New York a number of distributors for the R. E.



Those Present at R. E. Thompson Co. Get-together Conference

Thompson Mfg. Co. were guests of the Thompson organization. A number of meetings was held, a thorough inspection of the factory was made and a get-together conference and luncheon was tendered at the Bankers' Club in New York City.

Considerable interest was aroused during the meetings when the new Thompson "Minuet" model was demonstrated. This is one of the simplest conceptions of a receiving set ever produced. It is attractive in appearance. It is completely self-contained with dry batteries, new type of cone speaker with single tuning control.

Major L. Vivian, salesman for The Corley Co., who returned a few days ago from a trip through West Virginia, reports business in both the phonograph and record line picking up in that territory. For a time a slump in mining operations in that State affected business in all lines materially.

Continued brisk business in Florida is reported by Goldberg Bros., distributors of the Pathé line, as well as others handled under their own name. Due to the boom everybody is spending money freely down that way, and business is expected to remain good as long as the boom lasts. Because of this situation Goldberg Bros. are making a drive for business.

In some parts of Virginia and the Carolinas, phonograph dealers find that business is not so good as it usually is at this time of the year. Crops have suffered greatly from drought with resultant slump in business in these sections.

At first glance it gives the appearance of a mantel clock. Its big appeal will be its compact size, its simplicity and its attractiveness. Here with is shown a photograph of the Thompson gathering taken before the Bankers Club. Among those who attended and can be seen here are Ray M. Smith, Thomas J. Northway, Inc., Rochester, N. Y.; Florence M. Throm, executive offices Thompson Co.; R. E. Thompson, president of the R. E. Thompson Co.; N. D.

Griffin, American Phonograph Co., Albany, N. Y.; M. V. Lynch, Northeastern Radio Co., Boston, Mass.; W. L. King, Thompson executive offices; M. P. Stevens, works manager at the Thompson factory; H. Hyman, executive offices of the Thompson Co.; Herbert Weil, Sr., Herbert John Corp., New York City; A. J. Steelman, of A. Steelman, Inc., New York City; D. W. May, D. W. May Co., Newark, N. J.; Charles H. Womel, Toledo Radio Co.; Charles Beisel, Mid-West representative of the Thompson organization; J. Hoigan, of Bayard, Sumner & Putnam, Worcester, Mass.; C. L. Haberman, secretary and assistant treasurer; Robert W. Porter, vice-president and general sales manager, and L. C. Wiswell, Wiswell Radio Co., Chicago, Ill.; A. Ullman, Northeastern Radio Co., Boston, Mass.; C. L. Marler, National Auto Supply Co., Terre Haute, Ind.; Oliver Shaw, Shaw Power Co., Charlotte, N. C.; H. C. Griffith, the Thompson New York office, and A. L. Zeckendorf, Siegel-Zeckendorf Co., Detroit, Mich.

BIGGEST RADIO PROFITS ARE MADE DURING THE RADIO SEASON

HERE ARE A FEW REAL DOLLAR PULLERS:

Receivers:

NEWPORT
EISEMANN
SUPEROLA
OUR OWN RITZ

Speakers:

K-E
SUPEROLA CONE
PATHE CONE
EXCELSTONE

Batteries:

OUR OWN STORAGE,
(18 Months Guaranteed)
QUEEN "B"

Tubes:

GOLD SEAL, second to none—guaranteed.

Accessories:

Cords, Plugs, Antenna Kits



THE "UNIRAD" WITH A "NEWPRDT" RECEIVER FORMS A PERFECT INSURANCE OF GDDD RADIOD RECEPTION—THE "UNIRAD" SET PLANTS ALL BATTERIES, OPERATING ON EITHER A. C. OR D. C. CURRENT; IMPROVES ANY RECEIVER 100 PER CENT.

CABINETS, TABLES, BENCHES, STDDLS, SCARFS AND CDVERS

3 EAST 14th STREET BRISTOL & BARBER CO., INC.

NEW YORK



The New Series Gennett Records at 50c.

NOW that the indoor season is here the New Series Gennett Records at 50 cents with their timeliness and quality are an important stimulant in renewing interest in the record as a source of home entertainment.

The Gennett Slogan "First and Best on Gennetts" was never truer than it is today, for up-to-the minute popular dance, vocal and novelty hits are to be had when they are new and at a new price!

Then there are the Gennett standard numbers—without which no dealer's shelves are complete—representing the highest attainment in the art of sound recording.

The new Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

Every dealer will be interested in this new plan because the Gennett proposition is worth while. Write for further information.

GENNETT RECORDS

Richmond, Indiana

Kolsters Anticipate

Kolsters satisfy every
requirement of the CONSUMER

The public demands reality in tone—
tonal perfection.

It demands easy tuning—preferably
single control.

It demands a quiet set with no back-
ground noises.

It demands selectivity—no interference.

It demands ample sensitivity.

It demands beautiful cabinets harmo-
nizing with fine furniture.

It demands service based upon a re-
liable guarantee from the manufacturer

Kolster Radio satisfies all these reason-
able demands of the public.

Because of this, Kolster Radio is a
money maker for progressive dealers



Kolster Eight. Single control. Internal
loop. Provisions for external loop or
antenna. Built-in reproducer.



Kolster Six. Dual control for
antenna. Built-in reproducer

Public Demand

Kolsters satisfy every requirement of the DEALER

- Progressive dealers must have, in addition to a set which satisfies public demand, territorial protection.
- They must have a substantial margin of profit.
- They must have protection against obsolescence.
- They must have protection against erratic price fluctuations.
- They must have aggressive advertising

support. Kolsters more than satisfy these reasonable demands of progressive dealers.

Because of all this, Kolster Radio is the line for you to handle.

Write, wire or mail the coupon for complete information.

FEDERAL TELEGRAPH COMPANY
(of California)
Woolworth Building, New York City

Federal Telegraph Company.
(of California)
Woolworth Building, New York, N. Y.

Please send me particulars regarding Kolster Radio and the Kolster dealer proposition.

Name _____
Street _____
City _____
State _____

Kolster Eight. Single control. Enclosed, rotating loop. Also provision for antenna. Built-in reproducer.



Kolster Six. Dual control for antenna. External reproducer.



SONG HITS FROM THE SHOW HITS

<p>KID BOOTS</p> <p>Why Don't You Say So? Someone Loves You After All Along The Old Lake Trail Polly, Put The Kettle On The Same Old Way</p> <p><i>Lyrics by</i> JOSEPH McCARTHY <i>Music by</i> HARRY TIERNEY</p>	<p>MERRY MERRY</p> <p>"It Must Be Love" "I Was Blue" "My Own" "Little Girl" "Every Little Note"</p> <p><i>Lyrics by</i> HARLAN THOMPSON <i>Music by</i> HARRY ARCHER</p>	<p>SUZANNE</p> <p>"SUZANNE" "I Heard The Bluebird" "Maybe I Will" "Little One"</p> <p><i>Lyrics by</i> Wm GARY DUNCAN <i>Music by</i> HAROLD ORLOB</p>
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"YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG!"

Continued Good Demand for Machines and Records in Baltimore Creates Optimism

Columbia Wholesalers, Inc., Report Increase of 40 Per Cent in Shipments of Machines—Local Trade Enthusiastic Over New Victor Products—Radio Show Resulted in Increased Sales

BALTIMORE, Md., October 10.—Talking machine business during September was remarkably good, according to a number of dealers, not only in records but in sales of machines as well and, strange to say, the best business was reported from dealers who are selling standard and nationally advertised machines at list prices and not from dealers advertising cut prices.

40 Per Cent Gain in Columbia Demand

This is also true of the jobbers here, the Columbia Wholesalers, Inc., distributors of the Columbia, making the best report on business for the past month of any of the jobbers. "Shipment of machines during September, in spite of cut prices on competitive products, increased 40 per cent over the corresponding month last year," declared W. H. Swartz, vice-president of the company. "We sold three and one-half times as many records during the same period as we did during September, 1924, and sales for the month were way ahead of December, 1925, which was a banner month. We had to increase both our packing and shipping forces and although working night and day on an av-

erage of three nights a week, we have been unable to supply the demand.

"The old-time records are still the best sellers in this territory. 'The Prisoner's Song,' 'Sinking of the Titanic,' 'Death of Floyd Collins' and other old-time tunes have been over-sold for some time now. Dance numbers, especially those made by the new process recording, are also in great demand, and the record business as a whole has been greatly helped in this territory by the broadcasting of Art Gilliland, whose popularity here is daily increasing.

"We are oversold on the \$125 console machine and have shipped many \$250, \$300 and \$350 machines during the past few months. While the rural demand predominates, the cities have been holding up their end also, as far as talking machine sales are concerned."

Enthusiastic Over New Victor Products

W. F. Roberts, manager of the local branch of E. F. Droop & Sons, Victor jobbers, is another man who is optimistic over the outlook for business this Fall and Winter, in both talking machines and radio, as soon as the new Victrolas are placed on the market and the

company starts turning out radio combinations.

"Hundreds of orders for the Victor-radio combination machine, when it comes out, have already been placed with dealers entirely unsolicited and business will be governed entirely by the number of machines that the company will be able to turn out," declared Mr. Roberts. "The new Orthophonic Victrola is also going to prove a big seller and every dealer that heard the demonstration at the Emerson Hotel last month is loud in his praise of the instrument and has become a booster for the machine. Our record business last month showed an increase of about 50 per cent over September, 1924, and we have been worked to capacity right along to supply the demand."

Radio Show Boosts Business

Radio business here was greatly stimulated by the Radio Show held at the Fifth Regiment Armory during the week of September 28 to October 3 under the auspices of the Radio Board of Trade in conjunction with the Fifth Regiment Maryland National Guard, under the management of Captain Howard J. Lepper. Approximately fifty exhibitors occupying the 180 booths in the immense armory floor space made up the show, in addition to a fashion show each night.

Bernays Johnson, the radio wizard, gave daily demonstrations of the possibilities of radio while A. R. Spartana also mystified the visitors with his demonstrations. Exhibits of both the army and navy attracted considerable attention as well as those of the high schools of Baltimore.

Dealers having booths at the show report many sales of radio sets which resulted from the operation of the broadcasting station at both the afternoon and evening sessions.

Among the manufacturers of radio who exhibited either individually or through their local distributors were: Stewart-Warner Speedometer Co., Radio Corp. of America, National Carbon Co., maker of Eveready batteries; Gillfillan Bros., and Brighton Laboratories, Inc., manufacturers of Brighton tubes. The Atwater Kent Mfg. Co., of Philadelphia, Pa., and the Pooley Co., Inc., also of Philadelphia, exhibited through their local distributor, the Magneto & Machine Co., Columbia Wholesalers, Inc. prominent radio distributors of this city had an interesting display of the Crosley, Magnavox and Fada radio receiving sets, and also the Burgess batteries, Cunningham tubes, Philco storage batteries and socket power units, Balkite chargers, Brach antenna equipment and Tower loud speakers and sets.

Other exhibitors known in local circles and nationally were: Isaac Benesh & Sons, Walter & Franz, Ditch, Bowers & Taylor, Inc.; Lincoln Motor Sales Co., Inc., Radio Center, William H. Cole & Son, Hogge Battery Co., C. G. Smallwood, C. L. Ainstine, Jones Radio & Electric Manufacturing Co., C. D. Messenger, Rova Radio, A. R. Spartana, A. F. Goetz, Inc., M. B. Sleeper, Inc., Joel Gutman Co., Radio Mart, Inc., Consolidated Gas & Electric Co., Mueller



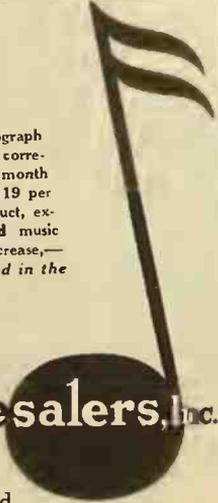
119% More Record Business!

How much did you increase your phonograph record business last month, over the corresponding month last year? During the month of August our record sales increased 119 per cent over August, 1924. Good product, excellent artists, and carefully selected music were largely responsible for this increase,—and only Columbia dealers shared in the extra profits.

Let Us Serve You!

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz
Exclusively Wholesale
205 W. Camden St., Baltimore, Md.



SONG HITS FROM THE SHOW HITS

HOW'S THE KING?

"How's The King?"
"Lady, You Don't Know Me"
"I'll Save All My Evenings
For You"
"When The Right Boy Meets
The Right Girl"

Lyrics by **OWEN MURPHY**
Music by **JAY GORNEY**

MY GIRL

"You And I"
"Desert Isle"
"Rainbow of Jazz"
"A Fellow Like Me"
"Before The Dawn"

Lyrics by **HARLAN THOMPSON**
Music by **HARRY ARCHER**

MERCENARY MARY

"Honey, I'm In Love
With You"
"Mercenary Mary"
"Charleston Mad"
"Just You and I and
The Baby"

Lyrics by **Wm. B. FRIEDLANDER**
Music by **CON CONRAD**

"YOU CANT GO WRONG WITH ANY 'FEIST' SONG!"

Music Shops, Southern Hardware Co, Baltimore Hub-Wheel Co, and Litzinger, Inc.

New Radio Station on the Air Soon

The new 5,000-watt broadcasting station to be operated by the Gas & Electric Co. is rapidly nearing completion and is expected to be in operation by the first of the month. Frederick R. Huber, municipal director of music, will be in charge of the broadcasting and Stanley W. Barrett, formerly announcer at Davenport, Iowa, will be the announcer. This will be one of the most powerful broadcasting stations in this section of the country.

Reports Good Radio Demand

"The radio business is going ahead by leaps and bounds," said L. L. Andrews, president of Columbia Wholesalers, Inc., distributors of the Fada and Crosley machines. "We are the only local jobber to have exhibits at both the Baltimore and Washington shows, occupying large spaces at each show and both shows were very successful from all standpoints.

"We have just completed the allotment of Crosley dealers in Washington and no more franchises for this line will be granted there. The local territory is rapidly being taken up and the same situation applies to the rest of the territory we cover. Our radio and battery business shows an increase of approximately 400 per cent over last year and the busiest time of the year is just at hand."

New Columbia Franchises

New Columbia franchises granted during the past month include M. T. Kiser, Wilder, Va.; A. Hepner, Sykesville, Md.; J. R. Adams Furniture Co., Taylorsville, N. C.; Cheney Studios, Hampton, Va.; W. H. Lamm, Buena Vista, Va. and the Williams-Clark Furniture Co, Littleton, N. C.

Columbia also announces the appointment of S. K. Snyder, as city salesman, and Henry Windfohr, who will act as radio salesman in eastern Maryland.

L. L. Andrews, president of the Columbia Wholesalers, Inc., is receiving the congratulations of his friends on the birth of a daughter about six weeks ago.

H. H. Sheldon Transferred

H. H. Sheldon, formerly covering Baltimore and Washington for the Brunswick branch, has been transferred to the Boston branch of the company, and F. H. Espey, Virginia representative, is now connected with the Philadelphia branch of the Brunswick.

Porto Rico Reduces Taxes on Musical Instruments

WASHINGTON, D. C., October 5.—Decided reductions in the excise taxes on musical instruments have been provided in a new internal revenue law put into effect in Porto Rico last month, according to a report to the Department of Commerce.

The ad valorem tax on phonographs, organs, player-pianos and accessories, pianos, har-

moniums and accessories has been reduced from ten to seven per cent. Musical instruments not specified remain subject to the ten per cent tax.

At present the tax will be collected at the time of sale or transfer in Porto Rico, but upon ratification by the United States Congress the excise taxes will be collected at the time of importation into Porto Rico from the United States and thereafter such articles will be exempt from further tax.

Braiterman-Fedder Co. Is Making Rapid Progress

Distributor of Valley Forge Main Springs and Parts Reports Excellent Business—Founded Last Spring, Has Advanced Rapidly

BALTIMORE, Md., October 5.—Although founded in the Spring of the year, the Braiterman-Fedder Co., distributor of Valley Forge main springs and talking machine repair material made by the J. A. Fischer Co., of Philadelphia, Pa., has made rapid strides. The company is now established in its quarters at 1110 Laurents street, and in the comparatively short period of its existence has opened up a large number of dealers for the Valley Forge line in the territory which it covers.

William Braiterman, head of the organiza-

tion, is familiar with the talking machine field, having had several previous years of wholesale traveling experience in this industry. He, together with his partner, William Fedder, has



William Braiterman

inaugurated an extensive Fall campaign. Mr. Braiterman has just returned from the first of his Fall trips in the territory covering North Carolina. He established a number of new dealers and reports excellent business in this State.

The Bates & Mead Piano Co., Middletown, N. Y., was recently incorporated at Albany, with a capital stock of \$15,000.

From PENNSYLVANIA
to FLORIDA

Radio and music dealers know and talk admiringly of the fine service and square treatment given on the following lines by **COLUMBIA WHOLESALERS, INC.**

FADA · CROSLEY · MAGNAVOX

Burgess, Cunningham, Philco, Balkite,
Brach, Tower

Scientific phones and speakers and all other items necessary for the radio dealer.

1. Exclusive territories

2. Price guarantees

3. Limited Dealers

4. Best Quality only

COLUMBIA WHOLESALERS, INC.

205 W. Camden St.

Baltimore, Md.



That Sturdy Masculine Appeal

We cooked up the Carryola Flapper to catch the ladies' eyes at Christmas time—and after. She's the niftiest, nobbiest Holiday Item that ever coquetted from a dealer's window.

But don't forget the Master—the Carryola Master—the million-dollars-in-less-than-a-year machine. It's *the* model to intrigue the sturdy male. Its lines are truly masculine—it looks stronger—it performs with less affectation. Men will prefer it—unless they happen to remember they are buying for a girl.

As for performance—merit—quality—the two are twain. The same Add-A-Tone Reproducer and other patented features throughout. Both are sturdy, dependable, attractive. Both are guaranteed in the fullest and best sense of that word. (See the right hand page.)

The Carryola Master is finished in genuine Du Pont Fabrikoid—your choice of four rich colors or orthodox black. Spanish Red, Turtle Blue, Butternut Brown, or Jade Green—you can catch about every taste with that assortment!

Don't forget the Carryola Master at Christmas Time—use it to back up the Carryola Flapper. Cash in on our Display Helps and Literature. Order NOW for Xmas delivery.

The CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin



Man-What a Christmas Item!

Date up the Carryola Flapper for your Christmas trade. She has that "rare something," that catchy combination of style and dash that strikes straight in. Every flapper—every girl who loves to tip a toe to jazz—will want this truly charming Carryola.

Music from a band-box! From a de luxe, surprisingly light band-box! And make no mistake. It's real music. Every whit as good as from the Carryola Master. Better than that from many a larger machine, console models *not* excepted.

It's the Add-A-Tone Reproducer that builds that exquisite tone. But there are other selling features, too. The throw-back tone arm; the 15-record pocket in the cover; individual lock and key; nickelled lock and hasps; and other equipment standard with high-class machines.

The Carryola Flapper comes in genuine, black, Du Pont Fabrikoid, trimmed with tan. Open or closed it's a knockout!



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.

You'll never find a better Holiday Item than this. People will be looking everywhere for suitable gifts—for something different. A colorful window display plus an adequate stock of Carryola Flappers will get them. Write us for suggestions and details.

The CARRYOLA COMPANY of AMERICA
 647 Clinton Street Milwaukee, Wisconsin



3 Routes to Sales



In the set market, biggest of all, Thorola dealers are fortified with the 5-tube Thorola Islodyne. It is the only receiver embodying the original *Isolated Power* principle of Thorola Low-Loss Doughnut Coils. Now interference is nil; selectivity is positive—you can demonstrate it. Sets are uniform; no embarrassing disappointments. The appearance is exquisitely distinctive. And tone is the tone which has made Thorola one of the permanently big names of radio.

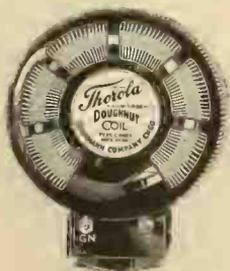
Thorola tone also gives Thorola dealers the strongest loud speaker line. With new burnished Bakelite horn—the largest Bakelite horn ever produced; with important technical refinements such as the self-harmonizing feature; with the identifying, beautiful gold throat-band, Thorola 4 at \$25 continues as the speaker aristocrat of the world!

Smaller, but bristling with Thorola quality, is the Thorola Junior at \$15, putting Thorola dealers powerfully into both ends of the speaker market.

Thorola stores also are the center of interest for set-builders. Only Thorola Low-Loss Doughnut Coils assure the results experimenters are seeking today. Not only the enclosed field of these coils, but the exclusive Thorola low-loss construction contributes to their epochal performance.

In complete receivers, in loud speakers, and in vital radio parts, Thorola dealers have a clear edge, backed by Thorola popular, class, and technical advertising. And with additional new Thorola parts: Low-Loss S. L. F. Condenser, Golden Audio Reproducing Transformer, Rheostat and Fixed Condenser, Thorola guarantees your 1925-26 season.

REICHMANN COMPANY, 1725-39 W. 74th St., CHICAGO



Thorola

I S L O D Y N E

From our **CHICAGO** HEADQUARTERS
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 6242

LEONARD P. CANTY

Encouraging Conditions in the Middle West Filling the Trade with Confidence

All Lines Moving in Satisfactory Manner—Wholesalers and Retailers Optimistic Over the Outlook—Agricultural Districts in Good Financial Shape—Trade Activities of the Month

CHICAGO, ILL., October 7.—The situation in the talking machine and radio trade in the Middle West is at the present time indeed encouraging and its aspect is one which is filling the trade with confidence and optimism. Economically, this section is in a better position than has been the case for several years, bank and government reports showing the central West to be enjoying good crops, and the agricultural districts to be in fairly good financial shape.

The sale of records has been on the upgrade for the past month, the demand being at the present time largely for dance records, musical comedy hits and popular numbers. It is expected, with the advent of the opera and concert seasons, that a similar demand will be noticed for selections of the more serious type. As an example of the betterment of the record business, one Chicago branch of a large record manufacturer reports that the sales total for the past month was two and one-half times as great as that of the corresponding period last year.

Talking machines, especially medium priced consoles and combination models, are moving from the dealer's sales floor at a fair rate, and the demand is expected to increase as the Winter season nears. Portable phonographs con-

tinue to maintain the position of prominence secured during the past Summer, and portable manufacturers are determined to continue the splendid record they have established for the wide distribution and sale of quality machines.

The radio buying season is approaching its height, and the enthusiasm of the public seems to be equally as fervent as was the case in the Fall of 1924. One radio show held in Chicago two weeks ago, comparatively early in the season, drew capacity crowds, with a fine dealer attendance, and the interest displayed bodes well for record-breaking sales of radio products this season.

A. C. Valeur with Perkins Phono Co.

A. C. Valeur, formerly general manager of the Illinois Phonograph Co., Sonora jobber in the Chicago territory, was recently elected vice-president and manager of the Perkins Phonograph Co., Chicago, and assumed his new duties on September 1.

Mr. Valeur is well qualified for the position he now holds as he has spent twelve years in the phonograph industry, having been associated during that time with firms of prominence. For some time he was managing director of the Sonora Phonograph Co., Ltd, with

headquarters in Toronto, Can. Previous to that time he was connected with the Sonora Phonograph Co. in New York City. At one time occupying the position of secretary and treasurer.

Initial Presentation of Brunswick Panatrope

The Brunswick Panatrope, new musical reproducing instrument, about to be marketed by the Brunswick-Balke-Collender Co., Chicago, was given its initial presentation to Brunswick dealers in this territory on October 5, 6 and 7, in the Congress Hotel, Chicago. Three demonstrations were given each day, in the morning, afternoon and evening. Brunswick dealers and members of their sales organizations were present at the gatherings in order to listen to the new instrument, and obtain first-hand information upon the invention, which promises to create a furor in the music trade.

It is the intention of the Brunswick-Balke-Collender Co. to hold similar demonstrations at Detroit, Toledo, Indianapolis and Des Moines, and other of the larger cities in the Middle West in the near future, but the dates of the hearings have not yet been definitely announced.

Outlook Pleases Henry Forster of Utah Radio

Henry Forster, general sales manager of the Utah Radio Products Co., manufacturer of Utah loudspeakers and units, spent several weeks away from his desk visiting the New York and Omaha radio shows. Mr. Forster also spent some days at Detroit and upon his return to Chicago commented enthusiastically upon business.

(Continued on page 142)



Kimball Style S



Kimball Style Y

KIMBALL PHONOGRAPHS

Prestige

Best Value

GET ready now for phonograph business that is sure to come for *Fall* and *Winter*. Look for responsible customers and sell the *reliable* Kimball. No better value anywhere. Variety of Console and Upright Styles. Ask about Kimball Sales plan if you are interested in *real profits*.

We are jobbers for Columbia and Harmony records. Write us.

W. W. KIMBALL CO.

Established 1857

Kimball Hall

306 So. Wabash Avenue

CHICAGO, ILLINOIS

Manufacturers of

Phonographs, Pianos, Player Pianos, Reproducing Pianos
 Pipe Organs, Distributors of Columbia Records

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

ness conditions generally, and particularly upon the reception being accorded Utah loudspeakers.

Mr. Forster states that Utah products are now receiving country-wide distribution, and at the present time it is primarily a question of production rather than sales. The company is doing everything possible to give its patrons efficient service in their deliveries, but it was handicapped for a short while by the loss of a very large amount of raw material in a serious train wreck in Colorado. This unfortunate accident caused a ten-day delay in the factory, but the plant is now working day and night and shipments are being made regularly.

In discussing the various radio models, Mr. Forster compared the automobile and radio industries so far as the choice of instruments was concerned, in that the present-day purchasers of automobiles are asking for maximum refinements in their motor cars, and the present public trend in radio receiving sets is towards a product of attractiveness and beauty. Mr. Forster is now making plans for the coming year, and there is every indication that Utah loudspeaker products will attain in 1926 an even greater degree of popularity than accorded them during the past season.

United Cabinet Manufacturers Corp. Expands

The United Cabinet Manufacturers Corp., of this city, consisting of W. C. Perkins, Henry Forster and I. Lund, all of whom are well known in the radio and phonograph industries, have now taken over the output of four large cabinet factories, and during the past month have signed a number of important contracts with well-known manufacturers of radio receiving sets. In order to give these manufacturers the proper type of service and co-operation, the company has engaged two of the leading furniture designers in the Middle West, who will design radio cabinets for the United Cabinet Mfrs. Corp., exclusively. The contracts signed by the company are keeping all four plants on a day and night schedule, and at the present time the designers are laying out their plans for the 1926 season.

Introduce New Eureka Models

The Eureka Talking Machine Co., Chicago, is introducing to the trade several new models of talking machines of the console type. Model A, a radio combination console, is attractively finished in walnut and mahogany, and measures 33 inches in height, 33 inches in width and 21 inches in depth. Model B is a straight console type talking machine with beautiful grill work

in the center, covering the horn opening. Other attractive models are the radio combination models D and E, and model A, a straight console talking machine, all finished in walnut and mahogany.

Two New Oro-Tone Brass Tone Arms

The Oro-Tone Co., manufacturer of tone arms, sound boxes and radio tone arms, this city, is introducing to the trade at the present time two new brass tone arms, designated as numbers 60 and 65.

The No. 60 is a brass radio tone arm which may be connected with a radio set, thus utilizing the talking machine horn as a loud speaker. There is no necessity of disconnecting the radio attachment while the phonograph is being played. When not in use a small cap fits over the opening through which the radio set is attached to the tone arm. Model 60 plays all types of records.

The No. 65 tone arm is of the goose neck type and will play only lateral cut records. The Oro-Tone Co. is now in production on the two new tone arms and deliveries will be made in a few days.

M. C. Schiff Visits Eastern Points

M. C. Schiff, president of the Vitrola Talking Machine Co., spent several days during the latter part of September in New York, N. Y., and other important Eastern trade centers. While in New York City he conferred with Leon C. Samuel, vice-president of the Vitrola organization, and visited the dealers in nearby points. Mr. Schiff returned to the Chicago office imbued with a spirit of confidence and optimism regarding present conditions in the talking machine industry. Vitrola products are meeting with a fine response from the music trade throughout the country, and the factory in Saginaw is operating night and day in order to supply the demand.

Howe Crystal Set Introduced

The Howe Auto Products Co., Chicago, is introducing to the music trade its Howe crystal set, which has met with a tremendous response from the public. During the Summer months 25,000 of these sets were sold in New Orleans, and 15,000 in Houston, according to the sales figures of the firm.

The Howe crystal set is compact, neatly encased in a durable metal case, finished in olive, with a dial on the front that can be used in "logging stations" when desired. The set brings in stations within a radius of twenty-five miles with both volume and clearness

number of broadcasting stations are using the Howe set to test the manner in which their programs are received.

Gulbransen's Advertising Drive

A gigantic advertising drive was inaugurated by the Gulbransen Co., Chicago, manufacturers of Gulbransen registering pianos, during the month of September through which the firm's publicity reached at least three out of five homes in every community in the United



"You played that like an Artist, Dad!"
Yet Father Did Not Touch the Keys!
 Yes, untrained persons can now play roll music with their Personal Touch—Just like hand playing.

It begins every day in thousands of homes.
 That's the difference between the Gulbransen Registering Piano and any other instrument on the market.

HERE again we don't stop when we make home sets. The set's hand makes home sets. The set's hand makes home sets. The set's hand makes home sets.

Four Models
 \$450 - \$1200
 \$615 - \$1500

Mail This In Gulbransen
 Name
 Address

Dealer's Name Here

GULBRANSEN
 The Registering Piano

Gulbransen Dealer Ad in National Drive States. In the Saturday Evening Post of September 19 there appeared a full-page advertisement showing a family grouped around a Gulbransen upright registering piano with the father operating the instrument.

In addition to the Saturday Evening Post, the Gulbransen Co. is advertising in the American Magazine, Country Gentleman, Everybody's, Ainslee's, Sea Story, Munsey's, Short Stories, Holland's Magazine and several other publications.

The advertisement which appeared in the Post on September 29, dramatically and effectively points out the distinctiveness of the Gulbransen registering piano. A coupon appears upon the page which the reader might mail to the Gulbransen office for complete information on all Gulbransen models.

Victor Radio Corp. Introduces Its Line

The Victor Radio Corp., Chicago, Ill., is introducing to the music trade at the present time its line of loud speakers and loud speaker units. The speaker line consists of three different styles, the crystal black Leader which retails for \$10.00, and two other Leader models, including an \$18.00 horn reproducer and the Baby goose neck loud speaker.

The large model of the Leader loud speaker is twenty-two inches high with a bell diameter of thirteen and three-fourths inches. The bell is finished in either walnut or mahogany and the goose neck and base are finished in a beautiful vine-gold. The Leader is also furnished in a smaller size finished in special crystal black with a cast iron base and a silk cord for attaching to the radio set. The Baby goose neck loud speaker has a mahogany bell and a vine-gold base and goose neck. The goose neck is made of cast aluminum and the company states that this metal preserves the natural quality and clarity, preventing unnecessary vibration which tends to distort sound.

The Leader unit is made in two types, A and B, each furnished with a five-foot cord. Accord-

(Continued on page 144)



HOWE
RADIO
RECEIVER
\$1.75

The Crystal Set That Creates NEW "Radio Faux"

Summer Sales of 25,000 in New Orleans, 15,000 in Houston and so on.

The HOWE Radio Receiver is the dealer's best aid in reaching that skeptical 80 per cent of the public which has not yet been "bitten by the Radio Bug." The 250,000 HOWE Receivers already sold have been "Stepping Stones" to the purchase of tube sets.

The HOWE Receiver is most decidedly Not a Toy—it brings in loud and clear all stations within a 25-mile radius, and has good selectivity. Its Low Price induces the non-user of Radio to "get into the game."

We shall be glad to hear from Jobbers and Dealers who are not selling the HOWE in large quantities

HOWE AUTO PRODUCTS CO., 120 N. Green St., Chicago, Ill.



\$25

West of Rockies, \$26.50
In Canada, \$35

The SAAL

Soft SPEAKER

brings the best out of any radio set

HERE is a radio reproducer you can sell to your most particular customer with the knowledge that it will render permanent service and stand up under most constant usage.

The Saal does not force your customer to choose between volume and tone quality. It combines volume with a velvet tone. It is not a fad. It is not a trumpet. It is a faithful reproducer of radio programs. It is properly constructed and shaped for the accurate reproduction of sound. It removes the objection to loud speakers. It has no blare, no blast, no metallic ring.

The Saal Soft Speaker is made to last a lifetime. The neck is of aluminum. The bell is of genuine Bakelite. There is no wood, no tin, no compo-

sition. It has nothing to warp, crack or deteriorate. The reproducing unit is of all-metal construction and cannot be harmed or "blasted" by the loudest receiver. It maintains its tone with any volume. There is no adjustment knob to complicate tuning. It is guaranteed to give satisfaction to the user.

In appearance the Saal with its black bell, black crackle throat and graceful lines is the aristocrat of horns. Also furnished with a brown bell and gold or silver stippled throat at \$5 extra. It is manufactured by a company with years of experience in the music business. A large plant insures prompt delivery. It is thoroughly advertised. Order through your jobber. Jobbers write to us.

SAAL Jr.

The same in every respect as the Saal Soft Speaker except it measures 1 1/2" instead of 2 1/2" inches in height.

\$20 West of Rockies, \$21
In Canada, \$27.50



In the Saal Soft Speaker Unit the action of four pole pieces of powerful magnets are connected on a carefully polished armature. This armature is connected to the diaphragm by a pin. This pin moves the diaphragm with a push and pull motion. There are no springs. The action is extremely precise, reproducing all consonants and overtones, yet the unit can't get out of order. This unit is used as standard by many leading manufacturers of fine radio receivers in built-in models.

SAAL *Soft* SPEAKER

Volume with Tone Quality

Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Ave., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

ing to the manufacturer, both units are remarkably free from distortion, and the amplification can be adjusted perfectly to meet varying conditions by a tone adjuster. Laminated cores and magnets are used in the construction of the unit, providing for a clear tone in re-producing the highest notes of the violin and the lowest registered by the organ, with both tone and volume.

Unique Erla Demonstration Case

The Electrical Research Laboratories, Chicago Ill., manufacturer of Erla radio receiving sets and parts, recently devised and placed in the hands of its dealers' salesmen a unique demonstration case. It is finished in black leatherette, and contains both A and B batteries, tubes, and a cabinet type loud speaker. The salesman, instead of making a number of trips into the home of the prospect, makes but one, with the set and the demonstration case, which weighs only thirty-seven pounds. Only seven minutes is required to install the radio set and place it in operation.

"Talker" Section Feature of New Store

Charming in design and beautiful in furnishing, the phonograph sections of Chicago's new department store—the New Third Store of W. A. Wieboldt & Co.—opened in September—are among the finest in the State. Wide spacious sections, excellent display space and perfect harmony in arrangement combine to make the department one of the most attractive in the entire store. The New Third Store is one of three large department stores operated in Chicago by the Wieboldt organization, the West Town Store, opened 42 years ago with the founding of the organization, the North Town Store, opened eight years ago on the North Side district and the new store, located in a residential section a few minutes from Chicago's loop.

The phonograph sections are located on the third floor conveniently near the main sets of elevators. The furnishings and woodwork are of genuine American walnut, with the white of the ceiling adding a light and sunny appearance and the vivid blue of the thick, soft velvet carpeting a charming contrast to the dark of the furnishings. An effect of spaciousness is achieved throughout the department, with rather the appearance of a group of beautifully furnished studios.

The display windows which are devoted to this department have the same distinctive touch that is evident in the furnishings of the sec-

Pat. 3-24-25

CARTER Loop Aerial

Joseph Calcaterra, the well known radio writer and experimenter, says of this loop: "The Carter loop is without doubt the most efficient loop that has yet been made."

\$15

Write us for illustrated folder giving complete mechanical and electrical descriptions

In Canada: Carter Radio Co., Limited, Toronto



Order from your Jubber.

tions. In various other of the windows, usually the furniture and rug showings, one or two phonographs, with a few accessories, are displayed and with pleasing results. During the several months previous to the opening of the New Third Store an extensive advertising campaign was carried on through the newspapers, billboards and several direct-by-mail series. These efforts resulted in a splendidly successful opening.

Develop Important New Process

The Illinois Bending & Mfg. Co., Chicago, Ill., manufacturer of tubular products, which has been serving the talking machine industry for several years, making tone arms, radio tone arms, and other phonograph attachments, has developed a new process for bending and forming tubes to almost any taper or angle desired. S. A. Larson, president of the firm, recently announced the expansion of manufacturing facilities and stated that his organization is now equipped to handle larger production. The firm is at present filling large contracts from prominent radio cabinet and loud speaker manufacturers, making brass radio loud speaker tubes for use in cabinet type loud speakers.

Columbia Artist at Piano Club

At the noonday meeting of the Piano Club, on Monday, October 5, Willie Howard, star of the musical comedy "Sky High," was the guest of honor. The popular comedian, a Columbia record artist, sang several of the hits which he has recorded, and was greeted with hearty applause by the club members.

Harmony Music Shop Adds Columbia Line

The Harmony Music Shop, which for the past fifteen years has recorded musical merchandise exclusively, recently secured the franchise to

handle Columbia phonographs and records, including the new Harmony series of records.

Bank Uses Zenith in Thrift Window

Probably for the first time in the history of banking, a Zenith radio set and a broadcasting station are being used by a Chicago Bank in a "Thrift Campaign." The Greenbaum Sons Bank & Trust Co., this city, equipped its La Salle street window with a Zenith radio with which they join an enlargement of a photograph of the Hotel LaSalle in which the Daily News' WMAQ station is located. A poster urging



Showing Zenith Radio in Thrift Window prospective customers to "Broadcast Your Thrift" was placed in the center of the window. The display attracted considerable attention.

Arranged for Fine Stewart-Warner Displays

R. H. Woodford, sales manager of the radio division of the Stewart-Warner Speedometer Corp., returned to his desk the latter part of September after being away several weeks. Immediately upon his return Mr. Woodford made arrangements for a trip East, and in all probability he will visit Stewart-Warner branches in the leading Eastern cities before getting back to Chicago.

In his September travels Mr. Woodford attended the radio shows in New York, where Stewart-Warner sponsored very handsome exhibits, and he also visited Washington and Detroit. In the former city he completed arrangements whereby Stewart-Warner products will be displayed in handsome showrooms, located at 1117-19 Fourteenth street, Northwest, and in Cleveland he also made arrangements for the opening of handsome Stewart-Warner showrooms at 2315 Prospect avenue. Both of these showrooms are located in the business centers of the two cities, and will undoubtedly add materially to the co-operation and service offered Stewart-Warner dealers by the Washington and Cleveland organizations.

Mr. Woodford is keenly interested in the success of Stewart-Warner exhibits at the various radio shows, for this company is leaving nothing undone to present its products to excellent advantage at the various radio expositions. In addition to the New York shows, the complete line of Stewart-Warner radio products has been or will be presented in Washington, Detroit, St. Paul, Cleveland, St. Louis, Utica, Baltimore, Syracuse, Omaha and Indianapolis. Large space has been secured for the mammoth radio show at the Coliseum in November and the company also presented its products to advantage at the Illinois Trades Exposition held in Chicago this month.

Paul Whiteman's Concerts Helps Victor Trade

Paul Whiteman and His Orchestra, Victor record artists, were heard in concert at the Audi-

(Continued on page 146)

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.

SUCCESSORS: Grace T. ... Machines, Dea Records, Talking Machine Supplies, Etc.



TRADE MARK "CONSOLA" CITY OF CHICAGO ILL. MADE IN U.S.A.

227-229 W. WASHINGTON ST. CHICAGO, ILL.
Branches: 2857 Gratiot Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.



THE JEWEL RADIO LOUD SPEAKER

Strong and substantial in construction; beautiful brown mahogany finish.



Price \$25.00, west
of the Rockies
\$27.50.

A new design and principle in loud speakers for the radio. The tone amplifier is of special design, made entirely of wood and the shape is such as to deliver the sound waves in the proper manner to produce the best results. The tonal quality is the finest ever produced by any loud speaker, rich, full and with plenty of volume and with no distortion on either the high or low tone.

Write for details and territory.

THE JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

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.

torium Theatre, Sunday, October 11, and were greeted by a packed house. Every previous Chicago appearance of the Whiteman organization has been signalized by a complete "sell-out." Victor dealers throughout the Chicago territory tied up with the appearance of the popular conductor with Paul Whiteman window displays, both selling the concert to their customers and advertising his records before and after the event.

Buy Outstanding Jewel Co. Stock

At a recent meeting of the stockholders and directors of the Jewel Phonoparts Co., of this city, well-known manufacturer of tone arms, sound boxes, attachments and loud speakers, arrangements were made whereby all of the outstanding stock of the company was purchased by T. E. Davidson, William Turcs and A. H. Davis. These three well-known phonograph executives are now in complete control of the company with no stock outstanding. Mr. Davidson remains as president, the position he has occupied for several years; Mr. Turcs is vice-president, and Mr. Davis is secretary, treasurer and sales manager.

All of the officers of the Jewel Phonoparts Co. are well known to members of the phonograph industry, for each one has been identified

with the trade for many years. Mr. Davidson has to his credit important inventions relative to tone arm and sound box construction, and these inventions have formed the basis for the exceptional success attained by the Jewel Phonoparts Co. He is recognized generally as one of the foremost authorities on the manufacture of phonograph parts, and as president of the Jewel organization he has directed its activities to splendid advantage during recent years.

Mr. Turcs has been identified with the phonograph trade for over ten years, having occupied important executive posts with well-known manufacturers of phonograph parts. He has visited manufacturers, jobbers and dealers throughout the country, and is thoroughly familiar with the manufacturing and sales problems of the industry as a whole. He is planning to keep in close touch with the trade throughout the coming year and will be on the "firing line" continuously. Mr. Davis has been a member of the Jewel organization for a number of years, and prior to his association with the company was connected with Lyon & Healy. He has worked in close co-operation with the trade and as sales manager of the Jewel organization is leaving nothing undone to give manufacturers, jobbers and dealers efficient service.

W. C. Fuhri Visited Local Headquarters

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, was a visitor this month at the Chicago branch of the company, spending several days in conference with Charles F. Baer, manager of the Chicago headquarters. Mr. Fuhri was delighted to find that record sales in Chicago territory for the month of September had shown a very large increase over the preceding month, and in fact, the sales figures for the month indicated that September record business would represent a high water mark for the past two and one-half years. The new popular re-

cordings in the Columbia library are meeting with an enthusiastic reception, and with the opening of the symphony season there is every indication that the demand for the Master Works Series will far exceed last season's figures.

Makes Gratifying Report Anent Business

Carl D. Boyd, radio sales manager of the French Battery Co., Madison, Wis., returned to his Chicago office on October 1, after having spent some time at the Madison plant. He reports business to be in excellent condition, and the French Battery plant to be working at top speed in order to take care of the demand for Ray-O-Vac batteries. During the next thirty days Mr. Boyd plans to spend considerable time in attending radio shows throughout the country.

Tied Up With French Ray-O-Vac Publicity

On October 3, a two-colored, double-page spread appeared in the Saturday Evening Post, advertising French Ray-O-Vac radio batteries, manufactured by the French Battery Co., of Madison, Wis. To tie up with this national advertising smash, two broadsides were mailed to all French battery dealers telling them of the advantages in handling a well-advertised product, and stressing the high quality of French batteries. One week before the advertisement appeared, colored reprints were forwarded to all dealers for use in their windows. Present plans call for a series of double-page advertisements in color in the Saturday Evening Post at regular intervals.

Considerable Columbia Recording

During the past few weeks there has been considerable recording accomplished at the offices of the Columbia Phonograph Co., 432 South Wabash avenue, and among the Columbia artists who have made additional records for the Columbia library are Art Kahn and his orchestra and Ford & Glenn. Both of these organ-

(Continued on page 148)

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

Give Your Business New Energy

Thousands of Dealers in America sell and recommend Okeh Records.

Okeh Records are a necessity to their prosperity.

Okeh Records bring dependability to daily trade.

The best record that you can today sell is Okeh.

The only way you can enjoy Okeh profits is to become an Okeh Dealer.

You can become an Okeh Dealer by advising us this is your desire.

There is a successful future for one selling

Okeh Records

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 146)

izations have attained phenomenal success in the Columbia library and their new recordings include some of the most popular hits of the day.

With the recent opening of "Kid Boots" in Chicago, one of the leading musical comedy hits of recent years, Columbia is exceptionally well represented in the Chicago musical world, for Eddie Cantor, the star of "Kid Boots," records for Columbia exclusively, and is generally recognized as one of the most popular recording artists before the public at the present time "Sky High," another successful musical comedy, now playing in Chicago, has for its star Willie Howard, exclusive Columbia artist, and "Naughty Rigarette," which is pronounced a hit, includes among its stars Alexander Gray, whose Columbia records are meeting with a very active demand.

New Harry Alter & Co. Catalog

Harry Alter & Co., prominent Chicago radio distributors, recently placed in the hands of their dealers a complete catalog of radio sets and parts. The booklet is furnished to the dealer for mailing to his prospects and the customer lists, and on the inside of its attractive cover are a number of helpful hints for the radio set operator as to the use of receiving sets, tubes, batteries, selection of loudspeakers and also useful information for the set builder.



In the catalog proper are fully illustrated and described Cunningham radio tubes, Brandes speakers and phonograph attachments, Frost-Musette loudspeakers and head sets, Utah loudspeakers, Balkite battery chargers, the new Gould Unipower, Burgess radio batteries, the complete line of Erla parts, the Jefferson tube rejuvenator, and a number of other products. Space is allowed on both the front and back covers of the radio catalog for the dealer's name and address, and the consumer is respectfully invited to visit the dealer's store for a demonstration, information and service.

J. W. Reagan Returns From Gotham

J. W. Reagan, sales manager of Howard B. Jones, manufacturer of the popular Jones multi-

plug, returned to his desk recently after an Eastern trip, which included a visit to the New York radio shows. Jones multi-plugs occupied an attractive booth at the exposition in the Armory in New York, and Mr. Reagan was very enthusiastic regarding the success of the exhibit.

During the past few months Jones multi-plugs have been adapted for use by a large number of prominent radio receiving set manufacturers who, by using these plugs, can completely wire their sets before shipping them to the dealer. Music dealers who are keenly interested in the sale of radio sets are also using Jones' multi-plugs to advantage, for these plugs make the sets in the dealers' establishments interchangeable and permit of the demonstration of one set or another from one set of batteries with maximum convenience.

Howard B. Jones, under Mr. Reagan's direction, is using considerable advertising to reach the radio public, and this advertising, in behalf of the Jones multi-plug, is attracting considerable interest. The radio fan has been advised that the use of this plug makes any set portable and insures the set owner against leaving any tube or any part of the set connected up with batteries when the set is not being used. It also permits of a quick disconnection when a slight adjustment in the set is required and the eight-foot cable furnished with the Jones multi-plug not only provides a neat wiring arrangement but permits of the placing of batteries in the basement or in other convenient places.

Targ & Dinner Have the Pet-O-Fone

Targ & Dinner, 229 West Randolph street, this city, have been appointed Chicago representatives for the Pet-O-Fone Mfg. Corp. of New York City. The Pet-O-Fone is a camera size portable talking machine that has had a wide sale in this territory and the newly appointed representatives expect it to be a very heavy seller during the holiday season.

Apex Electric Co. Introduces New Products

The Apex Electric Mfg. Co., manufacturer of Apex radio receiving sets and vernier dials in this city, is introducing to the trade at the present time the Apex A and B battery connection, which consists of a six-foot flame and acid proof silk-covered cord with five connections, two for the A battery and three for the B battery. The plug has a pure molded bakelite

base with a positive spring contact. The battery connection is easy to install, and a cord is attached to each one insulating the dealer from the batteries with the set by means of the new Apex product. The Apex A and B battery connection is used on all the receiving sets manufactured by this successful concern.



Apex Entertainer

The Apex entertainer, an all-wood horn loudspeaker, and the Apex Console Entertainer, an all-wood cabinet speaker, also manufactured by this firm, are meeting with a fine response from the trade, according to Apex officials. Both of these loud-speaker products were introduced about three months ago, and since that time wide distribution and sale have been secured in a most satisfactory manner. The Apex Entertainer of the horn type is finished in black leatherette, with gold trimming, and its base is of steel. The Apex



Apex Console Entertainer

Console Entertainer utilizes the peculiar vibration of wood fibre for reproduction of sound. The cabinet is of an artistic design, and is finished in walnut. The Kellogg improved sound unit is used in both loudspeaker models.

Introducing New Products

The Fore Electrical Mfg. Co., St. Louis, Mo., is introducing to the trade at the present time a new "B" battery eliminator and dual tube



"B" Battery Eliminator

charger. The new product charges all makes of radio "B" batteries without any extra attachments at exactly the rate decided by the operator. The dual charger is wired in multiple and uses two regular Tungar 2 1/2 ampere tubes.



Fore Dual Charger

In case one tube burns out, the user still has the advantage of the other tube for charging at a 2 1/2 ampere rate instead of 5 as when both are used. The Zinke Co., Chicago, Ill., acts as sales agent for the Fore Electrical Mfg. Co.

We are Direct Factory Distributors

Balkite Premier Electric Company
 Remler
 SHAMROCK
 BRIGHT STAR
 Brandes
 ALL-AMERICAN
 BENJAMIN
 ALBERT
 Allen-Bradley Co.
 ACME

ERLA
Burgess Radio Batteries
RADION

100% SATISFACTORY SERVICE!

A BUSINESS built on giving a dealer what they want when they want it! Tremendous stocks always of nationally advertised products assure immediate deliveries... and efficient service that speeds these deliveries along. This business is strictly wholesale... offering adequate protection to our patron.

Dealer—Send for our latest catalog! Please use your letterhead in writing.

The Harry Alter Co.
 Wholesale Radio

The Harry Alter Co.
 Ogden at Carroll Ave., Chicago, Ill.

2 Radio Accessories That Sell More Radio Sets



Merchandised in 100 and 150 ft. lengths ready for immediate use.



A 6 ft. cord in an attractive carton. Color-coded and ready for instant use.

ALWAYS sell an Aerial and a Battery Cord with every set. In addition to making an extra profit, you are protecting yourself against trouble by insuring satisfaction to your customer.

A **Beldenamel Aerial**, merchandised in an attractive carton, cannot corrode or change in resistance. The baked Beldenamel coating on the copper strands increases the effective surface exposed to the oscillations from the broadcasting stations, and it picks up more energy for the set. This means louder signal strength and greater range.

The **Belden Battery Cord** eliminates the messy battery wiring that is an eye-sore to the discriminating radio set owner, and it prevents accidental short-circuits that blow out tubes and ruin batteries.

The entire Belden line is widely advertised, and a fast seller. Mail the coupon for more facts, now!

Order from Your Jobber
Right Away



Belden Manufacturing Company
3122 L. So. Western Ave., Chicago

We certainly want to insure satisfaction to our customers, so please send us the latest sales literature on the Belden line of fast-selling radio accessories.

Dealer

Address

Belden

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

Demonstration of Brunswick Panatrope at Chicago Headquarters Arouses Enthusiasm

Press Representatives and Music Critics Present—Meeting Opened by A. J. Kendrick, General Sales Manager, Phonograph Division—C. T. McKelvey in Charge of Demonstration

CHICAGO, ILL., October 7.—Music critics, newspaper representatives and the trade press gathered on Friday afternoon, October 2, for the initial private hearing of the Brunswick Panatrope, new musical reproducing instrument which will soon be brought out by the Brunswick-Balke-Collender Co., this city.

A. J. Kendrick, general sales manager of the phonograph division, opened the hearing with a short talk, pointing to the Panatrope as a radical departure from the mechanical talking machine, and introduced C. T. McKelvey, of the Brunswick sales promotion department, who demonstrated and described the new instrument,

comparing it with the mechanical phonograph.

Mr. McKelvey pointed out the fact that the mechanical phonograph, as it is known to-day, has undergone practically no change during the past fifteen years, except in cabinet design. He stated that there is absolutely no comparison between the phonograph and the Panatrope, since the new instrument is designed upon an entirely new method of reproducing musical sounds over the entire scale to which the human ear is sensitive, and that the new invention is evolved from the knowledge brought both by the radio and the phonograph.

A standard Brunswick console phonograph

was placed side by side with the Panatrope, a loud steel needle used in the former and a medium steel needle in the new instrument. A number of orchestral, piano, guitar and voice recordings were placed first on the talking machine, and then on the Panatrope, and the result brought enthusiastic applause.

"Electrical recording," stated Mr. McKelvey, "really necessitates electrical reproduction in order to insure perfect and complete reproduction of all notes of the scale. However, the Panatrope will reproduce anything recorded, and it is not our desire or intention to belittle the old-style phonograph and record."

He explained the name Panatrope as evolved from the Greek words "pan" meaning all, and "trope" meaning scale, the name being applicable since the instrument reproduces faithfully notes far below and above the tone band which a phonograph is capable of recording. Heretofore it was possible to record from 400 to 7,000 vibrations per second, but with the new process of electrical recording and of reproducing by the Panatrope, the listener may clearly hear tones reaching down to 16 vibrations per second, and up to 20,000 per second, or the entire compass of the human ear. Where reproducing ridges are cut 80 to the inch on an ordinary record, the Panatrope records may be cut as fine as 500 to the inch, which makes possible records which will run for as long as forty minutes, sufficient for an entire symphony, and nearly enough for the opera "Il Pagliacci."

The Panatrope operates with a needle, similar to that used on all phonographs, which is made to vibrate with the inflections engraved in the record ridges. Here the whole method changes, for instead of vibrating a diaphragm, as now, the needle vibrates a soft iron "reed" which is in a magnetic field. As the iron "reed" vibrates, it changes the intensity of the current producing the magnetic field. These minute variations in the weak current are amplified with radio tubes to such intensity as is desired—loud enough for a home or for a concert hall.

The frequency of the amplified current is always the same, and amplifications can be made without any distortion whatever. When amplified sufficiently, the electric impulses vibrate a disc, giving forth exactly the same tonal vibrations as those making the original record.

The Panatrope is the result of a combination of engineering and electrical research by the Brunswick-Balke-Collender Co., the Radio Corporation of America, the General Electric Co., and the Westinghouse Electric Co.

Vice-President P. L. Deutsch, of the Brunswick Co., regarding the Panatrope, said:

"The process of recording music is that used in the talking film, or Pallatrope, invented by Charles A. Hoxie, of the General Electric Co., which differs in detail from the Photo-film of Dr. Lee DeForest.

"Mr. Hoxie's invention has been modified considerably. The music vibrations are made to vibrate a light, which is changed by a photo-electric cell into variations of an electric current. These variations are amplified as in radio, until sufficiently powerful to operate an engraving tool, cutting the modulations into the groove of the phonographic disc.

"All factors in the reproduction being constant, there is no chance for loss of any vibrations to alter or change the quality of the tone. At present the disc form of records will be used, so it may be adapted to the millions of phonographs now in use. These records contain with equal accuracy the tonal impressions of the human voice, or a full orchestra, piano or even the harpsichord, never successfully recorded by old instruments.

"In spite of the vacuum tube amplification equipment, the Panatrope cabinet will be slightly smaller than the present phonograph cabinet. It can be operated either with dry batteries, storage batteries, or by direct connection with the lighting circuit at a cost considerably less than that of operating a small electric fan."

Balkite Radio Power Units provide unfailing, uniform current for both circuits



Balkite Battery Charger
This popular battery charger is entirely noiseless and 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. Also for 25-40 cycles with 1.5 ampere charging rate.
Price \$19.50
West of Rockies, \$20
In Canada, \$27.50



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 sets now using dry cells. (2) With storage batteries of four tubes. (3) As a "trickle" or continuous charger for sets of as many as 8 dry cell or storage battery tubes. Size 5 1/2 in. long, 2 1/2 in. wide, 3 in. high. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

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
In Canada, \$15

Balkite Radio Power Units improve and simplify radio reception. With their use the radio current supply is unfailing and always exactly what is required for each circuit. They reduce the amount of attention required by the set.

The Balkite Battery Charger is entirely noiseless and can be used while the set is in operation. The Balkite Trickle Charger is especially adapted to sets of small "A" current requirements.

Balkite "B" II is also well known. It eliminates "B" batteries and supplies plate current from the light socket. It fits any set. The new Balkite "B" at \$35 is especially designed to serve sets of 6 tubes and less.

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. All are fast-moving, trouble-free and thoroughly advertised.

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 twice a year.
Will serve any set requiring not over than 20 milliamperes at 90 volts—practically all sets of 5 tubes or less and most 6 tube sets. Occupies about same space as 45-volt dry "B" battery. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.
Price \$35
In Canada, \$49.50



Balkite "B" II
Same as the new Balkite "B" but will fit any set including those of 8 tubes or more. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.
Price \$55
In Canada, \$75

The Gould Unipower is equipped with a special Balkite Radio Power Unit

National Radio Exposition Held in Chicago

Radio Fans and Trade Representatives Crowd American Exposition Palace From September 28 to October 3 to View the Many Exhibits at Exposition Sponsored by Radio Dealers' Association

CHICAGO, ILL., October 8.—The National Radio Exposition and the Allied Radio Congress, the first feature event of the 1925 radio season in Chicago, was held at the American Exposition Palace, in the American Furniture Mart, 666 Lake Shore Drive, from September 28 to October 3. The exposition was sponsored by the Radio Dealers' Association, an organization formed in June, and which has had rapid growth.

The exposition was opened on Monday noon, September 28, by a parade from the Drake Hotel to the Furniture Mart, the marchers keeping step to the music of an invisible band, broadcasting from the Hearst Square studio of Station KYW, the music being carried through radio sets and loud speakers carried by the participants in the parade. A luncheon of radio dealers followed in the Furniture Mart, marked by addresses by prominent public officials of Chicago, who welcomed the large num-

ber of dealers and formally opened the show. The latest models of receiving sets, loud speakers, radio cabinets, batteries, chargers, battery eliminators, aerials and other radio products were displayed in attractively arranged booths, and in addition, a number of attractions were provided for the education and entertainment of the show visitors. Radio concerts and entertainments were broadcast before the public, under the supervision of the Broadcast Listeners Association, in collaboration with WGES. A popularity contest for radio artists was also conducted by the B. L. A., under the direction of Frank H. McDonald, president of the Broadcast Listeners Association. Another attraction was an amateur set building contest, with a \$250.00 prize for the winner. A window trimming contest was held for the dealers, each entrant presenting a photograph of his store window, together with a written description; the prize being \$250.00.

Throughout the exposition an aggressive membership drive was held by the Radio Dealers' Association, which culminated in a dealers' meeting Thursday noon. A C. Stewart, of the Diversely Radio Co., president of the association, delivered the main address, outlining the work of the organization, and urging each dealer to file application for membership. The gathering was attended principally by dealers in the Middle West, with a number present from distant points, including one radio dealer from London, England.

The National Radio Exposition enjoyed a fine attendance, both from the dealers and the general public, the crowds increasing as the week drew to a close, and it is estimated that several thousand dealers attended the show.

The exposition was given under the direction of the International Trade Exposition Co., Chicago, with Milo E. Westbrooke, general manager, in active charge.

Leading Exhibitors and Their Products

Radio Corp. of America

The Radio Corp. of America, New York City, in a very attractively arranged display, exhibited its line of receiving sets and loudspeakers, including the portable Radiola 26. In walnut, Radiola loudspeaker Model 104; loudspeaker UZ-1125; Radiola 25, a super-heterodyne which operates from an alternating current, loudspeaker 100, which operates from dry batteries; Radiola 28, in two-tone mahogany; Radiola 111, Radiola 111-A, Radiola Super VIII, wall console, and 104 loudspeaker, which sets as an A and B battery eliminator. One section of the display showed each of the 4,000 parts of which Radiola 25 is manufactured. The Radio Corp. of America also maintained a display of its products in the Webster Hotel, where broadcasting was conducted each evening. E. C. Carlson, advertising manager of the Chicago office, was in charge of the display and was assisted by W. P. Wolf, of the Chicago advertising department. E. C. Parker, sales manager of the Chicago office, was in charge of the display at the Webster Hotel, and was assisted by G. H. Clark, RCA exhibition manager, of New York City.

Atwater Kent Mfg. Co.

The display presented by the Atwater Kent Mfg. Co., Philadelphia, Pa., was one of the features of the exhibition, being noteworthy for its artistic and comfortable decorations. The complete Atwater Kent line was on display, including the popular Model 24, Model 20, Model 12, and Model 10 sets, with the new Model 21 dry tube set as one of the features of the exhibit. The Atwater Kent Model H and Model L horn loudspeakers were on display, together with the new cone-shaped loudspeaker, which attracted wide attention. Messrs. Wheeler and Clark, from the Atwater Kent factories in Philadelphia, were in charge of the exhibit, assisted by W. M. Kelsch,

of the staff of the Samson Electric Co., Atwater Kent jobber in the Chicago territory.

Reichmann Co.

Three large displays in separate parts of the exposition floor were utilized by the Reichmann Co., of Chicago, to exhibit their many products. A feature of the display was a mammoth Thorola doughnut, which, according to E. S. Riedel, vice-president of the company, was baked under the auspices of seventeen bakers over a period of four days' time. This doughnut emphasized the popularity of Thorola low-loss doughnut coils, which are in wide use throughout the radio industry. The feature of the display was the new Thorola Isodyny radio receiver, which embodies several new principles in radio engineering. It is built on the principle of isolated power and includes the use of Thorola straightline frequency variable condenser, low-loss doughnut coils, transformers and rheostats, with all parts being made in the Reichmann plant. Two models were displayed, designated as the walnut cabinet No. 55 and the Thoroco cabinet No. 50. Among the other Reichmann products on display were the Thorola and Thorola Junior models of loudspeakers, the Thorola and Thorola large unit phonograph attachments and the Thorophone power type of loudspeaker unit. The various radio parts made by the company were shown with the display under the direct charge of Mr. Riedel, assisted by W. L. Low and L. L. Kelley, of the company, and Ernest Reichmann, secretary and treasurer, were present throughout the week.

Philadelphia Storage Battery Co.

The Philadelphia Storage Battery Co., of Philadelphia, Pa., displayed its complete line of radio batteries and power units, including 83-X storage B battery, UD-36 and

UD-44, six-volt glass A batteries, Philco double and single chargers, the 50-ampere mahoganyized A battery, Philco A and B socket power units, and the AB socket power unit. E. W. Shepherd, manager of the portable sales, was in charge of the exhibit, and was assisted by J. M. North, Chicago district sales representative; W. H. Halentz, H. H. Peterson, J. R. Shannon and Miss E. McCabe, of the Chicago sales office.

Pooley Co.

The Pooley Co., Philadelphia, Pa., displayed its full line of Pooley radio cabinets with built-in speakers and battery compartments. The feature of the display was Model 1500-R-3, a combination phonograph and radio, with the phonograph built in the amplifying chamber, and the horn hidden by silk-covered grilles, which slide back to allow putting on records. This model is equipped with the Atwater Kent Model 20 radio set, and the cabinet is in Chicago Chippendale design, finished in American walnut, or English brown mahogany. Ben Stauffer, treasurer, was in charge of the display and was assisted by W. E. Holmes, A. J. Rousseau and Walter Kiehl, of the Sampson Electric Co., Pooley distributor.

Gould Storage Battery Co., Inc.

A display sponsored by the Gould Storage Battery Co., Inc., New York City, featured the new Unipower A current supply set, which converts house-lighting current into radio power, and is adaptable to any standard type of radio set. An artistic painting in a velour background emphasized the attractive appearance of the four-volt set and a working model of the six-volt type also attracted considerable attention. The new Unipower principle, which retains the advantages of the A storage battery, at the same time eliminating the necessity for routine charging, was interestingly demonstrated by Joseph M. Arndt, Chicago district sales manager, assisted by Messrs. Boos, Gans, Gibbs and Baldwin, of the Chicago sales staff.

David Hornes Radio & Cameo Record Co. Grimes radio receiving sets, comprising the complete (Continued on page 152)

Scotford Tonearm and Monoprice

Manufactured under patents of Louis K. Scotford. 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.

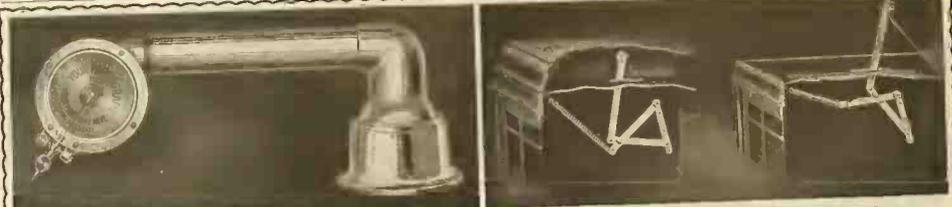


The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid—high speed, balanced, at any point desired. Does not wear lid. No creaks 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 screw-down plate and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO



The LEADER

Loud Speaker

The bell is of Mahogany and the goose neck and base are finished in hand-rubbed wane gold.



The height is 22 inches and the diameter of the bell is 13 1/2 inches

List
18.00
Worth
25.00

The most essential qualities of a loud-speaker horn are clarity, volume and faithful reproduction of tone. It is difficult to say which of these essentials is importance, but when using a LEADER loud-speaker it is not necessary to solve the problem for all tones are embodied in the same horn. The volume is adjustable in all that anyone could wish. Added to this is the fact that it gives a good loud tone, the great aluminum goose neck preserves the natural quality and clarity and prevents unnecessary vibration which would tend to distort it. In this way you are assured of faithful reproduction of each and every tone.

"Baby Goose Neck Loud Speaker"

A quality loud speaker, embodying clarity, volume and faithful reproduction. The cast aluminum Goose Neck preserves the natural quality and clarity, preventing unnecessary vibration which would tend to distort it. This style and finish are beautiful; the Bass and Goose Neck are finished in White Gold and the Bell in Mahogany.

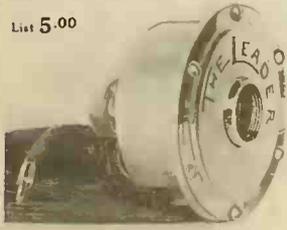


The Horn weighs 3 1/2 lbs., is 18 inches high and the bell is 12 inches in diameter. The Baby Goose Neck Loud Speaker is priced lower than any quality Loud Speaker on the market.

The Leader Unit

An all around adjustable unit for any horn, console or phonograph. Laminated top.

List 5.00



Victor Radio Corporation
4321 No. Western Avenue, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 151)

line for the current season was displayed under the direction of the Girls Radio & Cameo Record Corp., New York. Among the instruments shown were the baby grand model and the baby grand model with built-in loud-speaker; the 101, Model, the 413, with built-in loud-speaker and the console model. Two models of the new model console loud-speaker were also displayed for the first time, and attracted considerable attention. Annes Sprunt, Chicago manager, was in charge of the display, assisted by E. C. Ledwith and A. K. Aspdon, of the Chicago sales staff.

National Carbon Co.

The complete line of Eveready A-B and C city bell toys, made by the National Carbon Co., Long Island City, N. Y., were featured at the exposition, as well as the new 404 and 604 models of the Eveready A storage batteries. The feature of the display was the new Eveready layer-cell No. 406 B battery, which attracted considerable attention from the visitors to the show. The popular Eveready demountable model, showing the internal construction, was exhibited to interested audiences. J. M. Hickory, of the company's Chicago office, was in charge of the display, assisted by H. L. Riley, from the table display at the New York executive offices.

Dayton Fan & Motor Co.

The complete Day-Fan line of radio receiving sets was presented at the booth of the Dayton Fan & Motor Co., Dayton, O., with each model set forth attractively. All five tube sets in the present Day-Fan line embodied the new Day-Fan double-dial control, and among the instruments shown were the Day-Fan five, Dayton, Dayton, Dayton, Dayton, five tube models and the OEM-12, OEM-21 and the Dayton four-tube models. The Day-Fan speaker was exhibited, as well as the Dayton's panel for use in phonographs. H. D. Gibson, Western manager of the company, was in charge of the display, and H. L. Duncker, from the Dayton factories, was also present.

A. C. Electric Mfg. Co.

The feature of the display presented by the A. C. Electric Mfg. Co., Dayton, O., was the A. C. Dayton Phonograph set, suitable for installation in any talking machine with a fourteen-inch opening. The complete A. C. Dayton line for the coming season was presented, including the popular console type and the all-glass model and the standard model. Jacobson & Cross, Chicago representatives for the company, were in charge of the exhibit, and R. S. Cope, chief engineer of the factories, was also present during the week.

American Bosch Magneto Co.

Auditorium receiving sets formed the most important feature of the display presented by the American Bosch Magneto Co., of Springfield, Mass. This new set, which embodies many distinctive features, attracted the attention of the trade visitors, together with the line of Audiotone receivers which were also on display. The Senior and Junior models of this receiver were shown for the first time to a Chicago dealer. The latest product of the American Bosch Magneto Co., comprising its new model of the Bosch Melodion B battery eliminater, and its receiver assembly, was in the trade at this exposition and was enthusiastically received. O. H. Smith, branch manager of the company's Chicago office, was in charge of the exhibit, assisted by the members of his organization, and the visitors from the executive offices at Springfield included A. H. Bartlett, general sales manager; C. F. Grazer, of the engineering staff, and W. Curtis, chief engineer of the company.

Sonora Phonograph Co., Inc.

The complete Sonora line for the coming season, comprising radio sets, highboy phonographs and cabinets, and the most available models of the show. The handsome cabinets in the Sonora line were exhibited in ideal surroundings, with the entire booth fitted in harmony with the Renaissance period of furniture and decorations. Ray Riley, vice-president of the Sonora Phonograph Co., New York, traveling through Chicago territory, was in charge of the exhibit, assisted by the members of his staff of the Toy Sales Co., Chicago (table for Sonora).

Bristol Co.

The Bristol Co., Waterbury, Conn., exhibited its various loud-speaker models, including Model T, a brown upholstered cabinet type; Model S, horn type finished in black; Model P, a horn type in light brown, and the baby grand, black horn speaker. In addition, the firm exhibited the Bristol Comparisons in both models and the Bristol Phonograph sets. The display was under the supervision of A. D. Jensen, of the Bristol Chicago office. H. L. Gray, general sales manager, and J. B. Kealey, assistant general sales manager, both of New York City, visited the exposition, and spent some time at the Bristol show headquarters.

Apex Electric Mfg. Co.

The Apex Electric Mfg. Co., Chicago, Ill., in boxes and attractively illustrated space, exhibited its full line of radio receiving sets and loudspeakers. In the center of the booth stood the baby grand wane console, on a platform banked by ferns and topped by a beautiful table lamp. Other models on display were the Super-five table model resting on an Apex radio table of wane, with built-in loudspeakers and battery compartment, the large table model in wane and the Apex console Entertainer loudspeakers, both in the cabinet and horn type. One Apex set was revealed to show the operation of Apex variable diode. A. C. Johnson, sales manager, was in charge of the exhibit and was assisted by H. C. Gilbreath, assistant sales manager, and Otto Frankfort,

of the Sell Advertising Agency, Chicago, advertising counsel for the Apex Electric Mfg. Co.

Harry Allen & Co.

Harry Allen & Co., Chicago distributors, maintained a large exhibit showing representative products of the lines which the firm handles. Among the receiving sets on display were the Frost-Economizer PE-15 table model, five-tube set finished in mahogany, the PE-18, five-tube dry cell operated set, the RH-7, a six-tube set with a wane console with battery compartment, and the RH-10, a six-tube set with a wane console. The latest radio receiving sets, 6A, 6B, 7A and 8C, all in Adam brown mahogany, were also on exhibition. Other products included the Astor bell and the Astor console, both in wane mahogany. A number of other items, including the Astor console, were also on display. Harry Allen, sales manager, was in charge of the exhibit, and was assisted by Max Lessor, advertising manager, and Irving Allen, head of the purchasing department.

American Electric Co.

The American Electric Co., Chicago, displayed its complete line of loudspeakers including models of the 1925, the 1926 model for embodying shell finish, 2011, in mahogany and 2011X with black horn ribbed in white. The firm featured in its exhibit several of the large loudspeakers manufactured for exhibition purposes, and equipped with the new No. 120 and 120A loudspeakers, and building receivers were also on display. H. B. Malley, sales engineer, was in charge of the exhibit, and was assisted by W. Correll, of the sales department.

The Amplion Co. of America

The Amplion Corp. of America, New York, displayed the AR-102 "Dragonfly" speaker, AR-111 Junior, AR-114 Junior De Luxe, AR-117 "Dragon" speaker and AR-117 phonograph attachment. A feature of the Amplion display was the giant loudspeaker resting upon a velvet drape in the center of the booth and flanked by smaller models, finished in black lacquer and hand decorated in gold. F. W. Tiger, New York City, factory representative, was in charge of the display, and was assisted by A. B. Bryant, of the Chicago office, J. J. Strickhouse and H. R. Allen, of Schaefer & Allen, local distributors.

Magnavox Co.

The Magnavox Co., Oakland, Cal., in collaboration with the Harco Co., Chicago, exclusive Magnavox distributor in Illinois and northern Indiana, displayed a number of models of its line of radio receiving sets, including Model 75, a wane console unit finished in brown mahogany; Model 75, a brown mahogany console with lace battery compartment; Model 10, in brown mahogany with speaker finished in brown mahogany, and the Magnavox five-tube receiver unit, which is interchangeable and adaptable to installation in phonographs. This unit is a complete device with the dials on the drawer front. The Junior Magnavox radio model was also on display. T. B. Bank of the Harco Co., was in charge of the display, assisted by Chas. Byrne, Leon Golder, Magnavox district manager, and G. S. Grasse, of the Magnavox Chicago service department, also acted considerable time at the exhibit.

Milnera Radio Co.

The Milnera Radio Co., Chicago, Ill., displayed its complete line of radio sets, including the Grand Console Set, topped by a beautiful lamp, and finished in mahogany and the Grand Console set, finished in mahogany. The Milnera line also included the Milnera line and the Distinctive. All Milnera sets displayed were of the five-tube design and all were finished in mahogany. They were also equipped with gold plated finish in gold. E. R. Schultz, general manager, was in charge of the exhibit and was assisted by W. M. Kait, district manager in the Southwest, and C. A. Heise, Chicago district manager.

H. G. Sial Co.

H. G. Sial Co., Chicago, Ill., displayed the complete line of Sial radiosets, including the No. 5, with brown bakelite bell and black and gold crackle neck and base; the No. 8, black speaker; No. 1, with gold base and neck and bell of mahogany; No. 2, silver stipple and black bell; No. 24 Sial, Jr., an all black horn model; No. 24, Jr., with gold neck and mahogany bell; and the No. 24, Jr., with black bell and silver stipple. A feature of the display was the No. 5 Sial-speaker encased in a golden frame in a suit setting of purple velvet, with lights playing upon it. In addition, the firm displayed the Sial phonograph unit, and a complete display showing

(Continued on page 154)

UNITED MOTORS For All Types of PHONOGRAPHS

United Mfg. Co. Chicago, Ill. Silent Operation Quick Pickup True Pitch Reproduction—Long Life. Wearing parts protected by air-tight housing. Continuous automatic lubrication.

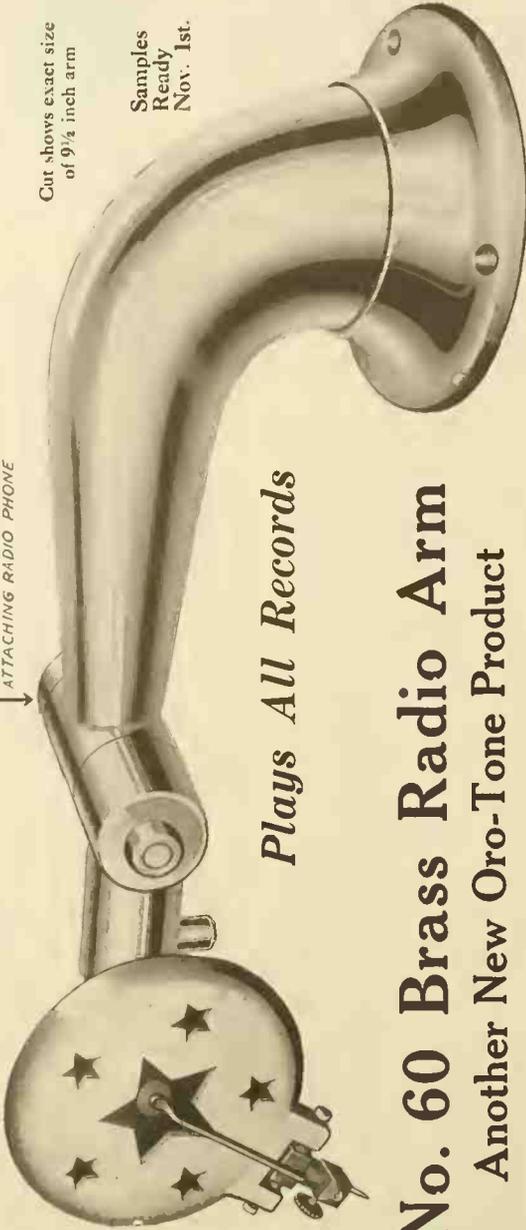
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United Mfg. & Dist. Co. 9702 Cottage Grove Ave. Chicago

ORO-TONE

ORO-TONE

REMOVABLE CAP FOR
↓
ATTACHING RADIO PHONE



Cut shows exact size
of 9 1/2 inch arm

Samples
Ready
Nov. 1st.

Plays All Records

No. 60 Brass Radio Arm

Another New Oro-Tone Product

Here is a beautiful all-brass radio arm that plays all records. Processed in our own factory, and without question or doubt the finest brass tone arm made

All movable joints precision machined. All solid joints acetylene welded
Made in two lengths—8 1/4 and 9 1/2 inches

*Samples to Responsible
Manufacturers on
30 Days Approval*

THE ORO-TONE CO.

1000-1010 George Street

Chicago

U. S. A.

And here is another new brass arm of the
goose neck type manufactured by
The Oro-Tone Co.

**No. 65
All-Brass
Goose Neck
Style**



Supplied in 8 1/4 and 9 1/2 inch lengths
Samples on 30 Days Approval

FROM OUR CHICAGO HEADQUARTERS (National Radio Exposition)—(Continued from page 152)



EACH

Tonofone

Semi-Permanent Needle
Plays 50 Records

Reproduces all the Tones Accurately and Clearly
without the scratchy surface noise.

TONOFONE SEMI-PERMANENT NEEDLES ARE SOLD BY OVER 8,000 DEALERS

THE TONOFONE COMPANY
MAKERS

37 S. Wabash Avenue CHICAGO, ILL.

a cross section of the unit. Wm. L. Aylward, assistant radio sales manager, was in charge of the exhibit and was assisted by H. C. Rolle, Sales representative in Illinois, Wisconsin and Indiana. C. J. Sharp, sales manager, also spent some time at the Seal exhibit.

Valley Electric Co.

The Valley Electric Co., St. Louis, Mo., exhibited its complete line of Valleytone radio receiving sets, including console Model 35 in solid two-tone walnut, with concealed speaker, and Model 207, a five-tube table model. In addition to the radio sets, the firm exhibited its line of Valley battery chargers and "TNT" battery eliminators. The exhibit was spacious, attractively decorated, and the Valleytone sets were displayed to advantage by the use of yellow spotlights which constantly played upon them. C. L. Krentz and D. H. Hilday, of the Valley Chicago branch office, were in active charge of the display. S. A. Whitten, of St. Louis, president and general sales manager of the firm, visited the exposition the latter part of the week.

Weston Electrical Instrument Corp.

The Weston Electrical Instrument Corp., Newark, N. J., displayed indicating electrical instruments for radio service, such as panel voltmeters, milliammeters and research laboratory equipment. Chas. Bartlett, of Newark, N. J., radio engineer, was in charge of the exhibit, and was assisted by L. C. Herrmann, of the Westburg Engineering Co., Chicago representative.

Windsor Furniture Co.

The Windsor Furniture Co., Chicago, Ill., displayed its line of radio and phonograph combinations, including the No. 22 Italian art model, equipped with a five-tube tuned radio frequency set, electric phonograph, and Utah unit installed on the instrument. Other models on display were the No. 31 Italian style console combination, with a five-tube set, and an electric phonograph. No. 23 upright combination radio and phonograph; the No. 3, console combination with a one-piece top; the Windsor loud-speaker console table, finished in brown mahogany and walnut, and the Windsor five-tube table set, also finished in mahogany. W. M. Kennedy, radio engineer, was in charge of the display and was assisted by A. C. Sievers, J. L. Joyce and E. E. Mitter, of the sales department.

Eagle Radio Co.

The complete line of Eagle balanced neodyne sets for the coming season was presented by the Eagle Radio Co., Newark, N. J., the display including Models D and F, and the console Models C-1, C-2 and C-3. The Model F was the outstanding feature of the exhibit and won considerable praise from dealers and jobbers. D. A. Betts, of the company's Chicago office, was in charge of the exhibit, and A. B. Ayres, general sales manager of the company, was also present during the week.

Clark Freshman & Co., Inc.

Six models of the Freshman receiving sets were displayed by Chas. Freshman & Co., Inc., with the Franklin console and the new model five F-8, closed console type

as the features of the exhibit. The line attracted many out-of-town visitors, who were cordially received by H. Samuels and Glen Balcon, of the Freshman staff in Chicago.

Jefferson Electric Mfg. Co.

The Jefferson Electric Mfg. Co., Chicago, Ill., displayed its tube rejuvenator No. 125, which operates from an alternating current lighting system and consumes less than eleven minutes to rejuvenate a radio tube. In the background appeared a reproduction of a giant Jefferson tube rejuvenator, showing a tube in position with the bulb flashing off and on. C. P. Kob, A. R. Johnson, Paul Green, advertising manager, and W. Huddler, engineer, were in charge of the exhibit.

Liberty Transformer Co.

The Liberty Transformer Co., Chicago, maintained an attractively displayed display of its line of Liberty five-tube radio receiving sets, including the Liberty Sealed-5 Special Code 632, Liberty console De Luxe Code 642, Liberty standard Code 610, Liberty Code 5151, and Liberty standard console Code 683, all finished in walnut. W. T. Kistom, manager of transformer sales, and J. B. Haley, Michigan representative, were in charge of the display.

Howe Auto Products Co.

The Howe Auto Products Co., Chicago, maintained a display of the Howe crystal set, in a metal case finished in olive. The Howe Multiphase connector, a device for connecting two or more headsets at the same time, was also shown. Elmer E. Mills, Chicago representative, was in charge of the display.

The Air-Way Electric Appliance Corp.

The Air-Way Electric Appliance Corp., Toledo, O., maintained a display of its radio receiving sets, including the No. 61, a six-tube table set in two-tone walnut, with two-tube control; the No. 62, walnut console, with built-in speaker and battery compartment, and the No. 63, console, in two-tone walnut, also equipped with built-in speaker and battery compartment. R. A. Stenum, president of the Jackson Sales Co., Chicago district representative, was in charge of the exhibit, assisted by W. A. Norton and C. N. Hawhorst. J. O. Mann, sales manager of the Air-Way Electric Appliance Corp., was also present at the booth.

Backwelder Radio Corp.

The Backwelder Radio Corp., Chicago, Ill., displayed its complete line of radio receiving sets, including model 366 console type in two-tone walnut, an eight-tube set; Model 201, an eight-tube super-heterodyne; Model 300, model type, eight-tube set, and Model 318, table type five-tube set with interchangeable "all wave" coils. The Superette cabinet speaker in walnut was also on display. C. J. Buckwater, president, had charge of the exhibit, and was assisted by H. L. Bird, of the sales department.

Marsook Co.

The Marsook Co., Chicago, displayed the products of the Marsook Radio Corp., New York City, and the Burnside Wireless Corp., Chicago, New York City. Among the products on display were Burnside loud-

speaker models Nos. 32 and 204, in mahogany baked enamel, and Nos. 202 and 202 phonograph units. The Marsook products included the five-tube table model, the Marsook console, and the Baby Grand five-tube set, all finished in mahogany. B. B. Bursook, president, was in charge of the display, and was assisted by F. Eichhorn and F. C. Haring. P. M. Greyfus, treasurer of the Burnside Wireless Corp. of America, was also present at the exhibit, representing his firm.

Buckingham Radio Corp.

The Buckingham Radio Corp., Chicago, Ill., exhibited its full line of radio receiving sets, including a Model 11 table console and Model 111 in Adam brown walnut. Console Model IV Queen Anne, console Model V De Luxe art model, console Model VI Renaissance art model, and the Model VII, English Tudor console, finished in two-tone walnut with brass hinges and cabinet hardware. All Buckingham models displayed were finished in American walnut, and all contained loudspeakers and battery compartment. R. B. Anderson, sales manager of the radio department, was in charge of the display and was assisted by H. L. Pearson, Chas. Sinton, Carl G. Crooks, Jr., and Jerome Kahn, all of the sales department.

Gale Radio Laboratories

The Gale Radio Laboratories, Chicago, Ill., in an attractively arranged booth, displayed the Gale "Town Crier" loudspeaker, in several different colors, including green, golden polychrome, mahogany and brown crystal. One model of the "Town Crier" was effectively displayed in a black velvet frame against a background of green velvet. Another exhibit showed a cross section of the loudspeaker, revealing the acoustic plan and the "Town Crier" adjustable unit. J. A. Paserdich, head of the firm, was in active charge of the exhibit, assisted by E. A. Pearson, Chicago distributor.

W.K. Electric Co.

The W.K. Electric Co., Kenosha, Wis., displayed its line of radio receiving sets, including the Oriole four-tube Model 8, in walnut; Model 7, a five-tube table-model finished in mahogany; Model 7B, a walnut five-tube table set, and Model 7C, a five-tube console finished in walnut and equipped with a Burns loudspeaker horn and unit. W. J. Broeken, sales manager, was in charge of the exhibit.

Louis Geyler Co.

The Louis Geyler Co., Chicago, Ill., distributor for the Electrical Research Laboratories, displayed the Standard Erla five-tube set in brass two-tone mahogany, the De Luxe console in French Huguenot walnut with concealed loudspeaker, the Standard console in two-tone brown mahogany, and the De Luxe cabinet in French Huguenot walnut. In addition, the complete line of equipment on display. A feature of the exhibit was a giant Erla balloon circloid coil in the center of the booth. Wm. Egan, sales manager, was in charge of the display, and was assisted by Jos. Praska, R. O. Bradley, W. C. Rutten, Illinois representative, and H. O. Wirth, Indiana representative.

Jaynell Mfg. Co.

The Jaynell Mfg. Co., Chicago, Ill., displayed a number of Jaynell loudspeakers finished in walnut, and also the Jaynell unit which is used in the Jaynell speaker. R. P. Sparrow, sales manager, was in charge of the exhibit, and was assisted by R. M. Hill.

De Witt La France Co., Inc.

The De Witt La France Co., Inc., Cambridge, Mass., displayed the Dynamic tube tester which tests three tubes a minute, the Superadio model five tube set in walnut, SLF condensers, and the Super-heterodyne kit of bakelite. Lewis C. Billotte, vice-president and chief engineer, was in charge of the display.

Wisconsin Wood Products Corp.

The Wisconsin Wood Products Corp., Two Rivers, Wis., in collaboration with the Premier Electric Co., of Chicago, Ill., displayed five-tube Premier radio receiving sets, installed in Wisconsin Wood Products Corp. cabinets. Table models and consoles were on exhibition, the feature

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.

FROM OUR CHICAGO HEADQUARTERS (National Radio Exposition)—(Continued from page 154)

being Model 5WC, a two-piece console finished in walnut with a built-in loudspeaker, and a large battery compartment. The Premier console and a complete line of radio parts were also on display. Golden, J. Ruel, vice president and general manager of the Wisconsin Wood Products Corp., and R. V. Williams, sales manager of the Premier Electric Co., were in charge of the display.

Leonard Lynn Radio Co.

Leonard Lynn Radio Co., Inc., Chicago, local distributor for Gillilan, Inc., Los Angeles, Cal., and Kansas City, Mo., maintained a display of Gillilan radio receiving sets, including the GN-4, a four-tube table model, and the GN-5, also a table model. In addition, the firm exhibited Farland loudspeakers, the Aalco folding loop aerial and several radio parts, including transformers and condensers. Leonard Lynn, president, was in charge of the display, and was assisted by J. R. Farquarson, sales manager, and A. W. Ingils, of the sales department.

Wm. A. Welby & Co.

Wm. A. Welby & Co., Chicago distributors, displayed the Welby speaker horn in brown and gold crackle, the Welby De Luxe Crystector tube for radio frequency sets and neutrodyne, and the Welby Monarch of the Air, a five-tube table model in walnut. Wm. A. Welby was in charge of the display.

Zinke Co.

The Zinke Co., Chicago, Ill., displayed the Mohawk five-tube one-dial control radio sets in the console, console and standard table model designs. The Mohawk phonograph panel was also on display. In addition, the Zinke Co. exhibited Thorsla loudspeakers, Grayne storage batteries, Fore battery chargers of both the Tungar and the vibrating type, Fore U battery eliminators, Sturdy tubes, Globe headphones and a complete line of parts. J. B. Hess, R. D. Carvannah and W. N. Carwin of the Zinke sales department, were in charge of the display. David Lipsky, advertising manager, of the Mohawk Electric Corp., and R. K. Gray, president, and G. Lewis, sales manager of the Grayne Corp., also were present at the exhibit.

C. E. Mfg. Co.

The C. E. Mfg. Co., Providence, R. I., displayed its line of Ceco tipless radio tubes. E. M. Sweeney and L. C. McCutcheon, Chicago representatives for this firm, also displayed Baumgart radio cabinets in the table model and console design, and the Leader loudspeakers, manufactured by the Victor Radio Corp., of Chicago.

J. B. Ferguson, Inc.

Among the instruments displayed by J. B. Ferguson, Inc., New York City, were Models 6 and 8 of the standard design and the Model 6 console. M. C. Snyder, from the New York executive office, was in charge of the display, and T. H. Wickwire, Jr., vice-president and sales manager of the company, was also present during the week.

Curtis Leeger Fixtures Co.

A facsimile of the very handsome display featured at the Radio World's Fair in New York was presented at the Chicago show by the Curtis Leeger Fixtures Co., of Chicago. The proceeds made by the company were attractively displayed, including the popular Invisible loudspeakers, Blue Streak tubes, Cremona loudspeaker and Curtis Leeger loudspeaker units. The new B-E-X-L-D hat to the Middle West dealers and won considerable comment from the trade. The Traveler portable radio set distributed by the company was also on display and the exhibit was in charge of J. G. Spurling, manager of the Curtis Leeger radio division.

C. H. Howe & Co.

Several of the lines distributed in this territory by C. H. Howe & Co., of Chicago, were exhibited at the company's booth, including the products of the Supertron Tube Co., Hoboken, N. J.; Blair Radio Labs., New York City, and the Shaw Industries, Newark, N. J. The members of the Howe sales staff were in attendance, reinforced by several of the executives associated with the manufacturers whose products the company represents.

Kellogg Switchboard & Supply Co.

The Kellogg Switchboard & Supply Co., Chicago, Ill., displayed its line of Wave Master radio receiving sets, including the No. 500 five-tube table model in brown mahogany; No. 501 console-type five-tube set with built-in speaker, in brown mahogany; No. 501-502 console, with built-in speaker and battery compartment, and the Kellogg RFL seven-tube receiver in walnut, either in the table model or console type. This model set is one-dial, and four stages of tuned radio frequency. H. Spahr, sales department, was in charge of the exhibit. Edward J. Pratt, advertising manager, and F. A. Bremer, assistant sales manager, also spent considerable time at the exhibit.

C. E. Niehoff & Co.

C. E. Niehoff & Co., Chicago, Ill., distributors for the King Electric Co., of Buffalo, and the Indiana Mfg. & Electric Co., Marion, Ind., maintained an exhibit in which the products of both manufacturers were on display. The Indiana Hyperdyne was shown in three models, the No. 500 table model, a five-tube set; No. 501, six-tube set, and No. 502, a six-tube walnut console. The King Electric Co.'s products on display included the Electron, Senior and Junior tube type chargers, which charge both A and B batteries while the set is in operation. The Radiograph II, five-tube sets, in both console and table models, were also on display, manu-

factured by the Radiograph Mfg. Co. of San Francisco, Cal. C. E. Niehoff, president, was in charge of the exhibit and was assisted by J. W. Wilson, assistant sales manager.

Astral Radio Corp.

The Astral Radio Corp., Philadelphia, Pa., showed its line of radio receiving sets and loudspeakers, including type F, a five-tube radio frequency set installed in a Pearly cabinet; type G, a five-tube set contained mahogany console; type B, a five-tube table set, in mahogany, and type A, mahogany table set. In addition, the Astral Tone Throat loudspeaker in mahogany was displayed. F. C. Vanderloof, vice-president and sales manager, was in charge of the exhibit. C. B. Piernont, president, was also present at the radio show.

Marco Mfg. Co.

The Marco Mfg. Co., Chicago, Ill., displayed its full line of "Broadway" loudspeakers, including the Model A, with stipe neck and base, and a bell of Circasian walnut, and the Model B, finished in polychrome throughout. G. Marco, president, was in charge of the display and was assisted by G. Sien, of the sales department.

Seaman-Jones

Seaman-Jones, Chicago, Ill., exhibited in its display space the Apollo loudspeaker, in solid mahogany in a number of different designs, including the clock type; the Apollo cabinet in two-tone finish, with the top and sides paneled with solid mahogany, and the "sugar loaf" type

speaker. An interesting feature of the display was an exhibit for manufacturers, showing the various horn types suitable for installation in radio cabinets. C. E. Jones, secretary and treasurer, was in charge of the display and was assisted by Wilson Jones and Robert Stephens, of the sales department.

Aaylitt Electric Co.

The Aaylitt Electric Co., Fort Wayne, Ind., displayed the King Gate four-tube sets, including two table models, and a console, in two-tone walnut, with built-in speaker and battery compartments. L. H. Greenwood, Chicago representative, was in charge of the exhibit. I. Sykes, vice-president of the firm, also spent some time at the exhibition.

Cincinnati Storage Battery Co.

The Cincinnati Storage Battery Co., Cincinnati, O., displayed its line of radio storage batteries, including the 80, 90 to 110, and 140 ampere "A" type battery, and the AS-2, a heavy-duty airplane battery. W. T. Foley, secretary and treasurer, was in charge of the display.

Parcells & Co.

Parcells & Co., Chicago, Ill., exhibited the Temple R loudspeakers, made of ceramic material, and finished in bronze stipe, and Model C, a cabinet type loudspeaker, finished in either mahogany or walnut. The Temple unit,

(Continued on page 156)

Do you know the history of the **JEFFERSON TUBE REJUVENATOR** [Keeps radio tubes like new]

THE Jefferson Tube Rejuvenator was introduced six months ago. It was a new type of radio product, never before known to the radio world. It was placed on the market at the beginning of the summer slump in radio. And all summer long it met with a most remarkable response from radio owners!

That is its history up to the fall period. Now the radio season is here. Interest in the Jefferson Tube Rejuvenator has increased even beyond our own expectations. There is no question, the radio public has long been ready to receive a device of this sort. It is buying now. Are you getting these profits?

The Jefferson Tube Rejuvenator, for home use, keeps radio tubes at full efficiency. It operates on a c. electric light current—rejuvenates tubes in just 10 minutes. Completely restores paralyzed or exhausted tubes. Monthly use greatly improves reception and increases tube life. It takes large or small tubes—types 201-A, 301-A, UV-199, C-299, 5-VA.

Consistent advertising in the Saturday Evening Post and other national publications is telling your customers about the Jefferson Home Rejuvenator. Are you displaying the Jefferson Rejuvenator in your store and window to attract this profitable business? Order from your Jobber today.

Jefferson Electric Mfg. Co.
501 South Green Street Chicago, Ill.

Makers of Jefferson Radio, Bell Ringing and Tux Transformers, Jefferson Spark Coils for Automobile, Stationary and Marine Engines, Jefferson Oil Burner Ignition Transformers.



Retail Price **\$7.50** 510 in Canada



FROM OUR CHICAGO HEADQUARTERS (National Radio Exposition)—(Continued from page 155)

Interesting Addresses Mark Meeting of Phonograph Manufacturers' Association

F. A. Wolf Discusses Worth of Co-operative Effort—Max Targ Urges Members to Take Active Interest in Association Work—Leigh Hunt Talked on Conditions in the West

met in both loudspeakers and the Temple "Companion," an instrument for testing loudspeakers, were also on display. F. D. Parcell, president, was in charge of the display and was assisted by Chas. Adams, sales manager; H. S. Plankman and W. E. Schmitt, assistant sales managers.

Radio Cabinet Co.

The Radio Cabinet Co. of Indianapolis, Ind., exhibited two models of the "Soubiers" clock type cabinet loudspeaker, finished in mahogany, and also the Orchestration De Luxe loudspeaker with a spruce and maple horn and steel mahogany base. J. H. Harrison, of H. J. Muckenbaum & Co., Chicago distributor, was in charge of the display.

Edison Storage Battery Co.

The complete line of A and B storage batteries, manufactured by the Edison Storage Battery Co., Orange, N. J., was on display at the company's booth, the A battery being shown in a cabinet with and without accommodations for the battery charger. A display of parts used in making these batteries was a feature of the exhibit, and J. W. Falconer, of the company's Chicago office, was in charge of the display.

Wilson Electrical Laboratories

The Wilson Electrical Laboratories, Chicago, instituted a display of its line of Dynamic battery chargers, including Model C, "A" battery charger, 600 De Luxe "A" and "B" battery chargers, 600 "A" and "B" battery charger of the open type. Nathan Goldman, general manager, was in charge of the exhibit.

Orotone Battery Co.

The Orotone Battery Co., Detroit, Mich., displayed its complete power unit, consisting of A and B batteries, and a charger, with a single switch operating the unit. Paul T. Graves, president, was in charge of the display, and was assisted by Fred Overmeyer, the inventor of the power unit, vice-president and general manager of the firm.

Woolley & More Enjoying Brisk Columbia Business

MERIDEN, CONN., October 6.—Thomas Woolley, of Woolley & More, Columbia dealers, 71 East Main street, has gone to Daytona, Fla., taking his family with him for an extended stay. Marvin Woolley is looking after the outside sales activities and William More is taking charge of the inside sales work.

The monthly meeting of the Phonograph Manufacturers' National Association was held in the Furniture Club, American Furniture Mart, Chicago, on the evening of September 22, opening with a dinner, followed by the business session.

In the absence of M. C. Schiff, president, the meeting was called to order by Henry A. Otis, secretary, and L. B. Casagrande, vice-president, was elected to take charge of the session.

F. A. Wolf, a vice-president of the Association, delivered an interesting talk, outlining the benefit which his firm had already derived from the Association membership, amplifying his remarks with two instances of transactions which gave ample proof of the worth of co-operative effort.

Max Targ, in a forceful address, urged the members of the organization to display an active interest in the Association, and to give their personal efforts in making it a success. He suggested the placing of certain important details in the hands of committees, such as credits, advertising and welfare. He also urged an early meeting of tone arm manufacturers in which should be decided important questions concerning that branch of the industry.

S. A. Ribella, Max Targ and Henry A. Otis were appointed a committee on credits; Robert Illing, A. C. Valeur and Henry A. Otis, on advertising; and L. B. Casagrande, F. F. Paul, Jacob Seidseher and Henry A. Otis, the committee on welfare.

Leigh Hunt, chairman of the tone arm manufacturers' committee, who recently returned from an extended trip to the Pacific Coast and

Southwest, outlined to the members the trade situation in the Western section of the country, stating that the trade is optimistic concerning the return of better business conditions and is making preparations for an increased volume of sales.

A. C. Valeur, newly elected vice-president of the Perkus Phonograph Co., an Association member, and Orlando Marsh, of the Marsh Recording Laboratories, were present at the Association meeting for the first time.

Uses Ten Phonographs to Test Loud Speakers

Reichmann Co. Gives Each Loud Speaker a Thorough Test in Sound-proof Booths Before It Is Distributed to the Trade

CHICAGO, Ill., October 7.—Making loud speakers as alike as two peas in a pod is neither easy nor simple. It is necessary to test and adjust each one before it can be turned over to the radio fan for service. These tests must be made under conditions that closely approximate those under which they are used.

The best possible test of a loud speaker is to attach it to a radio set, tune in a station, and listen to it. It is not always possible for the manufacturer to do this in actual practice where several thousand loud speakers are finished every day and during that period of the day when most broadcasting stations are silent. Testing equipment must be designed that will duplicate actual operating conditions.

Talk about popularity!

Our long experience makes possible to supply your demand of talking machine and radio cabinets at the most popular prices to meet the present demand.

Send for samples Prompt deliveries

Write to
Eureka Talking Machine Co.

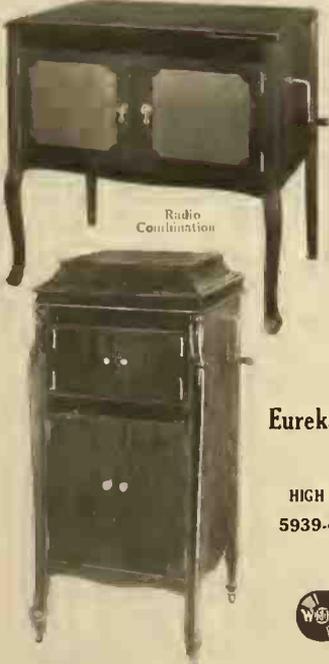
NOT INC.

Manufacturers of

HIGH GRADE TALKING MACHINES

5939-49 South Lowe Avenue
CHICAGO, ILL.

Phonograph Music



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 156)

Frank Reichmann, a pioneer manufacturer of loud speaking devices and lead of the Reichmann Co., has for some time used a system whereby ten electric phonographs were used to supply music for the testing equipment, located in sound-proof booths. An attachment was used on each machine that would automatically play the record over again each time it reached the end. The output of each phonograph was transmitted to a microphone which fed into a standard two-stage audio frequency amplifier, giving practically the same volume as received from an ordinary radio receiver.

This system, although fairly simple, required considerable outlay of equipment and frequent attention by the men testing loud speakers. In re-designing the apparatus, the engineers decided to change over to a master system, whereby one phonograph and one microphone could furnish music for the entire ten booths.

The microphone feeds into a single stage of audio frequency as usual, and from there into a

circuit that connects the primaries of ten transformers, one in each booth, together. The secondary of each transformer is connected to a second stage of audio frequency and from there to the horn to be tested. This arrangement leaves nine of the testers free to do nothing else but test loud speakers, while one man has the added duty of keeping the apparatus working.

Chicago Retailer's Clever Sales Plan

"Three-Way Selling Plan" Used by Glick's Music Shop, Results in Increased Sales of "Talkers," Radio and Pianos

A "three-way selling plan" is the term that would best describe the clever merchandising campaign that Glick's Music Shop, 2100 Division avenue, Chicago, recently conducted in that vicinity with much success. The history and development of the Glick organization also reveals the growing tendency of exclusive talking machine shops to evolve into general music houses. Moreover, if the principles upon which this merchant operates in selling talking machines are well founded, these same principles can be brought to bear in selling other musical merchandise, including pianos, as Glick's has demonstrated.

For the past fifteen years Glick's Music Shop has sold only phonographs and records. As phonograph merchandisers the company last year did a \$250,000 business in Victor talking machines and records. A little more than a half year ago, however, it added the Gulbrausen line of pianos and on Gulbrausen sales it has already gone over the \$35,000 mark.

Recently radio was added as another department, with nationally advertised lines only, like all the products handled by this concern. With these lines as a basis the company is conducting a unique "three-way" selling campaign. But before we describe this latest selling plan, it is advisable to point out the fundamental principles that govern all the Glick business.

What Created the Size

The large size of the Glick talking machine business may be attributed to a number of things. In the first place, the company believes in handling nationally known products and has always held to its Victor dealership. In the second place a great deal of advertising is done by the company itself, which is one of the largest local buyers of display space in the Jewish papers, which trade is its specialty. Third, the company has maintained a strict service policy, employing a staff of mechanics to give service on all machines, not necessarily only on those sold by Glicks but on all Victor machines on which service is requested. In this way it has built up an enviable reputation as a reliable talking machine dealer. One might say that whenever anybody in this locality thinks of buying a phonograph, the associating thought is, in practically all cases, "Glick's."

The Piano Policy

Since the addition of other musical merchandise, though, this statement might be changed to "whenever the people in this neighborhood think of buying a musical instrument they naturally go to Glick's." For the company is an enthusiastic over the piano as it is over the talking machine and has done its part to make the community share its enthusiasm through extensive advertising and canvassing. The successful methods worked out for selling talking machines have been adapted to pianos and radio. Pianos are tuned immediately after being delivered and tuning service is provided every three months for the first year.

Through these fundamental business principles the company has won the confidence of a large clientele. The achievement, of course, has not been accomplished without hard work

(Continued on page 158)

The Wilson B Radiopower Unit



In Walnut Case

Operates from light socket. Supplies the uniform voltage necessary for perfect reception. Absolutely noiseless. Guaranteed not to set up the slightest hum. No acid to spill. No moving parts to get out of order. Requires no attention. As easy to operate as switching on a light. Convenient and dependable. The least expensive plate current supply because of its long life. In handsome walnut case. Price complete, \$35.

The Andrews Paddlewheel Coil



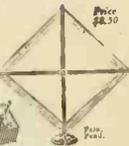
Pat. Pend.

Improves tone quality. Increases selectivity, range and volume. Losses are negligible. Has exceptionally high ratio of inductance to resistance with minimum distributed capacity.

Used in well-known receivers such as the Deereadyne and Buckingham. Can be used in any standard hook-up. We can furnish blue-prints of many circuits employing this coil. Our Technical Dept. will answer inquiries.

Duo-Spiral Folding Loop

Highly directional and very selective. Reduces static and helps to cut out interfering stations.



Price \$4.50

Pat. Pend.

Handsomely finished in silver and mahogany. Easy to use. Has long handle and graduated dial. A special model for every circuit.

These standard products are all extensively advertised and enjoy a ready sale. You will have many calls for them during the season. Write for complete information and discounts now.

Radio Units Inc. Maywood, Illinois

1321 First Avenue
Parkway Elect. Ltd., Montreal, Toronto, Winnipeg



Patented Nov. 16, 1924

Windsor Furniture Co. Loudspeaker Console

For EVERY Radio Set

A stunning piece of furniture that restores order in the room where you have your Radio! No more cluttered table-tops, nor litter of equipment under foot.

No unsightly horn in evidence, either! This console has its own loud-speaker, inbuilt. It's out of sight, but with very apparent tonal superiorities. For it has the highest developed type of unit. With horn built of special non-vibrating, extra-hard, ceramic material. Produces clear non-vibrant tone



Non-Vibrant Ceramic Horn

The clearest tone producer on the market. Made of special composition which defeats vibration.

There's ample room for everything; space for largest A and B wet batteries—or battery eliminator—required for any home set; and for a big charging outfit, too.

Finished in mahogany, or walnut color. Dainty design of parqueterie on two front panels. Top, 38 in. x 18 in. Substantially built; the product of a 40-year old furniture maker.

The price, forty dollars, is for the complete console and includes the loudspeaker horn and unit. Thousands of dealers are showing this artistic addition to home radio-equipment.

Rear View—Set Hooked Up



Price, \$40
West of Rocky Mts., \$45.00

WINDSOR FURNITURE CO.
1424 Carroll Ave. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 157)

and the persistent application of sound selling ideas.

The latest of these is the three-way plan, which is conducted as follows:

A general sales letter about the Gulbrandsen piano is sent to a list of some 5,000 prospects. At the close of the letter a postscript is added to the effect that perhaps the prospect is interested in a phonograph or a radio, or has a friend interested. If so, the prospect is asked kindly to fill out the enclosed card and if the sale is made the party who sent in the prospect card will receive either a beautiful table lamp or a fernery as illustrated thereon.

This same process is carried out in sending to the same list a general sales letter about the phonograph, with a postscript suggesting piano or radio. The third letter is a radio sales appeal and the postscript concerns the piano and phonograph.

The company is therefore "killing several birds with one stone," for in addition to making a general sales appeal on all three instruments a substantial prospect list is secured in this manner. The party who sends in the name usually makes sure that it is a live prospect, for the stimulus in sending in the name is the desire to own either the lamp or fernery, and it is understood that unless the prospect is sold either the piano, phonograph or radio the gift will not be forthcoming.

But the prospects do not end here. The party that fills out and sends in a prospect is asked the following questions:

Do you own a piano, phonograph or radio? Spaces for a check mark are reserved. Then the name of the postcard prospect is given, with a check mark for either one of these instruments.

It can therefore be seen that not only has the original prospect list been enlarged, but a very accurate list has been compiled, through the postcard system. Another feature of the campaign has been the increase in community interest in pianos, phonographs and radios.

In addition to the mailing campaign, canvassers call on the prospects directing attention to the postcard offer, and in this way serve as a check-up on the people who may be lax in sending in names.

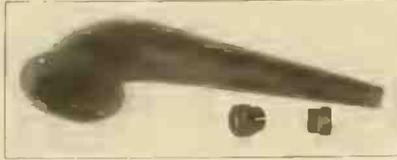
The campaign is still on and already it has been marked as a success. The foundation idea of the campaign was generated when Carl Glick, some time ago trimming the store windows, placed in them several attractive table lamps to

Radio Loud Speaker Arms

MADE OF

Seamless Brass Tubes

This arm can be adapted to any unit and is a great deal lighter in weight than cast arms.



Tapped for correct amplification and ear tone.

STONE ARMS, GOOSE-NECKS, CROOKS AND BENDS OF EVERY DESCRIPTION, MADE OF SEAMLESS BRASS TUBES

ILLINOIS BENDING & MANUFACTURING CO.

906 West Lake Street

Chicago, Illinois

set off the fine display of musical instruments.

A number of calls were immediately received for the lamps and people began dropping in to find out how much they cost and to buy them.

It was explained that the lamps were not for sale, but the explanation provoked so many looks of disappointment that Mr. Glick began to tell the inquirers that if they would furnish him with the name of a prospect for a piano, phonograph or radio, and if the information resulted in a sale, one of the lamps would be handed over free. In most cases the inquirer responded with a name or two, and the sales began to come in rapidly.

As the idea crystallized, Mr. Glick and his partners made a canvass of the neighborhood themselves, offering a lamp to such persons as would supply the name of a buyer. Again the response was favorable and the complete campaign was then outlined and carried out.

Cheney Phonographs Shown in Artistic Surroundings

Chas. Begg & Co., Ltd., New Zealand, Display Instruments in Showrooms of Unique Construction and Artistic Design

Creating an atmosphere that would be a fitting setting for the Cheney phonograph, which it features, was the aim of Chas. Begg & Co., Ltd.



A Fine Setting for the Cheney of New Zealand, in planning and designing the phonograph showrooms at its new branch at Christchurch, N. Z., and the accompanying photograph, showing a portion of the showroom, indicates that this aim was successfully completed.

The windows to the left in the picture are actually doors leading to the various audition rooms and the paneling effect of the room in reality is an arrangement of sliding doors behind which are placed the record racks. The convenience of having the records filed about the room is easily understood and at the same time the artistic effect of the room is not spoiled by having the racks exposed. This portion of the new establishment of Chas. Begg & Co., Ltd., is an example of the beauty of the entire establishment, which is one of the best-equipped music stores in Australia and New Zealand.

A-C Radio Sets Exhibited

CHICAGO, ILL., October 5.—The complete A-C Dayton line, made by the A-C Electrical Mfg. Co., of Dayton, O., was exhibited at the recent Rockford, Ill., pageant, under the supervision

LOUD Burns SPEAKER

with Large Concert Unit



Dealers will instantly recognize the increased sales possibilities with the Burns Speaker when equipped with the new Concert Unit. The large size and scientific construction of this Unit produces most remarkable results. Horn is made up with pyralin flare in several handsome finishes.

- No. 205B Black flare \$22.50
- No. 205D Mahogany fluted flare \$25.00
- No. 205P Mother-of-Pearl flare \$30.00
- No. 100 Unit for phonograph \$10.00
- No. 120 Concert Unit \$12.00



Burns Speaker is of a distinctive design which easily identifies it and gives an individuality that meets requirements of the exacting customer who wishes something out of the ordinary. It pleases the eye as well as the ear.

Write Manufacturers for Attractive Trade Prices

American Electric Company

State and 64th Sts., Chicago, U. S. A.

No. 120 Concert Unit

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 158)

of the Chicago office. J. D. A. Cross was in charge of the showing of the A-C receivers and reports a number of orders received for the set which fits into the upright talking machine.

Big Apex Radio Shipment

The accompanying illustration shows a carload of Apex Super five radio receivers, which recently left the Chicago plant of the Apex



Carload Apex Shipment

Electric Co. The large shipment was made to the Dine De Wees Co., of Canton, O., Apex jobbers, and was composed of 675 Apex five-tube receiving sets of the table model type.

Reduction of Taxes Planned by the Next Congress

Revenue Legislation to Have Right of Way in Next Session of Congress—Other Important Matters to Be Considered

WASHINGTON, D. C., October 3.—Revenue legislation will be given the right of way in the next Congress, in an effort to pass a tax bill in time to permit taxpayers to take advantage of the lower rates in preparing their returns of income for 1925. The House ways and means committee will

begin its deliberations on October 19, and is expected to have a bill ready for introduction in the House immediately after the opening of the session. Little other business will be taken up in the House while the revenue bill is before it, and Senate leaders also are preparing to give the measure their undivided attention after the finance committee presents it. It is hoped to have the bill ready for the approval of the President some time in February.

After disposing of the revenue bill, Congress will concentrate on the supply bills carrying the appropriations for the various Federal departments, and then is expected to give some consideration to plans for the consolidation of the railroads. There will be no tariff legislation unless it is absolutely forced upon Congress; republican leaders are anxious to fight shy of tariff revision as long as possible, and express content with the more than \$500,000,000 a year which is being collected under the present law, while democratic leaders, for the present at any rate, are willing to leave the matter entirely undisturbed.

There will be the usual deluge of bills introduced at the beginning of the session, but leaders in both Houses are preparing a program which so far includes comparatively few subjects. An effort will be made to revise the bankruptcy law, as well as to bring the patent laws up to date. It is probable that postage rates may be considered, as the special joint committee which is investigating the results of the increases made last May is to report to the coming session.

Radio Corp. Formed

The Falcon Radio Corp., Union City, N. J., has been incorporated with a capital stock of \$20,000 in preferred stock and 500 shares of common stock of no par value. Walter Leichter, Dora Brody and Max Levin are the incorporators.

Detroit Sonora Branch Opened by Yahr & Lange

Sonora Wholesaler in Milwaukee Now Has Branch Office in the Heart of the Wholesale District—Host to Dealers

Frank V. Goodman, general sales manager of the Sonora Phonograph Co., Inc., was advised recently by Yahr & Lange, Sonora jobbers in Milwaukee, Wis., that these successful and aggressive distributors had opened a branch office at 442 East Lafayette boulevard, Detroit, Mich., in the heart of the wholesale district. H. C. Schultz, who has been associated with the Yahr & Lange organization for some time past, and is one of the most popular wholesale representatives in the Middle West, has been appointed sales manager of the new office.

Prior to the opening of the Detroit offices of Yahr & Lange, the Sonora Phonograph Co., in conjunction with its jobber, invited the Sonora dealers in Detroit territory to be their guests at the Hotel Statler, Detroit, where the complete Sonora line for the coming season was presented. A large number of dealers accepted the invitation and were keenly enthusiastic regarding the artistic cabinet designs of the new Sonora product as well as the sales possibilities of the line. An informal banquet concluded the presentation of the line and Ray Reilly, district sales manager for Sonora in Illinois, Detroit and Michigan, acted as host to the visiting dealers, fulfilling his role with pleasing success.

Incorporation

The Audalton Co., New York, was recently incorporated at Albany to manufacture radio apparatus with a capital stock of 100 shares of common stock of no par value. The incorporators are H. Bogdich, B. Fisher and E. F. Meisler.

To The Trade

The volume output of the joint factories of this company has been sold out since the latter part of August.

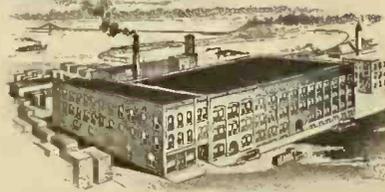
Mention of this fact, we believe, is significant to those who are firm in their belief in the future of the phonograph.

THE WOLF MANUFACTURING INDUSTRIES

New York Office
17 WEST 42nd STREET Builders of "Mastercraft" Products
QUINCY, ILLINOIS



PLANT N°1



PLANT N°2



Fletcher
REG. TRADE MARK

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 a sample for your own testing

FLETCHER-WICKES COMPANY

116-122 West Illinois Street

Chicago, Illinois

Dealers and Wholesalers in the Detroit Territory Make Optimistic Predictions

General Industrial Prosperity in City and Environs Basis of Good Future Business Is Belief of the Trade—Tie-Ups With Artists Stimulate Record Sales—The News

DETROIT, Mich., October 7.—This should be the best year that the talking machine dealers have ever had—and this opinion comes from successful and old-time firms, both downtown and in the outskirts sections. Local distributors also make this prediction. They base this conclusion on the fact that, so far as Detroit is concerned, it was never more prosperous and indications point to good business continuing right through the Fall and up to the first of the year. On top of this, Detroit has engaged more famous artists, known to music fans, all phonograph record artists, than ever before. Add these stimulants together and you have

the answer. In this connection, we can say that dealers are preparing for bumper business and have placed orders for talking machines and combinations accordingly.

Paul Whiteman and His Band appeared in concert here recently. The Victor dealers advertised and displayed Whiteman records to good advantage. Most of the famous bands, orchestras and artists in every musical line are due for their appearance here this season, and most of them before the first of the year.

Grinnell Bros. are extremely enthusiastic. Recently they gave a banquet for all of their store salesmen at the Hotel Tuller, and all

angles of the business were discussed, including talking machines and radio combinations. Charlie Grinnell, in charge of the Victor jobbing department, is getting ready for the biggest Fall business the firm ever had, especially in view of the new models coming out.

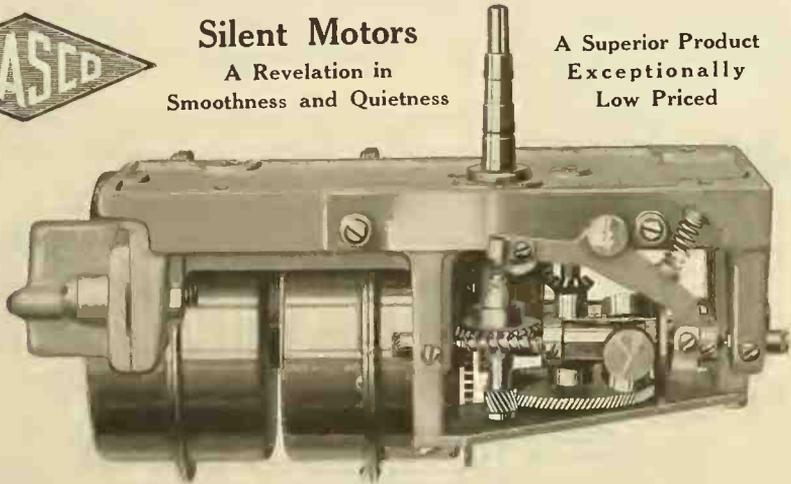
Local dealers feel that the various famous artists in concerts sponsored by A. Atwater Kent, radio manufacturer, who are appearing over WEAF station, in connection with one of the local broadcasting stations, will be a big boom for records. By arrangement with A. Atwater Kent, of Philadelphia, from fifteen to twenty-five of these artists will appear at the rate of one every Sunday evening.

Columbia dealers report that records are selling very briskly and that they are getting praise every day from people who like the Columbia records better than any other. There is no doubt that the new Columbia records are a thousand per cent improvement over former



Silent Motors
A Revelation in
Smoothness and Quietness

A Superior Product
Exceptionally
Low Priced



Nearly
2,000,000
Krasco
Motors
in Use
Today

Smooth silent operation with years of satisfactory service proves the perfection of design and construction of KRASCO MOTORS. Watch-like fine adjustment insures the maximum in playing capacity. KRASCO No. 33—a giant in power—plays at least ten ten-inch records at one winding. KRASCO MOTORS Nos. 2, 3, 4, 22, 33, 41 range in playing capacity from four to ten records. Why not give your customers the best in motor equipment? KRASCO means QUALITY—no high price. Write for literature on KRASCO MOTORS.

KRASCO PHONOGRAPH MOTOR COMPANY

ELKHART, INDIANA, U. S. A.

years, from a standpoint of not only the artists but the records themselves.

Manager Quinn, of the Brunswick Shop, is exceedingly optimistic about the balance of the year. His store is already ahead of last year so far, with the best months yet to come. He reports both record and machine business to be extremely good.

Sam Lind, of the S. E. Lind Co., who distributes the Royal line of phonographs and combinations, has taken on a great number of new accounts during the Summer and has stocked his warehouse in anticipation of a Big Fall and holiday trade.

The J. L. Hudson Music Store, which is concentrating more than ever on the Victor and Brunswick lines, has enlarged its selling organization, as well as its number of demonstrating booths, and Manager Ed Andrews can see nothing but sunshine ahead. This store has a large clientele which is helped along considerably by the vast number of people who have charge accounts at the department store, and who naturally are biased to buy their talking machines and records from the Hudson Music Store.

R. B. Alling, manager of the Phonograph Co., of Detroit, Edison distributor, reports that both jobbing and retail business is good right now, and has been right along. The Edison Shop, owned by the same company, continues to be one of the handsomest shops of its kind in the Middle West. In radio its big specialty is the De Forest.

Zimmerman-Bitter Equips New Landay Bros. Store

Newark Headquarters of Prominent Music House Equipped in Similar Fashion to Landay Hall—A. Bitter on Dealer Advantages

The Zimmerman-Bitter Construction Co., New York, designer, manufacturer and installer of equipment in music stores, has recently secured a contract for the equipping of the new Landay Bros. store at Broad and Canal streets, Newark, N. J. The latest addition to the Landay chain of stores will consist of a five-story building located in the center of the retail shopping district of Newark, N. J., and will be in reality a retail musical department store, as every type of musical instrument will be carried in stock.

"The Zimmerman-Bitter Co. will equip piano rooms, phonograph display booths, radio display, a record department consisting of record racks, counters, etc., as well as demonstration rooms; in short, complete equipment as was installed by the company at Landay Hall, Sixth avenue and Forty-second street, New York," according to A. Bitter.

The company has also recently completed the interior of Landay Bros. new offices at 141 Fifth avenue, New York. This installation was similar to that made at the Landay Bros. headquarters at 311 Sixth avenue.

"One of the most important advantages that the music merchant enjoys over the ordinary type of radio dealer, aside from his ability as a real merchandiser, is the attractive appearance of the interior of his store, which distinctly aids him in the sale of radio. That the woman is becoming a decided factor in the sales of radio is an acknowledged fact in the radio industry to-day. It is only natural that in the purchase of radio she will turn to that particular retail outlet which offers the most attractive surroundings, and there is no question but that the music merchant furnishes such a background. The majority of the music merchants have found that it requires very little additional in the nature of interior equipment for the purpose of demonstrating radio, as they can employ the same display cases, etc., that are used for the sale of phonographs," stated Mr. Bitter in commenting on the music merchant's opportunities as a retail radio outlet and the need for the right display facilities.

Trade Activities in the Salt Lake City Territory

All Lines Handled by the Trade Moving in Satisfactory Manner—Influx of Visitors Stimulating Sales—Other News of the Month

SALT LAKE CITY, UTAH, October 1.—The talking machine business is rather good, entirely satisfactory for the time of year, any way. In other words, talking machines are losing no ground because of radio, or for any other reason. Records and machines alike are going nicely. There was a time, quite a short time ago, in fact, when the talking machine, as far as this section was concerned, was moving very slowly. This was about the time that radio had its first boom.

As these lines are being typewritten the city is being filled with visitors from all parts of the mountain country, the Northwest and Pacific Coast and from Canada and Mexico, the occasion being the great Mormon or Latter-

day Saint Church conference, an institution dating back to the year 1831, and the State Fair. All the hotels are overflowing and hundreds of private residents are helping to care for the visitors. These crowds always bring considerable revenue to the city and are a great help to the merchants, including the talking machine folks.

The industrial situation continues excellent. It is far better than it was a year ago, and better, many say, than it has ever been in the history of the State. Money should be more plentiful this Fall and Winter than in many years.

In the new store of the Jolu Elliot Clark Co., local Victor distributor and dealer, Salt Lake City has one of the very finest exclusive talking machine stores in the West. It compares most favorably with the important general music stores of the city, in fact.

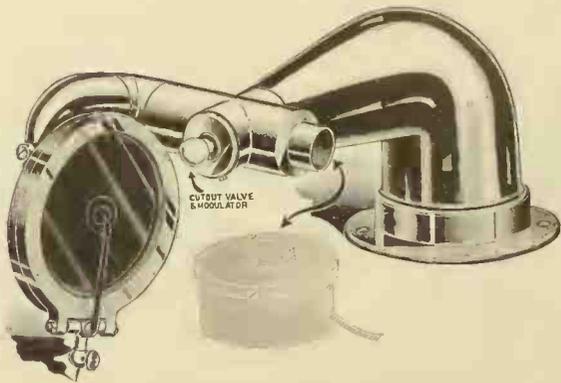
A very large radio exhibit is being shown at the State Fair. Radio stores and jobbers are springing up in this city almost daily, it seems.

Since the Brunswick Co. of this city has taken

(Continued on page 162)

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

Sales Office for Chicago District

BLOOD TONE ARM CO., 222 W. Madison St., Chicago

Trade Activities in the Salt Lake City Territory

(Continued from page 161)

the distribution of Vocalion records for the inter-mountain territory, great interest has been displayed by dealers handling this line of records. The Schramm Johnson Co. chain of drug stores, which have already added this line of records at many of their branch stores, have also taken the Vocalion record line at their Logan store. They report a big sale of these records and a good business on portables. During the past week the Gordon Jewelry Co. and the William Thornton Drug Co., of Delta, Utah, have also added the Vocalion record line.

The Elko Music Co., Adolph Biancanni, manager, has been appointed a Brunswick dealer at Elko, Nev. On or about October 10 this concern will move into its new music store, the building of which is nearly completed.

The Daynes-Beebe Music Co. had a fine window display arranged by G. Todd Taylor, manager of the phonograph department, featuring Charlie Chaplin and the Brunswick record. This window was arranged during the play of "The Gold Rush," which was shown in Salt Lake City for two weeks recently.

O'Loughlin's Music Store and the Daynes-Beebe Music Co., local Brunswick dealers, have displays at the radio exhibit of Utah State Fair this week, showing the Brunswick Radiola.

Brunswick dealers in this territory have received an announcement from the local offices of the Brunswick Co., relative to the first showing of the Brunswick Panatropé, which will be in the form of a demonstration and will be held at the Utah Hotel, this city, in the very near future. Much interest is being shown by all Brunswick dealers in the new product.

Van Veen & Co. Remove to More Central Location

Van Veen & Co., Inc., manufacturers of Van Veen warehouse equipment, have moved their offices and factory to 313-15 East Thirty-first street, New York City. This move was made in order to bring both the business and manufacturing departments of the organization into a more central location. New telephones have been assigned, Lexington 9956 and 2163.

Arthur L. Van Veen, president of the company, reports that as the Fall season advances a number of dealers are giving earnest consideration to the remodeling and improving of their warehouses.

Interesting Talks Feature New York Ass'n Meeting

Ray H. Manson Delivered Constructive Address on Technical Aspects of Radio—H. C. Brown Talked on Merchandising Possibilities of the Pathex—Important Business Session

Despite the fact that the two radio shows in progress took a great share of attention of the local dealers and jobbers last month the regular meeting of the Talking Machine and Radio Men, Inc., was well attended. The members turned out in full force to hear very interesting addresses by Ray H. Manson, chief engineer of the Stromberg-Carlson Telephone Mfg. Co., who spoke on the subject "Designing Radio Apparatus," and H. C. Brown, sales manager of Pathex, Inc., who spoke on the possibilities which insouciant merchants have of profiting by the inclusion of Pathex cameras and projectors in the merchandise which they sell.

The most important of the routine business of the meeting was the reading of the amendments adopted by the members to the recently adopted "Radio Code of Ethics." The amendments, briefly summarized, are as follows:—the association places itself on record as favoring the selected dealer plan; that sets be advertised under their "stripped" price, except when the accessories are made by the manufacturer of the set; a standard discount on accessories and parts with a bonus to the seller on broken packages and that the dealer be protected against a decline in prices.

The executive committee through the president, Irwin Kurtz, recommended that an Adler Mfg. Co. vice-president be added to the divisional vice-presidents of the association and that in the period until the next election Joseph H. Mayers assume this office. A resolution to this effect was made and carried. Mr. Kurtz also announced that Charles D. Isaacson, director of broadcasting station WRNY, had written him, suggesting that the association work with the record manufacturers to the end that an hour each week at this station be designated "Phonograph Hour" and that the record manufacturers supply the talent. The dealers would then be able to tie up with the program through advertisements and posters in their windows and those selling radio could tune in on that station at the designated time and thus stimulate the sales of records. While no definite reply has been received from all the manufacturers they have all answered that the matter is receiving their attention and October 3, from 9 to 10 p. m., was selected as the first night.

H. C. Brown was the first speaker and he discoursed very briefly, explaining the policies

of his company and the opportunity which awaits the music dealer in developing a department carrying the Pathex instruments. Mr. Brown stated that Pathex, Inc., followed the direct-to-the-dealer policy and is building a selected limited dealer organization. He dwelt for a moment on the possibilities of the amateur motion picture industry and stated that the music dealer was exceptionally well equipped to handle the line. In conclusion he invited the members to visit the offices of the company and receive a demonstration of the Pathex motion picture camera.

Following Mr. Brown's talk, Benjamin Gross, of Gross-Brennan, Inc., factory representative of the Stromberg-Carlson Tel. Mfg. Co., spoke briefly of the distributing and merchandising policies followed in placing the Stromberg-Carlson receiver in the hands of the radio public and stated that all of the promises made by the company to the dealers and general public last year have been carried out. He then introduced Ray H. Manson, chief engineer, who gave a most interesting talk, illustrating his remarks with lantern slides.

Mr. Manson's address, while almost entirely of a technical nature, was made in language that made the subject understandable to all present and the slides thrown on the screen made clear each point. While the talk was primarily a description of the processes which were used in making the new Stromberg-Carlson receivers, Mr. Manson's explanations were of such a general nature that the assembled dealers received valuable instruction on a number of points which will aid them in merchandising all radio sets. The new Stromberg-Carlson line, which was on display at the meeting, has several novel features, principally an improved method of complete shielding which Mr. Manson and his assistants have developed during the past few months. It is said that this method of shielding gives the new receivers one-third more distance ability and adds to the tone quality and selectivity.

On one of the slides shown during Mr. Manson's talk were given ten features of a radio receiving set and the Stromberg-Carlson receivers, it is asserted, contain these features. They are: sensitivity, selectivity, tone quality, volume, simplicity of operation, reliability, first cost, cost of operation, ease of installation and manufacturer's responsibility.

The Metropolitan Broadcaster Service, New York, radio, was recently incorporated at Albany with a capital stock of 200 shares of common stock of no par value. W. P. and W. H. Pickett and L. Cordone are the incorporators.



Excel

Phonographs and Radio-Phonograph Combinations

These illustrations show several of the many late models of our line, which have been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit. 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 St., Chicago, Illinois

STYLE 14
Genuine Mahogany or Walnut only.

STYLE 21-B
Same with both top panels hinged for accommodative Radio Panel.

STYLE 17
Genuine Mahogany or Walnut, Phonograph only.

STYLE 1
Gum Mahogany, Golden or Fumed Oak.

STYLE 2
Gum Mahogany, Golden or Fumed Oak.

Bristol & Barber Report Good Demand for Unirad

Device Which Supplants All Batteries Finds Favor With Dealers and Consumers—Other Products Handled by Firm Selling Well

Bristol & Barber, Inc., New York City, radio and talking machine distributors, have received demands from all over the country for the Unirad, of which they are distributors. The Unirad is a power device plugged in between the radio set and electric light socket and supplants all batteries, operating on AC or DC current.

During the recent radio show various members of the staff of Bristol & Barber, Inc. were present at the exhibit of the Newport Radio Co., at the Grand Central Palace, in which the Unirad was displayed. Many dealer and consumer inquiries were received not only during the week of the exhibit but the aftermath demand has also been great and orders are now being received from almost every State in the Union.

Bristol & Barber, Inc., in addition to the line of cabinets, tables, benches, stools, piano stands and covers upon which the business was built, have now gathered together a representative line of radio products for which they are developing business in the metropolitan territory. In the radio field Bristol & Barber, Inc. are distributing Newport, Eisemann, Superola and Ritz radio receivers, and the K-E, Excellent, Superola and Patric speakers. In the latter field they have Queen "B" batteries and a storage battery of their own which has an 18-months' guarantee. The latest product to be added to the Bristol & Barber line is the Gold Seal radio tube. Although the newest number of the line, it has already proved to be a very popular item, according to N. G. Barber, general manager of the organization.

J. B. Price Lecturing at Columbia on Selling

Sales and Advertising Manager of American Division of Neufeldt & Kuhnke Gives First Series of Lectures at Columbia University

J. B. Price, sales and advertising manager of the American division of Neufeldt & Kuhnke, manufacturer of N. & K. loud speaker products and head phones, has been invited by the faculty of Columbia University, New York, to give a series of four lectures before the sales and advertising class at this University. Mr. Price gave his first lecture on October 5 and the remaining three talks will be given at intervals of every two weeks. Mr. Price is well qualified to discuss the subject of selling in a general way and as applied particularly to the merchandising of loud speaker products, for he has been identified with prominent sales organizations in the radio, phonograph and general commercial fields.

In connection with this series of talks, the members of the Columbia sales and advertising class will collaborate with Mr. Price in making a survey of the radio loud speaker market in the metropolitan district. This survey will undoubtedly be of considerable interest and value to the students and give loud speaker manufacturers an adequate idea of the sales possibilities for loud speakers in this important territory.

Platt Remodels Store

HOLLYWOOD, CAL., October 3.—The remodeled warehouses of the Platt Music Co., 6614 Hollywood boulevard, have just been formally opened with a reception and musical program. The alterations in the store include the extension of the main sales room to the street line behind the arched plate-glass windows, adding to available space and attractiveness.

Valleytone Receiving Set Contains New Features

Potential Balance Circuit for Suppressing Oscillation and Minimizing Howls Contained in Product of Valley Electric Co.

St. Louis, Mo., October 6.—An innovation in radio manufacturing was released for the first time for public inspection at the Radio World's Fair held in New York last month. A new controlled method of tuned radio frequency that employs the "potential balance circuit" for suppressing oscillation was presented to the listening public in the form of the Valleytone radio receiving set manufactured by the Valley Electric Co., of this city, manufacturer of the Valley battery charger, and the Valley "B" eliminator.

With the potential balance control, stations a few meters apart can be brought in as clearly and distinctly as if they were 200 meters apart in wave length. According to V. H. Llaughter, who conceived the principle of the potential balance method, the tendency to squeal and howl has been reduced to a minimum. The Valley laboratories have developed a balancing coil that is an important part of this new improvement in radio, and, according to a series of tests reported by the engineers, the coil has given most amazing results.

The Valleytone receiver was tested over a period of several months by the Valley research department with a standard loudspeaker of popular make, and not only many Middle West-

ern stations, but those at very distant points were heard.

The Valleytone has three vernier tuning dials, and two rheostat knobs, the cabinet is finished in two-tone with inlaid gold stripes and the panel is made of grained bakelite engraved and lettered in gold.

Aubrey Gibbins Now With Landay Bros. as Buyer

Announcement has been made by Landay Bros., Inc., through their executive offices at 147 Fifth avenue, New York, of the appointment of Aubrey Gibbins as buyer and merchandise manager of radio and phonographs. In addition to being in direct charge of the purchasing in these lines, Mr. Gibbins will personally direct the entire merchandising program by which they will be sold in ten Landay stores.

Mr. Gibbins has had a long and successful experience in buying and merchandising. For the past two and one-half years he has been with Ludwig Baumann, Inc., as radio buyer and merchandise manager, and previous to that was with Abraham & Straus for eight years.

Incorporation

The Leaf-Burkhard Radio-Electric Corp., New York, was recently incorporated at Albany, with a capital stock of \$12,000. The incorporators are E. Leaf, J. Burkhard and E. H. Celler.

YOU CAN BOOK THEM NOW



ALBERT CAMPBELL
Lyric Tenor

The Famous

DEERLESS

ENTERTAINERS



RUDY WIEDOEFF
Saxophone

Open
for Engagements

Popular Talking Machine—
Radio Artists

Peerless Male Quartette
The Sterling Trio

The Greatest Performers To-day!!

Rudy Wiedoeff

The World's Premier Saxophonist
Admitted to be the Greatest of them all

AND

Lieut. GITZ-RICE



CHARLES HARRISON
Tenor



LIEUT. GITZ-RICE
Pianist-Composer

JOHN MEYERS
Baritone

FRANK CROXTON
Basso

the soldier singing, composer of "Dear Old Pal of Mine," "Keep Your Head Down Private Boy," and many other songs that have been sung the world over.

A Quartette—or in conjunction with any kind of Orchestra desired from Jazz to Polka-music, or with Monologue Artists or other Entertainers, these celebrated Artists will furnish any program.

Solos, Duets, Trios, Quartets

—including interpretation of all that is best and latest in popular or high-class music.

YOU HAVE HEARD THEM ON THE RADIO AND RECORDS

This is an unusual opportunity to present them to your community, in person. They will delight with their incomparable renditions.

Tell Us What You Want—We Will Furnish It! For particulars or bookings address

FRANK CROXTON, 128 West 44th St., New York City

Renaissance Period
HIGHBOYS
Radios and Phonographs

*"For those who love music
 and appreciate artistic beauty"*

Sold by these exclusive Sonora Distributors

Baltimore Phonograph Dist. Co.
 422 North Howard St., Baltimore, Md.

The Commercial Associates
 531 Mateo 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 Minna Street, San Francisco, Cal.

Long Island Phonograph Co.
 68 Thirty-fourth Street, Brooklyn, N. Y.

Moore-Bird & Company
 1720 Wazee Street, Denver, Col.

The New England Phonograph Dist. Co.
 221 Columbus Avenue, Boston, Mass.

Pennsylvania Phonograph Dist. Co.
 1015 Chestnut Street, Philadelphia, Pa.
 405 Wabash Building, Pittsburgh, Pa.
 1747 Chester Avenue, Cleveland, Ohio

James K. Polk, Inc.
 181 Whitehall Street, Atlanta, Ga.

C. D. Smith Drug Company
 St. Joseph, Mo.

Southern Drug Company
 Houston, Texas

Strevell-Paterson Hardware Co.
 Salt Lake City, Utah

The Tay Sales Company
 6 North Franklin Street, Chicago, Ill.

Yahr & Lange
 Milwaukee, Wis.



SONORA PHONOGRAPH COMPANY, INC.

279 Broadway, New York



THE HAMPDEN

Renaissance period design highboy phonograph radio adapted \$225.00
 Equipped with Sonora five tube receiving set and deLuxe reproducer \$325.00

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

DeForest Radio Co. Dines Distributors and Dealers

Banquet at Waldorf-Astoria Attended by Metropolitan Dealers and Jobbers—Addresses Made by Officials Outline Plans for Fall

Early this month the DeForest Radio Co. gave a banquet for its metropolitan distributors and dealers in the entire New York area. The dinner was given in the grand ballroom of the Waldorf-Astoria and was one of the most enthu-

siaic and representative gatherings of the retail trade ever brought together at this season. In attendance were hundreds of music merchants and members of the electrical and radio trade.

The banquet was presided over by H. L. Lanphear, general manager of the DeForest Radio Co. Mr. Lanphear introduced a number of speakers, each of whom confined his remarks to ten minutes. Roy A. Weagant, vice-president and chief engineer of the DeForest Co., described in detail the new Weagant circuit, which is part of all this season's DeForest models. He also told how the cone type speaker used with the finer DeForest models is built and why it aids considerably in the wonderful tone produced by the instruments.

Mr. Lanphear spoke on the general policies of the DeForest Radio Co., as regards sales in the metropolitan territory, on the finance organization, the engineering department, the probable trend of the market for 1925-26, with reference to the factors which will determine what manufacturers will survive, a survey of the DeForest distribution in the metropolitan area, announcement of the appointment of the Blackman Talking Machine Co. as distributor. E. H. Roberts, of the Wm. H. Rankin Advertising Co., discussed the advertising plans of the DeForest Co., both nationally and as regards the local territory, mentioning various public mediums such as national magazines, newspapers, general talking machine and radio papers to be used.

J. N. Blackman, of the Blackman Talking Machine Co., the newest DeForest distributor, made a brief address. His talk was pointed to the present trend of radio development of sales and the opportunity which all factors in radio distribution had in co-operating for the general health and future of the industry.

R. E. Rineliart, vice-president of the William H. Rankin Advertising Agency, made a short

talk on advertising and the possibilities for advertising and exploiting the DeForest products.

At the end of the speeches the new DeForest Renaissance model was demonstrated to the entire assembly and opportunity was given the dealers to view the entire line, which was beautifully set against a background at one end of the wall.

Besides the dealers the distributors who were present were: J. N. Blackman, of Blackman Talking Machine Co.; H. Weil, of the Herbert John Corp.; Charles Gilbert, of the Gilbert Keator Corp.; H. Deimel, of the McPhibben Ra-



Distributors and Dealers at the De Forest Banquet in the Waldorf-Astoria

di-
dio & Electric Co., and A. Stanley Simons, of the Universal Radio Co.

To Distribute Eagle Sets in Province of Quebec

To Distribute Eagle Sets in Province of Quebec

P. T. Legare to Job Eagle Radio Receiver in Quebec Exclusively—Set Will Be Known in Canada as the Son-o-dyne

QUEBEC, QUE., October 7.—P. T. Legare, 237 Rue Saint Paul, recently took over the exclusive rights of the Eagle radio, the well-known neotrodyne receivers in this province. P. T. Legare is one of the oldest firms in Canada, having started in business thirty years ago, specializing in implements, carriages and wagons. Later it included everything for the farm and home. It was one of the first houses to sell automobiles and it is only natural that it should be one of the first to take over distribution of radio in Quebec.

J. F. Frontier, who has been associated with the business since its inception in a small room, has taken particular interest in the Eagle products. P. T. Legare has twenty-five distributing branches and one thousand local agencies in Quebec and Eastern Provinces. The set in Canada will be known as the "Son-o-dyne."

Fall Plans of the Edison Phonograph Distributing Co.

Steady Increase in Business Noted—Adding Salesmen to Handle Increased Business

KANSAS CITY, Mo., October 7.—The Edison Phonograph Distributing Co. notes a steady increase of business since March 1. More salesmen have been put on in this territory to take care of the increased business. Dealers are showing more activity, which has resulted in the greater demand for salesmen, and the general outlook for business for the rest of this year is exceptionally good, according to the Edison people.

Nothing new in the way of improved machines or selling projects is being launched this year, but instead the Edison Co. is trying to work out more fully the plans already in use, believing better results can be obtained from dealers by working on selling plans already known by them than by continually presenting new schemes.

EVERY-THING FOR THE RADIO DEALER

ZIMMERMAN · BITTER
CONSTRUCTION COMPANY



Lauday's 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 Instrument
Service Counters Cases, Etc.

Prices on request

ZIMMERMAN-BITTER
CONSTRUCTION COMPANY
325-27 East 94th Street, New York
Telephone ATwater 0178

ASK US ABOUT OUR SHEET MUSIC AND MUSICAL INSTRUMENT CASES

IT'S A **Dymac** PRODUCT

Performance, Appearance and Price Sell the DYMAC Selecto Five



DYMAC Type G Standard Headset
Tone tested and correctly balanced. It is light in weight with comfortable headband. Every radio owner needs one. List, \$5.00



DYMAC Type E Headset
A popular priced Headset of exceptional quality. Improved headband. Each phone is carefully tested and matched before it leaves our factory. List, \$3.00

IF peculiar local conditions make reception difficult and handicap your sale of receiving sets, the DYMAC Selecto Five will solve this sales problem.

Built on an entirely new principle but made throughout of DYMAC Guaranteed Parts, this remarkable receiving set has outperformed neodynes, superheterodynes and regeneratives under the most rigid tests.

Here's a receiving set made in the Talking Machine shop manner. It's the type of merchandise you are accustomed to sell. With its handsome walnut finished mahogany cabinet and ebonized panels and base, everyone takes the DYMAC at \$75 for a much higher priced instrument.

Backing your sales effort is effective DYMAC National Advertising in the Saturday Evening Post, Radio News, Country Gentleman and a selected list of sectional FARM PAPERS.

Here is an outstanding sales opportunity in radio. Get in touch with the nearest DYMAC factory Sales Agent and take advantage of it.

ELECTRICAL PRODUCTS MFG. CO. Providence, Rhode Island

New York Office: Metropolitan Tower
Export Office: Ad. Aurlima, Inc., 116 Broad St., N. Y. City

DYMAC Factory Sales Agents

Chicago—E. V. Mason.
Cleveland—Factory Sales Co.
Boston—Hastings Elec. Sales Co.
Philadelphia—Ertchman, Harris & Munn.
Washington—W. Lester Bates.
St. Louis—N. Scott Gardner.
Kansas City—Wm. S. Reid Sales Co.

Denver—Schmidt Sales Co.
Omaha—Leonard Kahn.
Pitts. West—Savage & Schmidt.
Seattle—Fred. L. Tomlinson Co.
San Francisco—Fred. A. Tomlinson Co.
Los Angeles—Fred. L. Tomlinson Co.
Vancouver, B. C.—John E. T. Fordall.

Ask nearest Factory Sales Agent for catalog
DYMAC Guaranteed Radio Equipment



DYMAC Loud Speaker
Handsome black deckled enameled finish with unusually wide range and accurate rendition of tonal values. A fitness sales comparison to the DYMAC Selecto Five. List, \$8.50



DYMAC Vernier Dial
A practical Dial which simplifies radio tuning. Central knob for coarse tuning with lower knob for finer tuning. Handsomely finished in black and silver satin. List, \$1.50

Other DYMAC Accessories and Parts

- Loud Speaker Unit, \$5.00
- Audio Frequency Transformer, \$2.50 to \$4.00
- Soldering Set, (standard), \$2.50
- Crystal Set (complete), \$7.50
- Sub-panel Socket, 75c
- Jacks, 50c and 90c

EVERY **Dymac** PRODUCT
GUARANTEED FOR ONE YEAR

The Trade in BOSTON and NEW ENGLAND

JOHN M. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Boston Dealers Prepare for Busy Days With Radio Exposition in the Offing

Trade Anticipates Increased Interest When New Lines Are Shown to Public at Show This Month
—Sonora Dealers Hold Conference—New Victor Line Demonstrated—The News

BOSTON, MASS., October 7.—Conditions in the radio and talking machine trade are showing a marked improvement, and all that is needed is real seasonable weather, for with the exception of a few days there is still a sort of Summer sultriness that is not good for business; all lines feel it and have expressed the belief that with sharp, crisp days sales will improve. In the radio line there is widespread interest in the forthcoming radio exposition, which is to take place here for a week toward the middle of October. While it is true that there are to be very few local dealers represented in the exhibit all of them will take special advantage of the week and have exhibits and demonstrations of their own in the shops.

Cheney Sales Corporation Pushing Radio

The Cheney Sales Corp. in this city has gone heavily into radio distribution and at the present time handles a large line, including the Thermodyne receivers, Eveready batteries, Silver Voice loudspeakers, Ekko phonograph units, Valley chargers, Aalco loops, Brach antenna outfits, and a large group of Brøhl products, Receptrad batteries; in fact, there are actually nineteen lines for which Manager Shewell is the jobber for New England. Business with the coming of Fall has started with a rush and the prospects are excellent for big business from now on.

Additions to Cheney Organization

Two new salesmen have been added to his staff by Manager Shewell, Leonard E. L. Cox, who has been in the electric business for twelve years throughout the country, whose territory will include Boston, Lawrence, Haverhill and adjacent places and Providence, R. I. The other new man is J. H. Hayes, who is familiar with radio and who will travel through New York State and the other parts of New England not

covered by M. L. Leonard, some of his high spots being Springfield, Hartford, New Haven, Fitchburg, Gardner and North Adams. These men already are on the job and are giving a good account of themselves. A visitor to Manager Shewell's office lately was Ludwig Aronson, sales manager of the Receptrad line, who spent three days here studying the local situation. Manager Shewell was over in Philadelphia last week mapping out his plans for the Fall with some of the Cheney officials.

Dealers View New Sonora Line

Nearly 100 Sonora dealers met at the Copley Plaza the middle of September as the guests of Manager Joe Burke, of the New England Phonograph Distributing Co. The special guests of the occasion were S. O. Martin, president of the Sonora Co., and Frank V. Goodwin, general sales manager of the concern, both of whom came over from New York to especially honor the conference with their presence. Models of the new Sonora line were on exhibition, these including talking machines, radio receivers and loud speakers. In a brief talk to the dealers President Martin outlined the plans which the company has mapped out for this season, and he told how the radio had become an integral part of the talking machine industry. He cited instances where dealers had taken on the radio line only, and later found that it was essential that the talking machine line be included also.

Mr. Goodwin emphasized the attitude of the Sonora Co. toward the dealers and explained how each large territory has a factory representative, who is paid by the company, who places himself at the disposal of the dealers in that territory, all of these being men who have been carefully trained at the company's plant

and who are in a position to give thorough service wherever it is required. Following the conference there was a luncheon served and the dealers returned home impressed with the fact that the Sonora Co. intends to keep close to the dealer and work in the heartiest co-operation with everyone who represents it and its line.

Changes in Brunswick Headquarters

Harry Spencer's headquarters of the Brunswick-Balke-Collender Co. have undergone considerable of a change within the last few days, all this in anticipation of the demonstration that is to be given the Brunswick's new Panatrope, over which there is considerable curiosity, as those who have been privileged to examine it claim that it is basically different from anything now on the market. Apropos the changes the executive offices are now ranged along the Kingston street front of the building thereby getting a flood of daylight. Harry Spencer's private office has not been moved but there is a far larger space in the center of the floor for group purposes. Mr. Spencer reports that business is showing a marked improvement and that the demand for the Vocalion line of records is steadily growing.

Demonstrations of New Victor Line

Several Victor demonstrations under competent auspices have lately been held in this city and elsewhere in New England for the express benefit of dealers who have been keen to attend and get all the valuable selling points possible. The demonstrations in Boston were held at Steiner Hall, and in several instances authoritative information came from some specially selected persons from the Victor factory. Mr. Drake, from the New York office, was among the group who led in the conferences and so was James Frye, who is widely and pleasantly known among the New England trade. Springfield was another place where these demonstrations took place, the special location being the Kimball Hotel, and there was another in Portland, Me. These demonstrations, of course, had to do with the new Victor line and everywhere the dealers were most enthusiastic.

Special Victor Representative Purrington, who is an authority on electric and spring motors, and who in fact is intimately acquainted with all the mechanics of the Victor proposition, has been in town in conference with the trade, such of them as desired intimate information that will assist in furthering the sales of the new line. Mr. Purrington found a number who were eager to add to their store of knowledge and his visit proved a highly successful one insofar as the furtherance of Victor interests was concerned. Meanwhile Manager Herbert Shoemaker, of the Eastern Co., reports business as coming along surprisingly well and this is especially true of the record line.

Big Month for Sonora

"September was the biggest month we have had in five years," declared Manager Joe Burke, of the New England Phonograph Distributing Co., in discussing the Sonora line, which his house handles. The big demand for the goods that were reduced several weeks ago still continues, but as a matter of fact there are very few machines left. The dealers in New England are eagerly awaiting the new Sonora line, which includes highboy phonographs, radios and combinations. The first invoices were shipped to the jobbers a few days ago, and by the time the next Boston letter is read the trade will have had the line by several weeks.

Manager Burke, who has been giving a great deal of attention to the Fall plans for business expansion, is hoping to get away for a rest as soon as his program is properly mapped out so that his staff can "carry on" without his pres-

**Every Minute of Your Business is
of Financial Value**

**Every Inch of Shelf Space is
Costing You Real Money—**

Is your shelf space earning enough money
to pay well for the time you spend?

With *OKeh* Records on your Shelves there
will be More Money in the cash register, thus a
higher profit for you. If you do want more
business write to

**General Phonograph Corporation
of New England**

126 Summer Street, Boston, Mass.

FROM OUR NEW ENGLAND HEADQUARTERS—(Continued from page 168)

ence, and he is looking to Cuba as a likely field for recreation. Tom Burke has been making a tour of the Springfield and Hartford field; Ray Burke has been in western Massachusetts and Vermont, and Dick Keyes is looking over the eastern Massachusetts field.

Good Publicity for M. Steinert & Sons
The Boston house of M. Steinert & Sons, which went heavily into radio in 1921, has met with marked success in handling this line and in a somewhat lengthy article in a Boston daily paper there is an intelligent review of what the company has accomplished, with a brief history of the house which was started sixty-five years ago, by M. Steinert, and subsequently conducted by three sons, Adolph, Albert and Alexander, the latter being more concerned with the Boston business. Just now the Steinert company is merchandising the De Forest, Atwater Kent, Garod, Pooley-Atwater Kent, and for loud speakers, there are the Pathé and Amplion, besides those which come in or are built in with the receivers already mentioned. The house also carries Baklite and Rectigon battery chargers, Weston meters, Sterling meters, Burgess batteries, Ray-O-Vac batteries, Westinghouse, Harvard, Perrine and Exide storage A batteries. The merchandising of all these is in the hands of Henri Duquesne, a graduate of the University of Michigan, who came to this city from Montreal in the late Spring. It is interesting that the Steinert company has seventeen branch stores in New England.

Columbia Activities

Manager Billy Parks, of the New England department of the Columbia Co., has been over in New York for several days conferring with the company officials. This department here has been doing very well with the new line of Celebrity records and there has been a good demand for the medium-priced Harmony record. The company hopes by the first of the year to bring out a new line of phonographs which the local trade ought to regard as a worth-while proposition. A Boston visitor to the local Columbia headquarters a few days ago was Dan DesFolles, the foreign record sales manager of the company, who also visited Columbia dealers in Massachusetts and Rhode Island.

Interesting News Briefs

Following close upon his return from Europe Winthrop A. Harvey, head of the C. C. Harvey Co., started on a yachting cruise along the coast of Nova Scotia, several of his friends being in the party.

Walter Gillis, of the Walter J. Gillis Co., Boylston street, Victor dealer, has been taking

his late Summer and early Fall vacation in week-end trips to Cape Cod resorts.

The warerooms of Charles S. Norris in Tremont street have undergone quite a transformation these last few weeks, the interior having been repainted and decorated.

Robert S. Steinert, of M. Steinert & Sons, and his bride, formerly Miss Lucy Currier, have been heard from by their numerous friends. At the time of writing they were passengers on the Italian steamer, Conte Verde, bound for Naples and report a delightful trip.

Walter Wolmer, who formerly was connected with the talking machine department operated by Henderson at the Shepard Stores, is now with the C. F. Hovey Co., where he is in charge of a similar department.

Julius Balke, of the Brunswick Co., with Mrs. Balke, who spent most of the Summer at the North Shore and the White Mountains, has returned to their home in Chicago.

Edward Strauss, general sales manager of the Vocalion Red record line, was a Boston visitor a while ago and was able to greet many of his old-time friends.

Wetmore-Savage Co. New England Eagle Distributor

BOSTON, MASS., October 10.—The Wetmore-Savage Automotive Equipment Co. is planning for New England distribution, except Connecticut, of Eagle neodyne receivers by arrangements recently closed with the Eagle Radio Co., Newark, N. J. The Wetmore-Savage Co. is one of the best-known supply houses in this territory. Its business is operated from executive offices at 180 Massachusetts avenue.

A. B. Ayers, sales manager of the Eagle Radio Co., recently attended a meeting of the Wetmore-Savage sales force held in the Westminster Hotel, this city. Mr. Ayers was introduced by Harold Campbell, manager of the Wetmore-Savage Co., and gave a talk with detailed descriptions of his firm's product.

Meade Brunet a Benedict

Miss Edythe Redman, daughter of Mr. and Mrs. Walter Herman Redman, of New York and Bronxville, was married recently to Meade Brunet, well known in the radio trade as merchandising manager of the Radio Corp. of America. The ceremony took place in Stamford, Conn., at the home of a relative of the bride. The newly wedded couple are honeymooning in Europe.

Mathematical Pony Feature of Liberty Elec. Exhibit

Manufacturer of "Ful-Wave" Battery Chargers Has Equine Charger to Attract Crowds to Booth at Annual Boston Radio Show

BOSTON, MASS., October 12.—One of the features of the Fifth Annual Boston Radio Show, which opened to-day, was a calculating pony billed as



Mathematical Pony "Tuning-in"

a "charger" and which appears in the booth of the Liberty Electric Corp., manufacturer of "Ful-Wave" battery chargers. This attraction kept the Liberty Corp.'s exhibit one of the busiest at the show. It gave the directors of the booth, headed by E. P. Knapp, general manager of the company, an opportunity of placing the merits of the "Ful-Wave" charger before thousands of visitors. A reproduction of a photograph of the pony is herewith shown before a receiving set. The pony is able to turn the dials.

Ansonia Furniture Co. Holds Formal Opening

ANSONIA, CONN., October 6.—The Ansonia Furniture Co. held the opening of its new building on Thursday, October 1. Mr. Terry has spared no expense in equipping one of the most modern music departments in the State, located directly in the front of the store. A complete line of Columbia and Victor instruments is featured in this beautiful store, which enjoys the bulk of business in Ansonia and surrounding towns.

Sonora Highboy Publicity

A most attractive piece of dealer literature was recently distributed to Sonora dealers. It consists of six pages devoted to the picturization and description of the three Sonora Highboy radio receivers, the Plymouth and Hampton highboys. Not only are full descriptions of the models given but the pictures show them in authentic settings.



Opportunity Shines Ahead

For the Victor dealer is coming a day of tremendous opportunity. Have you prepared for it by merchandising your present stocks on a big turnover and profitable basis and accepting the opportunity that exists today?

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

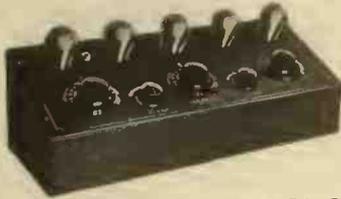
The MARWOL Line

The New York

From the MARWOL BABY GRAND at \$36.50 to the MARWOL CONSOLE GRAND at \$130, the MARWOL line holds the greatest sales and profit-making opportunities this year.

MARWOL is the outstanding line of the season, from every standpoint—quality, performance, appearance and range of models and price.

And behind the MARWOL line of quality Receivers is the proven MARWOL business policy. MARWOL dealers know from past experience that MARWOL will not cut prices—that there is no Summer dumping of MARWOL—that MARWOL stands firmly behind its guarantee.



Marwol "Baby Grand"
Five tubes
\$36.50



Marwol "Jewel"
Five tubes
\$39.50



Marwol "Console
Combination"
Enclosed
Loud Speaker
\$115.00



Marwol "Six"
Resistance Coupled
Amplification
Six tubes
\$100.00

MARWOL RADIO CORPORATION

Sales Branches in Every Part of the United States

In Pennsylvania, New Jersey, Delaware, Maryland, Washington, D. C.
K. S. Byrd Co.
221 North 11th St., Phila., Pa.

In Ohio
Charles Saenger
942 Prospect Ave., Cleveland, Ohio

In Illinois, Indiana, Wisconsin
The Barsock Co.
53 West Jackson Blvd., Chicago, Ill.

In Michigan
Dungan Sternfield Radio Sales Co.
25 North Dearborn St., Chicago, Ill.

In Minnesota, North Dakota, South Dakota
C. L. S. Holmes
502 Boston Blk., Minneapolis, Minn.

of Money Makers!

Shows Proved It!

Both our old factory and new factory of twenty-five thousand square feet are in full production. This means that every MARWOL order will be shipped promptly — no delays or disappointments for dealers selling MARWOL.

Feature MARWOL—standardize on it. There is a MARWOL Model for every purse and every taste—to fill every demand.

Write or wire to-day direct to us or to the Sales Branch nearest you for catalog of the complete line, discounts and full information.

You can't go wrong with the MARWOL Line! It spells safe, sure profits for you!



Marwol "A-1"
Five tubes
\$55.00

Marwol
"Table Console"
Enclosed
Loud Speaker
Five tubes
\$75.00

Marwol
"Console Grand"
Enclosed
Loud Speaker
Five tubes
\$130.00

Marwol
Phonograph Panel
\$45.00



546-548 Broadway, New York City

Sales Branches in Every Part of the United States

In Nebraska, Kansas, Iowa, Missouri
Lane-Meyn & Co.
Chemical Bldg., St. Louis, Mo.

In Oregon, Washington
C. E. Gay
166 Lowndale St., Portland, Ore.

In Idaho
R. T. Carr
906 Sprague St., Spokane, Wash.

In California
Marshank Sales Co.
926 Insurance Exchange Bldg.,
Los Angeles, Cal.

In Arkansas, Louisiana, West Missis-
sippi, West Tennessee, Texas, Okla-
homa, Colorado
C. H. Walls & Co.
1409 Syndicate Trust Bldg.,
St. Louis, Mo.

New Black Label Record Exchange by Victor Co.

New Plan Announced for Relieving Talking Machine Dealers of Excess Stocks of Ten and Twelve-Inch Black Label Records

A new Victor record exchange covering a list of over 500 ten-inch double-faced black label records, and over 50 numbers of twelve-inch records of the same class, was announced recently by the Victor Talking Machine Co. Under the new plan a merchandise credit is allowable as of January 2, 1926, on the basis of ten per cent of each dealer's record purchases from October 1 to December 31 of this year. Certificates of credit are to be issued to the dealers by the factory, and from January 2 the dealer may procure records against this credit each month to the amount of ten per cent of his monthly record purchases during the last quarter of the current year through any designated wholesaler.

Forms listing the numbers of the records in the exchange and specifications covering the return of cut-out stock direct to the factory in Camden under the usual conditions have been distributed to the retail Victor talking machine trade.

Landay Bros. Establish Music Dept. at Namm's

A. I. Namm & Sons, operating the Namm department store, Brooklyn, announce their connection with Landay Bros., Inc., in the establishment of a new music department, in which will be sold pianos, phonographs and musical instruments of every description.

Yielding to the persistent demands of the public for a department in which, as with other high-class department stores, musical goods of quality could be purchased on the installment plan, the Namm store has departed from its previous policy of over seventy-five years' standing, of selling for cash only, and has granted permission for certain of its departments to do business on an installment basis. It was natural that in seeking an organization that would maintain its high ideals in merchandising and service it should select for its music department a firm that through twenty-five years as music dealers has won a reputation for progressive merchandising policies.

Maynard L. Allen, for five years with the Story & Clark Piano Co., is in charge of the new piano department. Within the next two weeks the appointment will be announced of the new manager of the phonograph and musical instrument departments.

Important Thermodyne Distributors Appointed

Several Prominent Wholesalers in Important Trade Centers Become Distributors of Thermodyne

Leo Potter, president of the Thermodyne Radio Corp., New York, announced this week that several well-known jobbers in important trade centers had been added to the list of Thermodyne distributors. Among these jobbers are Woodward, Wight & Co., New Orleans, La.; Listenwalter & Gough, San Francisco and Los Angeles, Cal.; Van Ashe Radio Co., St. Louis, Mo.; Globe Electric Co., Seattle, Wash.; Buchanan & Vaughn, Texarkana, Ark., and the Empire Electric Co., Spokane, Wash. Several of these jobbers have been identified with radio activities for a number of years and they are all well equipped to give Thermodyne products effective representation.

M. O. Giles, sales manager of the Thermodyne Radio Corp., is now visiting the trade on the Pacific Coast in conjunction with Raymond H. Shepard, Pacific Coast manager for Thermodyne, and his reports to date indicate a steadily increasing demand for Thermodyne products on the Pacific Coast.

Okeh Artists Entertain at Gast Store Opening

Tom Martin and His Original Indiana Five, who recently became recording artists for the Okeh catalog and who are providing the dance music at the Cinderella Ballroom on Broadway, gave a concert at the opening of Gast Bros. new store at 382 Central avenue, Jersey City, N. J., on Friday, October 9. The appearance of this orchestra added greatly to the attractiveness of the opening ceremonies and many of their records were sold. Among the numbers which drew forth enthusiastic applause were: "O Boy, What a Girl" and "Indiana Stump," which selections they have recorded for Okeh records.

Lion Store Radio Division Occupies New Quarters

Growth of Radio Department of Music Establishment Necessitates Move to Large Quarters—Large and Varied Line of Sets Carried

TOLEDO, O., October 7.—The Lion Store music rooms and the radio division, formerly under one manager, have been separated. The radio department growth has made it necessary to move into its own large quarters on the ground floor. Recently the store purchased the building adjoining the main store structure on St. Clair



Radio Department of Lion Store street. This has been made into the brightest, most attractive radio store in this section.

Doyle Wyre, who has had much merchandising experience with other large stores, is manager. The shop has three sound-proof radio demonstration booths. Sets are attached to batteries in the basement. Four master aerials form the outside contact. All that is necessary for the staff of salesmen to do when showing an outfit is to turn a switch and ask the customer to move the radio dial to a broadcasting station number in order to enjoy a program. The process has been made very simple here, hence many women are finding radio reception enticing.

On the opening day catalogs of the eight sets carried and broadcasting station dials were distributed to the visitors. The shop is finished in mahogany and old ivory and is lighted by a special arrangement of lights. Above the center of the store on the outside is a large metal sign picturing the globe and a map of the United States on which the principal broadcasting stations are designated with electric lights.

Radiola, Zenith, Atwater Kent, Music Master, Thompson, Freed-Eisemann sets and others are dealt in, as well as Victor, Atwater Kent, Thompson and Music Master loudspeakers. And, of course, a complete assortment of accessories.

A varied program of entertainment will be carried on this Fall and Winter, and it is expected that radio sales will equal phonograph sales. The store will exhibit at the radio show on November 2.

Larger Discounts Offered on Higher Priced Victrolas

As a Result of More Favorable Discounts Offered by the Factory to Wholesalers, Dealers Can Purchase on a Forty and Ten Basis

Much favorable comment has been aroused in the retail talking machine trade through the recent announcement that the Victor Co. has provided for larger discounts to wholesalers on all Victrola models listing at more than \$90, with the result that the wholesalers are in a position to offer dealers discounts of forty and ten per cent on machines of the higher-priced sort.

One effect of the increased discount has been to stimulate buying materially on the part of the dealer, who, with the price inducements to offer, coupled with the new line, looks forward to an active selling season.

The 40 Minute Record



The SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Made for AC or DC current of 110 volts. Specify type of current when ordering.

Mr. Dealer:

Are you preparing to sell the 40-minute record? New machines will be produced on which to play this record. How about the millions of machines now in existence that would require winding four times during one record.

The Shelton motor solves this problem and means big profits for you.

Write for catalog and detailed information

The Shelton Electric Co.

Long Island City

New York

N. Y. OFFICE: 48th STREET AND LEXINGTON AVENUE

"Quality Is Season's Watchword"

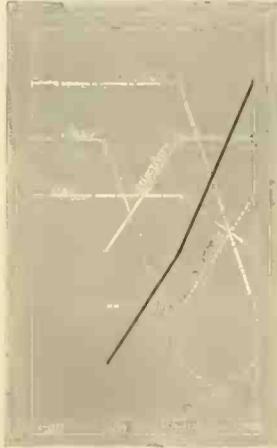
"Fidelity of Tone Production Will Be Greatest Public Demand this Fall"—*Radio Retailing*, issue of August, 1925.

Radio Retailing asked one hundred dealers in ten states what was the most important thing in Radio today.

They all said "Tonal quality is the first requisite."

For years Daven has pioneered quality. It is gratifying to see our vision come true and our judgment substantiated.

Daven engineers have long recognized that the present day receiving set needed to be greatly improved from a quality standpoint. They worked



A graph from August issue of Radio Retailing, showing the most important selling point of Radio from 1922 to date.

and perfected Resistance Coupled Amplification, the only existing method known whereby you can procure amplification without distortion and no distortion means simply quality.

The Daven Resistance Coupled Amplifier shown below can be conveniently added to any existing set owned by the public. Manufacturers and amateur set builders should also investigate Daven Resistance Coupled Amplification. Your set will not be 1926 Model unless it is Daven Resistance Coupled.

DAVEN RESISTANCE COUPLED AMPLIFICATION

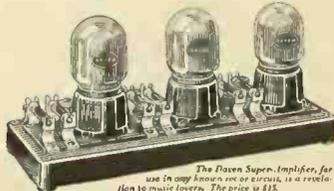
To the public—Daven Resistance Coupled Super Amplifier in a genuine Bakelite base complete with all resistors, grid leaks and condensers inserted—\$15. In kit form, for those who like to build their own, including special Type A Daven Condensers, \$9.00.

To radio dealers—Send for our complete catalog and the name of our nearest established distributor.

To set manufacturers—The facilities of our Engineering Department are yours to command. Call upon

us at any time. We can offer you constructive advice on how to improve the audio end of your set.

THE RESISTOR MANUAL is the handbook of Resistance Coupled Amplification. At your dealer's 25c. By mail postpaid 30c. Dealers, write for a free copy.



The Daven Super Amplifier, for use in any known set or circuit, is a revelation to music lovers. The price is \$15.

DAVEN PRODUCTS ARE SOLD ONLY BY GOOD DEALERS

"The One of a Kind"
DAVEN RADIO CORPORATION
Resistor Specialists
Newark New Jersey
Reg. U. S. Pat. Off.

CLIP THIS COUPON 31-16-25

DAVEN RADIO CORPORATION
158-160 Summit Street, Newark, New Jersey

Please send me the following on Resistance Coupled Amplification:—

Check One Resistor Manual, 25c. is enclosed.
 Complete Catalogue (free).
 Dealer Proposition

Name:

Address:

For Dealers: Send your letterhead or card, or this coupon and we will have our nearest distributor communicate with you.

THE BIG LITTLE THINGS OF RADIO

HAPPENINGS IN THE DOMINION OF CANADA

Demonstration of Panatrope in Toronto Received With Enthusiasm by the Trade

New Brunswick Product to Be Manufactured and Marketed in Canada by the Brunswick Organization—Popularity of Combination Phonographs and Radio Indicated by Exhibits—The News

TORONTO, CAN., October 7.—W. B. Puckett, general manager of the Brunswick Co. of Canada, Ltd., recently demonstrated in this city the Panatrope, a new instrument which the Brunswick organization is introducing to the Canadian phonograph trade and the Canadian public. The demonstration was given privately in the "Customers Club" of the Canadian General Electric Co.'s showrooms, when dealers and musicians present were thrilled. This new musical instrument will be made and marketed in Canada by the Brunswick organization. This invention will unquestionably infuse new life into this phonograph retailing. A full description of this wonderful invention has already appeared in full in the columns of *The World*.

One of the prominent features in connection with the various exhibitions held in Canada this year where phonographs and pianos were exhibited was the general appearance of the combination phonograph and radio models, these being shown in the booths of all firms handling phonograph lines.

Eugene A. Widman, president of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., recently spent a holiday in eastern Canada, and reports catching a 36-pound salmon in the Marguerite River.

The sale of His Master's Voice Sousa's Band records was given considerable impetus the past month when this celebrity paid Toronto a visit of a couple of days.

A Canadian corporation has been formed under the name of Fada Radio, Ltd., at 821-827 Queen street, East. The officers of the company are as follows: President and treasurer, Frank A. D. Andrea; secretary, R. M. Klein; manager, C. R. Fraser; superintendent, T. M. Rozelle. The Canadian company is licensed under the Canadian Hazeltine patents in conjunction with F. A. D. Andrea, Inc. of New York City, to manufacture a complete line of Fada neodyne receivers.

The Canadian musical instrument industry is the subject of a recent report issued by the Dominion Bureau of Statistics. In 1923 there were 64 firms engaged in the manufacture of musical instruments, materials for these, phonographs and gramophones. Of these establishments forty-five were in Ontario, fifteen in Quebec and one each in Alberta, British Columbia, Manitoba and Nova Scotia.

The Viny Supply Co., owing to increased business, is now occupying larger quarters at 14 Temperance street, Toronto. This firm carries exclusively in Ontario the Apex and Blair radio receivers, also the Radiola and a complete line of all parts of standard manufacture.

Miss Margaret Cooper, a talented musician,

has assumed charge of the phonograph department and record department of the Mason & Risch branch in London, Ont.

Victor B. Hodges, sales manager of the Brunswick Co., in this city, is back at his desk after a six weeks' leave of absence recuperating from a period of ill-health.

The Sun Record Co., Toronto, distributor of records, player rolls, Burgess batteries and other phonograph and radio lines, has been added to the list of distributors of Hohner harmonicas by Hough & Kohler, Canadian Hohner representatives.

Layton Bros., Ltd., made a representative showing of Brunswick phonographs and Bruns-

Important Activities in the Montreal Trade

E. Rypinski Resigns to Return to New York—Appearance of Artist Has Stimulating Effect on the Sale of His Records—New Stores

MONTREAL, CAN., October 8.—Perkins Electric, Ltd., of this city, announces the resignation of E. Rypinski, manager of the radio department of that organization. For purely personal reasons, Mr. Rypinski desires to again take up his residence in New York City from whence he came in July, 1922. He is succeeded by Joseph Paquette.

Legare Radio Regd., a subsidiary of P. T. Legare Co., Ltd., has opened a radio department and will operate an exclusive store at 3412 Park avenue, Montreal. The makes handled include Eagle, Zenith and Sono-dyne. A. Monegas will be manager, and A. Christen will be the expert engineer in charge.

The sales of Creatore's Columbia band records were considerably added to by the appearance in Ottawa of this famous band conductor.

The Carter Radio Co. has opened offices in Montreal, with J. W. Levine as general manager.

Omer Perrault, one of Canada's ablest swimmers, in his recent 30-mile swim at Montreal, attributes his success to the use and aid of a small Victrola, which his manager carried along with him in following his charge, and which sent him of the latest popular songs across the water to the ears of the tireless swimmer, helping to break the monotony of his long grind in the water.

Orpheum Phonograph, A. Poisson, proprietor, has opened up at 1247 St. Denis street, where a number of different makes of phonographs are being featured.

Stenzler Bros. have opened phonograph parlors at 1310 St. Lawrence boulevard, this city,

which Radiolas at the recent fair held at Huntington, Que. They report some nice business as a result. George S. Layton, manager of the radio department, visited the recent New York Radio Show.

The new store of Grinnell Bros. in Windsor, under the management of an experienced phonograph man in the person of Harry Rock, recently had its formal opening. The former store was destroyed by fire in January last.

H. S. Smith, of the Columbia Phonograph Co., Ltd., head office staff, is back at his desk after a well-earned vacation.

Heintzman & Co., Ltd., London, Ont., branch are doing some aggressive advertising in favor of Brunswick Radiolas.

The Ontario Radio Equipment Co., Toronto, has the selling rights of the radio receiving apparatus manufactured by the Colin B. Kennedy Corp., St. Louis, Mo. They are busy appointing dealers with exclusive territories.

where they are specializing in the Columbia line of phonographs. V. Sgroi Musical House, Ltd., 1053 St. James street, West, has taken on the Brunswick line of phonographs and records.

The recent appearance in local theatrical circles of "No, No, Nannette" was the cause of a large number of Brunswick records of this popular musical revue being sold both in vocal and dance selections.

The radio department of C. W. Lindsay, Ltd., recently added two extra salesmen to its inside selling staff.

Rhonda Welsh Male Singers (Victor artists) gave a two days' recital in Montreal to crowded houses.

Good Business Features Month in Winnipeg Field

New Edison Co. and Phonola Co. in New Homes—Western Canada's Radio Show Featured by Fine Exhibits and Large Attendance

WINNIPEG, MAN., October 7.—Both the New Edison Co., and the Phonola Co., in their new location on Portage avenue report good business and attribute a large portion of it to their good location.

Manager Stark, of the phonograph department of Cassidy's, Ltd., Columbia agent, recently visited Chicago on a business trip.

The Three Way Piston Ring Co. of Winnipeg, Man., will act as distributor for the Northland Radio Co., Minneapolis, to handle its radio sets exclusively in the provinces of Manitoba, Saskatchewan, and Alberta.

A new factory for the manufacture of gramophone cabinets has recently been put into operation in the Elmwood district of Winnipeg by the Bent Wood Chair & Table Co. The company, capitalized at \$30,000, is under the guidance of A. Provisor and N. Ribousky.

With all the brilliance and attractiveness of an automobile show combined with entertaining and educative features Western Canada's Radio Show was held in the Royal Alexandra Hotel, Winnipeg, Man., September 14 to 19. Exhibitors and radio enthusiasts united as the Associated Radio of Manitoba, and demonstrated radio's rapid growth from the experimental hobby stage to the important enterprise of today.

D. H. Starr has added an extensive line of radio and equipment at his new store in Indian Head, Sask.

The Burd Ring Sales Co., Winnipeg, has taken on the western Canadian distributing rights for the Neutrowound receiving set, which is manufactured in Chicago.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



Radio Receiver



The Year's Greatest Radio Value

THAT'S what we set out to build — radio value in a receiving set which has never before been equalled.

And that is what enthusiastic dealers and satisfied users everywhere say we have accomplished in the Valleytone 5-tube Tuned Radio Frequency Receiver.

The Valleytone provides the easy, distinct separation of stations only four or five meters apart. . . . Reproduction that inspires amazed approval for its natural faithful tone. . . . Great-

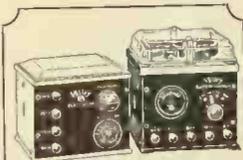
er volume without distortion.

And in appearance, a knock-out. A beautiful walnut cabinet finished in two tones—striped in gold. Bakelite panel engraved and lettered in gold.

Consult your jobber or write us for the full story of the Valleytone Receiver. We are telling that story to millions this year in magazine and newspaper advertising, and we are looking for good dealers to profit with us on the year's greatest radio value.

VALLEY ELECTRIC CO., Radio Division, St. Louis, U. S. A.

(Branches in principal cities)



Every tube set owner is a prospect for these

The Valley B-Eliminator takes the place of B batteries and provides B current from the house lighting circuit at a constant voltage all the time. It is a new and better source of B current. The Valley Battery Charger also works off the house lighting system and is the only charger needed for recharging both A and B storage batteries. The Valley Charger is known all over the country. We have always been able to sell all that we could make.

Your jobber can supply you. Or write us for further information.

The B-Eliminator
Retail Price \$30.00

The Battery Charger
Retail Price \$19.50



The Valleytone is mounted in a solid walnut cabinet finished in two-tone with inlaid gold stripes. Bakelite panel, engraved in gold.

Retail Price \$115.00



The Special Valley Table like the above with built-in loud speaker and compartments for all batteries, etc.

Retail Price \$60.00



The Console Model Valleytone

Retail Price \$250.00

Valley Electric

Victor Demonstration of New Products Feature of Month With Buffalo Trade

More Than Two Hundred Dealers Attend Demonstrations Given by Curtis N. Andrews and Buffalo T. M. Co.—Iroquois Sales Corp. Reports Crosley Pups in Demand—Other News

BUFFALO, N. Y., October 9.—More than usual activity is noted in the various talking machine and radio jobbing houses here. Large orders for phonographs, radio and records are being shipped from this point daily. Local dealers are preparing for a brisk Winter business, since early Fall has surpassed all expectations in volume of trade.

The Victor demonstration in the Lafayette Hotel, given under auspices of the two Victor jobbers, Curtis N. Andrews and the Buffalo Talking Machine Co., was an immediate success. More than 200 dealers from western New York, Pennsylvania, and northeastern Ohio were in attendance. Presentation of the new Orthophonic Victrola was made by F. C. Erdman, factory representative of the Victor Co.

A second meeting was held on October 6 in the Hotel Statler. This meeting was of an educational nature, and was for the purpose of educating the dealer in the merits of the Victrola and to present the instrument to the public in an intelligent way. The meeting began at 10:30. Luncheon was served at noon. This meeting was in charge of Mrs. Cain, of the educational department of the Victor Co. She received the co-operation of the Buffalo Talking Machine Co. and Mr. Andrews. On October 7 a dealers' meeting of the same nature was held in the Hotel Seneca, Rochester, and on October 8 Syracuse received Mrs. Cain and heard about the fine points of the new Victrola.

Radio sales reached a good volume by October 1. Dealers did not expect the present activity so early, and many of them were caught with very low stocks. Consequently jobbers are receiving many rush orders.

Curtis N. Andrews is doing a good Radio business, distributing through this district.

F. D. Clare, of the Iroquois Sales Corp., reports keen enthusiasm throughout the State in Crosley and Workrite neodyne sets. "We are doing a remarkable business in the Crosley Pup and the Crosley Musicone," said Mr. Clare. "For persons who want a small outfit, cheap," he said, "dealers are going to find these 'Pup' sets the best sellers. One consoling feature about selling a little outfit like this is it always leads to a larger sale. We are doing a nice business in Supertone tubes, the quality and price of these appealing to every class of dealer." September business at the Iroquois Sales Corp. showed a 15 per cent increase over 1924. The Adler-Royal is meeting with expectations, and the Iroquois Sales Corp. is doing a good business in this new line. Records are moving at a better rate, with the biggest demand just now for jazz records.

William Reilly, sales manager of the Hoffman Piano Co., reports a vast improvement in the volume of sales in Brunswick during the past two weeks. H. G. Russell, manager of the music department of the J. N. Adam Co., also reports a good Brunswick fortnight. He said he looks for Brunswick sales this Fall and Winter to greatly exceed the volume of last year.

The Music Shop, operated by Jos. A. Goldstein, opened in September at 201 Falls street, Niagara Falls. The store is one of the most up-to-date in any city the size of Niagara Falls. Its appointments are attractive and modern. A complete line of musical instruments is carried in stock, including pianos, players, talking machines, records, etc. Mr. Goldstein had been in the music business in Niagara Falls six years before opening his new store.

Joe Dombrowski's Trio, Buffalo Polish orchestra, is in New York City, recording for the General Phonograph Co.

S. Peer, general sales manager, and A. L. Thalmayer, manager of the foreign record de-

partment of the General Phonograph Co., were recent visitors to the Iroquois Sales Corp.

Lambert Friedl, of the Adler-Royal Co., New York City, also spent a day recently with the Iroquois Sales Corp.

The Federal Shop in Franklin street, Buffalo, owned by Kurtzmann & Co., Inc., has been closed.

The VerBeek Musical Sales Co., in William street, has been sold to the Rudolph Wurlitzer Co. This company now owns four Buffalo stores. The VerBeek Co. has opened a new store at 735 Main street.

L. A. Tyler, who has been operating the Tyler Radio Store in Salamanca, and T. H. Bantop have formed a new company for the retailing of radio equipment, which will be known as the Tyler-Bantop Co.

Appearance recently of Paul Whiteman and His Orchestra at Sien's Hippodrome gave good publicity to his Victor records, and Denton, Cottier & Daniels have arranged a splendid tie-up with the orchestra, through an exquisite window display, in which it features Buescher instruments. This progressive store featured Paul Whiteman's orchestra and Buescher instruments in a page advertisement on the rotogravure section of the Sunday newspapers and large display space in the daily newspapers.

Anthony C. Reisselman has opened "The Radio Studio," at 38 Main street, LeRoy. Invitations to the public have been sent out to come and "listen in" all week.

The Walter H. Andrews Music Co., this city, recently purchased the Musical Instrument Supply Co., Jamestown, N. Y., and will operate it as a branch store.

A warehouse for the exclusive use of talking machine and piano dealers is being erected by the Olean Transfer Co., Olean, N. Y.

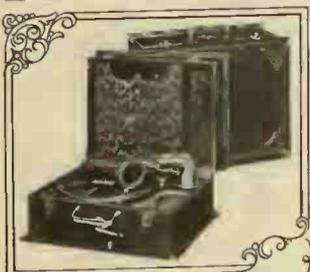
The local distributing division of the Columbia Phonograph Co. is planning an exploitation campaign this season which L. J. Comer, manager of the department, feels will reach all types of customers. Art Gilliam, the "Whispering Pianist," is broadcasting from this city this week and dealers are taking advantage of his presence in this city to effect tie-ups through window displays.

White Music Shop Occupies Booth at Danbury Fair

DANBURY, CONN., October 7.—The White Music Shop, 155 Main street, Columbia and Victor dealer of this section, has one of the largest display booths at the Danbury Fair, which is considered the largest fair in Connecticut. The booth is located in one of the most conspicuous places on the grounds and ideally located to catch the eye of the prospect. Pianos, Victrolas and Columbia phonographs will be featured, together with a complete line of radio sets. Mr. Frey will have charge of the radio section.

Dinner in Honor of J. H. Mayers on Return Home

A dinner in honor of the return of Joseph H. Mayers, proprietor of the International Phonograph Co., New York, who has been vacationing in Europe with his family since the latter part of June, will be held at the Crystal Ballroom of the Broadway Central Hotel on Saturday, October 17. The arrangement committee, which is making every effort to make the event a great success, includes: Maurice Landay, Lloyd Spencer, S. W. Lukas, Irwin Kurtz, Alex. Broadman, Benjamin Switky, George Sklar and Daniel M. Broad.



MODEL O. T. Permanent tone arm, 12 records, compact construction, light enough to carry anywhere. Dimensions: 15 1/2" by 12" by 2".



\$30

Superbly toned Phonographs in cabinets of genuine Du Pont Bakroid, in shades of walnut, brown, mahogany and grey, embossed with rich reproductions of beautiful hand-tooled leather. Hardware of solid brass throughout; heavily nickel-plated.

Artone Phonographs are strong and compact for portable use and beautiful enough in appearance to harmonize with the furniture of any room.

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.

Distributors—Write for Proposition

Berg A. T. & S. Co., Inc.
"Designers and Makers of Fine Cases for 20 Years"

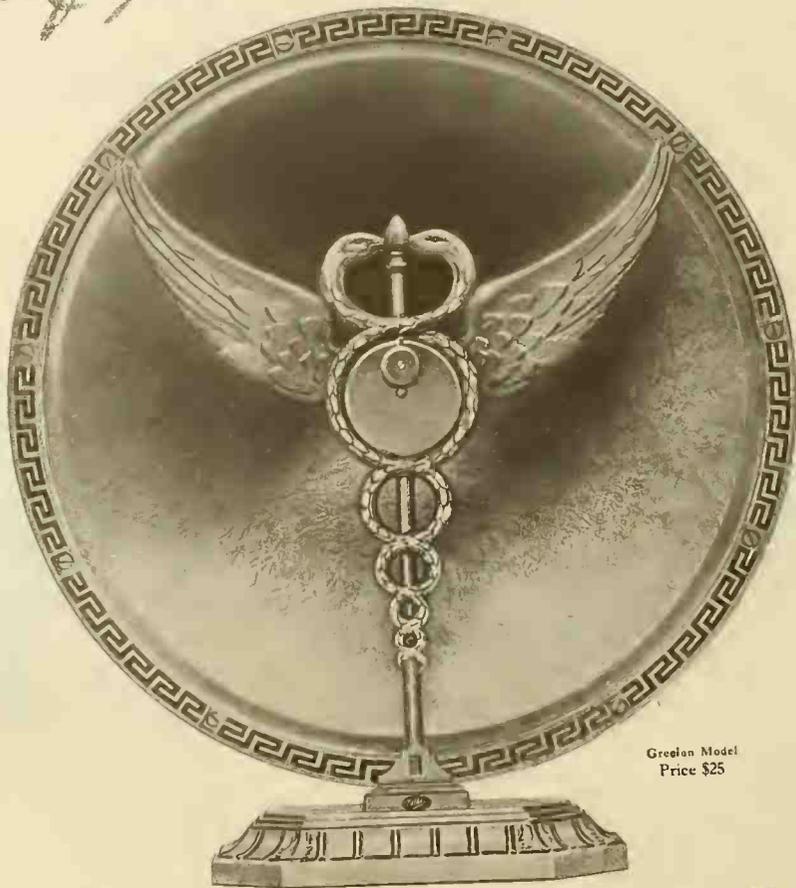
LONG ISLAND CITY **NEW YORK**
New York City Showrooms, 353 Fifth Ave.



Weather-proof cover supplied with every Artone Portable Phonograph

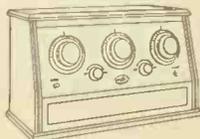
MODEL R. E. Round edge design, tone arm, 18-inch sound box, carries 13 records, compact construction. Dimensions: 14 1/2" by 12" by 1 1/2".

If you want the best!



Gregan Model
Price \$25

Pathe Sets Operate
on House Current



CONE LOUD SPEAKER

*Some territories for both jobbers
and retailers still open. Write*

PATHE PHONOGRAPH AND RADIO CORPORATION
Dept. W
20 Grand Avenue, Brooklyn, N. Y.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. It is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50 pound cans for dealers. This lubricant is also put up in 4 ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.
ILSLEY-DDBLEDAY & CO., 229-231 Front St., New York

Plaza Music Co. Announces the "Kompact" Portable

A New Camera-Sized Talking Machine Is Announced—Will Be Placed on Market Shortly—Contains Several New Features

A new camera-sized portable talking machine, known as the "Kompact," is being manufactured and distributed by the Plaza Music Co., New York City. The Plaza Co., which for a number



Plaza "Kompact" Portable

of years has manufactured the Pal and Regal portables, has developed this miniature portable from practically the same assembly parts made for its larger instruments.

The "Kompact," however, has some exclusive features of its own. It is shipped ready to play and there are no parts to remove or to attach, thus making for extreme simplicity. The camera-like box in which the instrument is encased has a fabricoid cover, adding to its attractiveness and carrying out the camera effect.

The Plaza Music Co., following a preliminary announcement of the development of this new small-size portable, received hundreds of requests for samples and trial orders. The Kompact is in production and under the present plans of the manufacturer this will be steadily increased between now and the holiday season.

Daniel Des Foides Returns

Daniel Des Foides, sales manager of the foreign record department of the Columbia Phonograph Co., Inc., recently returned from a four-week visit to Europe. While abroad he visited Columbia branches in France, Germany, Switzerland, Austria, Hungary and Italy.

BEL-CANTO PRODUCTS

Superior in Material, Workmanship and Performance. Bel-Canto Adjustable Loud Speakers, with massive mahogany-finish cabinets, 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

Wholesale distributed by Baker-South Co., Inc.
Home Office: 715 Call Bldg., San Francisco, Cal.
Branches in Los Angeles, Cal.; Portland, Ore.; Seattle, Wash.; Vancouver, B. C.; Salt Lake City, Utah; Denver, Colo.; Chicago, Ill.; Buffalo, N. Y.; New York City.

Jewett Distributing Co.'s Territory Is Expanded

Connecticut Added to Territory Covered by Metropolitan Distributor of Jewett Radios and Phonographs—Chas. Noyes, President of Company, Comments on Announcement

The Jewett Distributing Co. of New York, Inc., distributor in metropolitan New York, Brooklyn, Long Island and northern New Jersey, for the Jewett Radio & Phonograph Corp., manufacturer of radio products, recently announced through Charles Noyes, president of the company, the addition of the State of Connecticut to its territory. The sales staff has been augmented in order to properly serve the additional territory.

In commenting on the recent appointment of the company as Connecticut State distributor for the Jewett Corp., Mr. Noyes said: "In the radio industry to-day there are two great problems which confront a manufacturer. First, there is the one of production, and secondly, that of sales and distribution. In the latter case there are a number of methods taken by various manufacturers to accomplish their distribution and sales in the most effective manner. Up to the present time, the most satisfactory methods have proved to be either to appoint an exclusive distributor in a given territory, or else have a direct factory representative of the manufacturer to distribute from a central location to the surrounding territory. This is the method which the Jewett Corp. has chosen as being the most beneficial to both the manufacturer and the dealer whom it serves. The close contact maintained between a manufacturer and a factory representative is in a majority of cases such that the representative practically functions as a branch office of the parent company. As a distributor he is carrying only the products of this one company and is able to concentrate all his efforts upon serving the dealer and in the creating of sales for a given line rather than spreading these efforts over a number of different lines. The direct representative is also enabled to tie up more directly with the advertising of the manufacturer and place his entire appropriation for the creating of dealer sales in the territory."

"We feel that our recent appointment to the additional territory of the State of Connecticut by the Jewett Corp. was in a great part due to the fact that the method employed of using a direct representative for the purpose of distribution has worked out well enough to warrant the increase in territory."

Mr. Noyes is at the present time visiting the factory of the Jewett Radio & Phonograph Corp. at Pontiac, Mich., where he will remain for a week or more, in which time he will confer with the various officials of the company on matters pertaining to business.

New York Okeh Sales Staff Engaged in Sales Contest

The distributing division of the General Phonograph Corp., New York, is engaged in a special sales drive to inaugurate the Fall season. As an incentive to the salesmen and to stimulate them to their best possible efforts, Ray Wilson, manager of the distributing division, is conducting a sales contest which he calls "From New York to the North Pole," "Who Will Plant the Okeh-Odeon Banner at the Pole." Wires are strung across the office, each bearing an airplane, which is the representative of a salesman. A marker wire is at the side, with the names of cities and indications of the distance traveled plainly shown. The mileage will be determined by the daily sales volume of each salesman's report.

The prizes to be awarded have not as yet been determined, but it is certain that they will be such that each salesman will put forth spe-

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone 133 PHILADELPHIA, PA. Cash
Boring

cial efforts. Mr. Wilson is well aware of the value of these sales contests as three times during the past year he was the winner of similar contests when he was a member of the outside staff of the wholesale department.

J. S. Ditzell on Visit to Coast Distributors

Brunswick Representative Takes Sight-seeing Trip With A. R. McKinley and B. R. Brassfield

PORTLAND, ORE., October 7.—John S. Ditzell, of the Chicago headquarters of the Brunswick Co., jotting down bright sayings of his hosts, A. R.

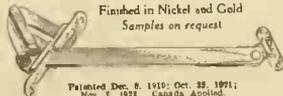


J. S. Ditzell, A. R. McKinley, B. R. Brassfield McKinley, Pacific Northwest manager of the Brunswick Co., and B. R. Brassfield, manager local Wiley B. Allen Co., and an old-time pal of Mr. Ditzell's. This picture was taken on a sight-seeing trip up the Columbia River highway after business was finished at the Portland Brunswick headquarters and Mr. Ditzell had fully explained to Mr. McKinley and his force the wonders of the new Brunswick masterpiece, the "Panatropic," which is due for distribution in the Pacific Northwest in the near future.

The Globe Music Co., Provo, Utah, has completely remodeled its store.

AUTOMATIC LID SUPPORT

Finished in Nickel and Gold
Samples on request



Patented Dec. 8, 1910; Oct. 22, 1921;
Nov. 1, 1922. Canada Applied.

The Most Dependable Lid Support on the Market
Star Machine & Novelty Co., 8-11 Walrus Avenue
Blossfield, N. J.

Demonstration of the Orthophonic Victrola

(Continued from page 18)

have been followed throughout, all the elements from the needle through to the opening of the horn being so proportioned that the proper matching of impedances at all parts of the system is maintained."

There were several other speakers during the course of the evening, among them G. E. Cullinan, general sales manager of the Western Electric Co., who talked at some length on the developments in the electrical field since his company started in 1869. In the course of his talk Mr. Cullinan said:

"It seems to me that the Orthophonic talking machine is in the same class with auto-phones and radio. It certainly has an appeal for its utility. It will bring into the home hours of unparalleled enjoyment, and as a revolutionary development in the field of the talking machine it will be at once a center of attraction in the home, a source of pride to the owner and a source of envy to the man who has not secured one."

"When radio first began to occupy the center of the stage it was felt in some quarters that it would injure the talking machine business but the experience of the past year has led us, I think, to the conviction that there is necessarily no conflict between these two forms of entertainment; that as a matter of fact, radio may be looked upon to stimulate the sale of talking machines."

"Radio has been and will continue to be a tremendous force in popularizing the demand for good music. This demand, it seems certain, will be reflected by a parallel demand for this new type of talking machine to make that music available when you want it and as often as you want it. The Orthophonic talking machine, then, with its unparalleled quality of sound reproduction and its primary appeal of utility, novelty and pride, seems to us to possess all the magic possibilities of sale common to the field of talking machines and of electrical products alike."

E. R. Fenimore Johnson, vice-president of the Victor Co., also spoke briefly, outlining the developments that have taken place in the past in the talking machine, and expressing the pride of the Victor Co. in being able to offer the last word in the Orthophonic Victrola. Other speakers were E. B. Craft, of the Bell Telephone Laboratories, Inc., and E. E. Schumaker, of the board of the Victor Co.

The new Victor line of Orthophonic Victrolas consists of four styles, which are illustrated on page 18, as follows: "Credenza," list price \$275; finished in walnut blended or mahogany blended. Height, 45 1/16 inches; width, 31 1/4 inches; depth, 21 1/16 inches. Equipped with eight Victor record albums. "Grandda," list price \$150; finished in mahogany two-tone. Height, 34 1/16 inches; width, 34 inches; depth, 21 7/16 inches. Equipped with six Victor record albums. "Colony," list price \$110; finished in mahogany two-tone. Height, 34 inches; width, 28 inches; depth, 20 1/2 inches. "Consolette," list price \$85; mahogany finish. Height, 36 1/4 inches; width, 19 5/16 inches; depth, 20 1/16 inches.

New York Music Master Corp. Moves to New Home

Offices Now Located in Ware Building Where Music Master-Ware Sets Are Made—Will Better Service to Metropolitan Dealers

Fred P. Oliver, New York district manager of the Music Master Corp., Philadelphia, Pa., has transferred the New York headquarters of the company from the Manufacturers Trust Building to the Ware Building at 529 West Forty-second street. This is the building in which the Music Master-Ware radio receivers are made. The New York interests of the Music Master Corp. will, therefore, be all housed under one roof and the new headquarters will provide Mr. Oliver with additional facilities for rendering service of the highest order to Music Master dealers in the metropolitan territory.

Nat Witlin Now J. A. Fischer Sales Manager

PHILADELPHIA, Pa., October 6.—Nat Witlin has been appointed sales manager of the J. A. Fischer Co., manufacturer of Valley Forge main springs and talking machine repair material, of this city. Mr. Witlin is an experienced talking machine man and has a large number of friends throughout the trade. He was formerly connected with the sales staff of Everybody's Talking Machine Co. and is a brother of Ben Witlin, local distributor of Star phonographs and Gemnet records. In addition to his knowledge of and acquaintanceship in the trade, Mr. Witlin is a thorough sales executive. He has already outlined a comprehensive sales plan for the Fall-Winter season and has left on his initial trip for the Fischer organization, this time covering the Southern territory.

Columbia Dealer Reports Good Masterwork Set Sales

STAMFORD, CONN., October 7.—Furer's Music Shop, 436 Main street, has leased a four-story building three doors from its present location and is altering it so that the entire floor space will be devoted to musical instruments, phonographs, records and pianos, together with a complete radio department. As an added new department, Mr. Furer will stock a complete line of floor and table lamps, tables and chairs along antique lines. J. J. Furer, in a recent interview, reports that the Masterwork Series of Columbia records has enjoyed unusually good sales. The new Columbia records are in very great demand, stimulated through newspaper advertising.

The New Pfanstiehl "OVERTONE" RECEIVER "Single Dial Six"

Having six tubes and but one dial



Model 10—Overton Single-Dial 6-Tube Receiving Set. Price \$155.00 (less accessories)

AFTER all the complicated radio receivers people have had to contend with, it is a pleasure to operate the new Pfanstiehl. There is nothing like it. You do not have to adjust or fix anything. A child can get as good results as a technician.

The Pfanstiehl Overtone receiver has the simplest radio frequency circuit we have ever seen. It dispenses with the adjusting and neutralizing devices found in other sets. They are not needed. No stray radio energy can "spill over" between circuits. Hence no devices are required to correct it.

You Tune with a Single Dial

It is so simple you can tune in the dark. You do not have to grope around adjusting dials. You turn at once to the wave length desired. The illuminated station finder is a great convenience. It facilitates the logging of stations. It also acts as a signal to show whether the power is on or off.

A Perfect "Overtone" Receiver

The matchless tone of the Pfanstiehl Overtone receiver is of course due to the overtones. They are perfectly reproduced because the pattern of vibrations which make them is kept intact—an exclusive Pfanstiehl accomplishment.

The radio panel is of wood, swept clean of all non-essentials. It is rich looking. The tuning dial is of wood. All exposed metal parts are gold plated. The soft amber glow of the station finder adds a brilliant touch to the panel assembly.

An Exclusive Dealer Franchise
The Pfanstiehl line is sold through exclusive dealers who are thus protected against unfair competition and price cutting. Whatever good will the dealer builds up for Pfanstiehl is his own. He enjoys a liberal profit and is encouraged to 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 Not of the Rockies Slightly Higher

Actual Wave Length CLOPS from Illuminated Dial—No Scale Necessary



Model 10—A complete 6-Tube Receiver with Console Overtone Receiver and Overtone Speaker, Control Board, Battery Charger and Loud-speaker. All Heavy Built in Price \$155.00 (less tubes and batteries)



Model 10—Overton Single-Dial 6-Tube Receiver Set with detachable Console Speaker, Overton Speaker Board, Battery Charger and Loud-speaker. All Heavy Built in Price \$155.00 (less tubes and batteries)



Model 8—Low priced 6-Dial 6-Tube Receiving Set, Pfanstiehl quality construction. Price \$110.00 (less accessories)



Model 8—Two-dial 6-Tube Receiving Set, detachable from console model, permitting transportation. Overton Speaker Board, Price \$110.00 (less tubes and batteries)

NEW!

The



Chatham

A period design
phonograph
and radio com-
bination equip-
ped with Sonora
5 Tube Radio
Receiving Set.

The outstand-
ing value in the
popular price
field.

\$225



Sonora Phonograph Company, Inc.

279 Broadway, New York City

Makers of Sonora Phonographs, Sonora
Radio Speakers, Reproducers
and Sonoradics

Export and Canadian Distributor:
C. A. RICHARDS, Inc.

279 Broadway - - - New York City

Appointment of Adler-Royal Distributors in Important Trade Territories Announced

Joseph M. Zamowski Co., Baltimore; Trilling & Montague, Philadelphia, and the H. J. Gorko Co., Syracuse, N. Y., Become Adler-Royal Wholesalers

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., New York and Louisville, Ky., manufacturer of Adler-Royal radio and phonograph products, announced this week the appointment of Joseph M. Zamowski Co., Baltimore, Md.; Trilling & Montague, Philadelphia, Pa., and the H. J. Gorko Co., of Syracuse, N. Y., as Adler-Royal distributors. All of these companies are well qualified to give excellent representation to Adler-Royal radio and phonograph lines, and their sales organizations have already started intensive work in their various territories where they have large following.

The Joseph M. Zamowski Co. is well known in the radio industry, and associated with its organization is a competent staff of experienced

traveling representatives. The appointment of Trilling & Montague in Philadelphia is an addition to the arrangements, made several months ago, whereby the Everybody's Talking Machine Co., of Philadelphia, is a distributor of Adler-Royal phonographs. The Trilling & Montague sales force is well known throughout the radio industry in Philadelphia territory, and the Adler-Royal line is assured an aggressive representation at their hands.

The H. J. Gorko Co., of Syracuse, has been a radio distributor for several years, and has built up a large following in Syracuse territory. The executives of the company are keenly enthusiastic regarding the Adler-Royal line and are personally directing the activities of their sales staff.

Victor Orthophonic and Brunswick Panatrop Center of Interest in Los Angeles

New Instruments, Representing Improvements and Radical Changes in Design, Eagerly Awaited
—Interdepartmental Co-operation Wins for Martin Music Co.—Other News

LOS ANGELES, CAL., October 7.—Everybody in the phonograph and talking machine business is standing on tiptoes of expectancy. There seems to be so much of a new and novel nature about to appear; the immediate future teems with radical experiments which are to be launched before the public very soon. They are experiments as to the effect and the results which they will produce in regard to sales only, for they are not experiments in respect to performance, where they have been found in all ways perfect. Of course the two main innovations are the Victor Orthophonic and the Brunswick Panatrop; the former has been privately shown and demonstrated to Victor dealers and salespeople and the latter, which has been described in some trade journals, is expected to be shown here soon. It is reported that the Victor demonstration produced unbounded enthusiasm and that all were immensely impressed by the remarkable tone and beauty of the instrument and records.

Disposed of Large Stock

It is reported that the immense stock of Victrolas which Sherman, Clay & Co., California Victor distributors, had on hand, has been sold and disposed of during the recent price reduction sale of Victrolas. Griffith P. Ellis, Southern California manager, anticipates a tremendous fall business both in the new Radiola line and Victrolas.

A meeting of the Radiola jobbers and distributors took place at the Ambassador Hotel on the last evening of August. The managers, salesmen and salesmen of the following firms were entertained at dinner by the Radio Corp. of America: Sherman, Clay & Co., Leo J. Meyberg Co., Illinois Electric Co., Pacific States Electric Co. Nearly sixty were present and, after dinner, listened to announcements by A. B. C. Scull, Pacific Coast manager of the Radio Corp. of America, of the new policies and products as formulated and planned by the Radio Corp.

Harmony Means Smoothness for a Department

It is no new thing or idea when one declares that harmony and whole-hearted co-operation within a department produce a smoothness of operation which speeds up sales. The Martin Music Co. seems to have that specially noticeable in all departments and it is specially noticeable in the radio department, which is in charge of Fred Bobo. From the sales manager down, there exists the finest spirit of co-operation.

Sales have been excellent last month and, incidentally, about 25 per cent of these sales are traceable to the Radio Show in the early part

of last month which took place at the Ambassador Auditorium, Los Angeles. To sell a \$160.00 set in preference to two \$80.00 sets is a maxim at Martin's; it means at least one-half the service requirements for one thing, although complaints seem to have been reduced to a minimum due, perhaps, to the high-class manner in which service is rendered.

Sonora Running According to Form

H. E. Gardiner, Pacific Coast representative of Sonora, is full of pep and enthusiasm these days. He is generally optimistic, but before that he is analytical and Missouri-ish—he wants to be shown. And now he declares that the excellence of the Sonora radio model C has been demonstrated and proved to him by the dealers. Mr. Gardiner was sold on the Sonora speakers and the "highboys," but it took the dealers' enthusiasm to convert him from the conscientious salesman to the fiery perspiring booster of Model C's which he has now become.

Music Critics Radio Board Formed to Improve Programs

An interesting announcement was recently made by the Freed-Eisemann Radio Corp., Brooklyn, N. Y., manufacturer of Freed-Eisemann radio receiving sets, concerning the forming of a Music Critics Radio Board, for the purpose of advising and giving suggestions towards the furtherance of better broadcasting. The forming of this association was sponsored and suggested by the Freed-Eisemann Radio Corp., and it contains the names of such well-known critics as Glenn Dillard Gann, Chicago; William Smith Goldenburg, Cincinnati; Mary M. Howard, Buffalo; Penfield Roberts, Boston; R. J. McLauchlin, Detroit; Harvey Ganal, Pittsburgh; James Davies, Minneapolis; H. A. Strickland, Brooklyn, and S. Lecair, Philadelphia.

STYLUS BARS

for

Phonographs and Radios

(To order)

STYLUS BAR & MFG. CO.

Clague Road

NORTH OLMSTED - - - OHIO



The New Operadio Consolette

The tremendous popularity of the Operadio—which has increased radio enjoyment by making it available anywhere—has led to this beautiful six tube cabinet set for home and apartment use.

The set in its compact mahogany case may be easily carried to any room of the house. Like all Operadios, it is entirely self-contained; no outside wires or connections being used.

The special loop supplied with the set is used either concealed

within the cabinet, or exposed, plugged into the top when extremely directional effects are desired.

The dealer who sells the Operadio line this year can meet any demand for high-grade receiving set, yet carry a comparatively limited stock. Public goodwill for this well-known name, together with many revolutionary developments for 1926, mean a prosperous year for dealers obtaining the Operadio franchise. Write or wire for full information and terms.

The Operadio Corporation
8 So. Dearborn Street - Chicago, Ill.

OPERADIO

The Original Self-Contained Radio

BUILT BY THE MANUFACTURERS OF THE FAMOUS OPERADIO PORTABLE

NIRONA EXTRA LOUD
AND CLEAR



MINOR Sample Price **\$6.50**
IN DOZEN LOTS - \$60.00

A BIG HOLIDAY SELLER

Nirona Is the Finest Toned Small
Machine Ever Produced

Unique—Inviting—Artistic—Sells on Sight

Manufactured in various colors—some with figured designs as shown. A display will sell NIRONAS.
Wonderfully clear and very loud sound box with patented amplifier giving the volume of large machines. Plays one ten-inch record with one winding.
A durable well made product.

Be the first to show NIRONAS. Distributors write for special arrangements.

THE FAVORITE MANUFACTURING CO.

CARL KRONENBERGER, President

105 East 12th Street

New York City

Edison Tone Test Season Now Under Full Swing

Four Groups of Artists Now Appearing in Tone Tests in Various Sections of the Country—Series Meeting With Great Success

Thomas A. Edison, Inc., announces that the series of Edison tone tests for the new season are now under way in various sections of the country, and are apparently meeting with the great success that has always attended these convincing demonstrations of tone quality and reproduction.

During the present Fall Elizabeth Spence and Lucille Collette are appearing in tone tests in the Far West and on the Pacific Coast; Betsy Lane Shepley and William Reed are appearing in the Minneapolis and Chicago districts; Glenn Ellison and Alta Hill are appearing in the Cleveland and Richmond territories, and Helen Davis and Victor Young are covering the Detroit, New York and Dallas territory. Assignment of new territories for these artists will be made after the first of the year.

Columbia Representative Finds Business Better

F. C. Collins, sales representative of the Columbia Phonograph Co. in Connecticut, states that the industries throughout the entire State of Connecticut are operating almost full force and employing to capacity, and in some instances factories in the Naugatuck Valley are operating to capacity.

General business conditions in Connecticut over the month of September have been unusually good, with dealers throughout the State reporting very good increased retail floor sales in musical instruments of all kinds.

Phonograph and record business has increased approximately 80 per cent over August, with the dealers feeling optimistic over the Fall.

Perfect Record Co. Issues New Numerical Catalog

The Perfect Record Co., Brooklyn, N. Y., has just issued for trade use only a new numerical catalog of the Perfect record. The book is of the loose-leaf variety and may be kept up to date by the dealer inserting the page of the list of new records sent each month. The catalog is divided into four sections, covering standard records, operatic and special artists, popular vocal and dance.

New Brilliantone Needle Container Proves Popular

Combined Needle Can and Record Cleaner in New Size Appeals to Dealers—Selling Agent Reports Increased Fall Demand

The Brilliantone Steel Needle Co., New York City, sole selling agent for the W. H. Bagshaw Co., Lowell, Mass., reports that the new 250 needle record cleaner can recently produced by the company has met with much success. It will be remembered that hitherto these record cleaner cans were never packed with less than 500 needles. The smaller quantity has appealed to the dealer and has resulted in heavy orders.

H. W. Acton, general manager of the company, reports that the Fall months have created a considerable increase in the needle demand.

Atwater Kent Color Ads Cause Favorable Comment

The forcefulness and attractiveness of the advertising copy of the Atwater Kent Mfg. Co., Philadelphia, Pa., manufacturer of Atwater Kent radio receiving sets and radio speakers, is receiving widespread comment throughout the industry. In the national advertising campaign many advertisements show some model of the Atwater Kent radio receiving set in the homes of prominent personages.

A recent attractive advertisement appearing in House and Garden and Vanity Fair shows the Atwater Kent Model 20 compact in the New York home of Rosamond Finchot, actress. This advertisement, as is the case with other advertisements in the Atwater Kent publicity, has been greatly enlarged in natural colors for Atwater Kent dealers' window use.

James K. Polk, Inc., to Open Richmond Office

ATLANTA, GA., October 6.—James K. Polk, Inc., of this city, one of the foremost phonograph distributors in this country, has made arrangements to open a branch office at Richmond, Va., in order to serve to maximum advantage the dealers in Virginia and surrounding sections of North Carolina and eastern Tennessee. This wholesaler has attained exceptional success in the introduction of the standard products that it carries, which include Sonora phonographs and radio products, Okelb records, Caswell portables, Honest Quaker parts, Mastercraft phonographs and Wall-Kane needles.

Strong Dealer Demand for "Domin-Aire" Receiver

Thornell-MacLaren Associates, Factory Representatives, Report Orders Received Will Tax Factory Production

Thornell-MacLaren Associates, exclusive factory representatives for the MacLaren Mfg. Co., 26-28 Park place, New York City, manufacturer of the "Domin-Aire," a high quality receiving set, operating without the use of batteries or eliminators from direct house current, either AC or DC, have commenced an intensive advertising campaign chiefly confined to educating consumers in the metropolitan area.

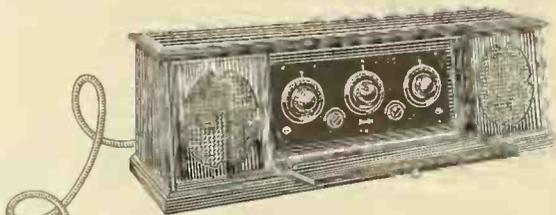
H. F. Thornell, of the above company, recently stated that following the close of the New York radio shows and with the inception of the company's Fall advertising campaign, the advance orders booked for this season's production seem to be far above the amount the company will be able to produce.

The manufacturers of "Domin-Aire" have had to turn down many high standard accounts in various parts of the country, due to the fact that present production does not justify extensive distribution. As the company has an iron-bound policy covering its outlets and complete arrangements guaranteeing trade and consumer prices the elaboration of its distribution points is being made with great care.

Another feature of the presentation of "Domin-Aire" is the fact that the company has been operating an efficient service department for the purpose of giving technical aid, where necessary, even in the homes of the consumer. These activities, however, are in co-operation with its dealer agents. The plan, however, does not lend itself to enlarging the company's activities too rapidly. Later in the season Thornell-MacLaren Associates will operate a sales and technical school to more intensively carrying on its planned activities.

Davega Employees Enjoy Annual Dinner and Outing

The annual dinner and outing of the employees of the Davega stores was held the early part of this month and was a decided success. About 130 attended, driving in motor buses to Sea Cliff, L. I., where a luncheon was served and athletic games indulged in. The party was transported to Douglaston Inn, Douglaston, L. I., where dinner was served to the accompaniment of entertainment by several of the talented guests.



5 Reasons Why the DominAire has the Greatest Possibilities for Radio Retailers

- 1 It is without a peer amongst Radio Receivers. It operates without batteries, directly from the electric light current (A.C. as well as D.C.)
- 2 It is sold *complete* from the factory—nothing more to buy—with matched tubes.
- 3 All self-contained, including loud speaker, in a beautiful cabinet.
- 4 DominAire will be extensively advertised in an unusual manner.
- 5 Authorized Dealers are protected against price reduction and the consumer is protected by an all-embracing guarantee for one year from the date of purchase.



Direct from set
to socket. No
batteries; no
eliminators.

DominAire is a quality receiver. The output for 1925 is distinctly limited and distribution will be concentrated in the Metropolitan district of New York.

Desirable dealers are invited to write for information regarding the DominAire and the MacLaren Merchandising Plan.

DominAire

TRADE MARK

The Ultimate in Radio Reception

Made By *MACLAREN MANUFACTURING Co.*

Thornell-MacLaren Associates

Exclusive Factory Representatives
26-28 Park Place, New York

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for the Eight Months Ending August Constitute Interesting Reading

WASHINGTON, D. C., October 8.—In the summary of exports and imports of the commerce of the United States for the month of August, 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 August, 1925, amounted in value to \$19,493, as compared with \$22,542 worth which were imported during the same period of 1924. The eight months' total ending August, 1925, showed importations valued at \$287,986, as compared with \$276,479 in same period of 1924.

Talking machines to the number of 8,776, valued at \$234,291, were exported in August, 1925, as compared with 5,488 talking machines

valued at \$193,497, sent abroad in the same period of 1924. The eight months' total showed that we exported 49,524 talking machines, valued at \$1,447,105, as against 45,451 talking machines, valued at \$1,753,033, in 1924.

The total exports of records and supplies for August, 1925, were valued at \$147,103, as compared with \$146,902 in August, 1924. The eight months ending August, 1925, show records and accessories exported valued at \$1,104,935, as compared with \$1,204,105 in 1924.

The countries to which these instruments were sent during August and their values were as follows: United Kingdom, \$560; other Europe, \$13,508; Canada, \$5,017; Central America, \$7,218; Mexico, \$18,931; Cuba, \$9,801; Argentina, \$29,636; Chile, \$21,839; Colombia, \$16,495; Peru, \$1,846; other South America, \$28,871; China, \$2,250; Japan, \$889; Philippine Islands, \$5,634; Australia, \$38,753; New Zealand, \$14,213; other countries, \$18,830.

Fred C. Emery will move to larger quarters on Pleasant street, Gardner, Mass., this month.

Plaza Music Co. Announces New Children's Phonograph

"The Playtime" in Upright Cabinet, Finished in Ivory White and With Attractive Designs, Completes Ensemble of Children's Products

The Plaza Music Co. recently announced a new addition to its line of phonographs. This is a model for children and has been named



Plaza "Playtime"

"The Playtime." It is an upright cabinet, of correct size for the nursery, finished in ivory white, with an attractive design on the front door.

"The Playtime" is a well-constructed instrument. It will play any size record and its tone reproduction is clear and of good volume. This new children's model, in conjunction with the "Little Tot's" table phonograph and the "Playtime" children's records, makes possible a complete department devoted to products for children.

L. J. Weil, sales manager of the Plaza Music Co., has arranged plans for co-operating with retailers in selling children's merchandise. As in previous years, the Plaza Co. will encourage dealers to set aside a booth during the holiday period solely for the display and demonstration of children's phonographs and records.

New Advertising Campaign Launched by Victor Co.

Public Informed of Wonder of Orthophonic Victrolas Through the Medium of Double-page Spreads in Leading Magazines of Country

Coincident with the demonstrations of the new Orthophonic Victrolas to the trade, the long-awaited announcement has been made to the public in the form of double-page advertisements in leading magazines of the country, the first of these advertisements appearing in the September 30 issue of the Ladies' Home Journal, followed by similar spreads in the issues of the Saturday Evening Post, Pictorial Review, Literary Digest, Country Gentleman, Farm Journal and Farmer's Wife.

These advertisements introduced to the public a new type of Victor advertising designed to visualize just what the new sound reproducing medium was designed to accomplish. The advertisement which appeared in the October 10 issue of the Saturday Evening Post was particularly effective, the illustration showing a piano keyboard with but one-half of the keys being capable of reproduction, as is the case under the present system of sound reproduction, as compared with the new system which reproduces sound with fidelity, brought home the desired point most effectively.

Warner's Music Shop, Youngstown, O., has taken new and much larger quarters at 16 North Phelps street.

Akradyne's Appearance

TO start from the finish and work backward is an unusual procedure, but the beautiful appearance of an Akradyne receiver prompts us to make important mention of it.



Akradyne Cabinet Speaker No. 31 List Price \$31.50

RADIO has changed the old axiom—"the Eye Buys" to "the Eye and Ear Buy." Akradyne, by its dependable performance, quality reproduction and beautiful appearance, is the ideal line to present to your customers.



Akradyne Console Model No. 140 List Price \$100

THE complete Akradyne line—cabinet and console models, \$75 to \$215, art models of beautiful design, \$475 to \$1475, and the Akradyne cabinet speaker, \$31.50.



Akradyne Model No. 90 List Price \$600

SUNBEAM RADIO CORP
350 West 31st St. New York

Also manufacturing Pink-A-Tone Radio Receivers in 2, 3 and 5 tube models at \$18.50, \$28.50 and \$34.50



STRAND LIST PRICE CUT 50%

Gigantic Purchase by the PLAYER-TONE Talking Machine Co. of the Entire Strand Stock

There are still ten models available in both finishes. Write or wire immediately for your new net prices in large or small quantities. Special offer in car load lots.

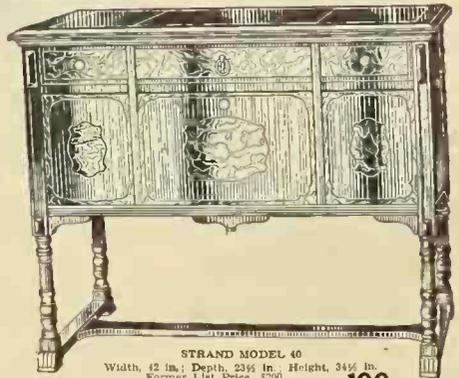
PLAYER-TONE TALKING MACHINE CO.
632 GRANT STREET PITTSBURGH, PA.
Eastern Show Room and Representative:
95 MADISON AVENUE NEW YORK CITY



STRAND MODEL 31
Width, 38 in.; Depth, 21 in.; Height, 34 in.
Former List Price, \$163
New List Price..... **\$82.50**



STRAND MODEL 20
Width, 38 in.; Depth, 21 in.; Height, 34 in.
Former List Price, \$175
New List Price..... **\$87.50**



STRAND MODEL 40
Width, 42 in.; Depth, 23 1/2 in.; Height, 34 1/2 in.
Former List Price, \$200
New List Price..... **100**



STRAND MODEL 10
Width, 44 in.; Depth, 25 1/2 in.;
Height, 34 1/2 in.
Former List Price, \$250
New List Price..... **\$125**



STRAND R-2 RADIO
CABINET
Accommodates any
radio set measuring not
over 20" x 18" x 7 1/2".
Former List Price, \$100
New List Price..... **\$50**



STRAND NO. 27 RADIO
CABINET
Accommodates any radio set
measuring not over 20" x 18" x 7 1/2".
Former List Price \$100
New List Price..... **\$50**

Eastern Showroom and Representative:
MANUFACTURERS PHONOGRAPH CO.
95 MADISON AVENUE, NEW YORK CITY

Mignonphone Portable Is Placed on Market

Miniature Type French Talking Machine Refined and Finished by E. H. and L. S. Walker—Shaped Like Vanity Case

E. H. and L. S. Walker, who, for a number of years, have been successful importers of



The "Mignonphone"

French steel products, have given some refinements and finish to a novel French talking machine of the miniature type. The product is known as the "Mignonphone" and, while the metal equipment, including the motor and sound box, are the work of French manufacturers, the product itself is assembled in this country, enclosed in American-made bass-wood boxes with leather coverings in a variety of colors.

The "Mignonphone," which weighs four pounds, is shaped like a fair-sized lady's vanity case. The minimum amount of metal exposed carries out this idea perfectly. The "Mignonphone," however, when set up, proves to be exceptionally loud and clear, with a sound box of high quality and fabrikoid amplifying horn.

The product, which is now being introduced to the trade, is being demonstrated with records by well-known artists. This is done to prove the high quality of the musical sounds produced by the instrument. The product is quite unique and should create interest as a novelty. However, the fact that it is made of highest quality equipment throughout should add considerably to its sales.

Sunbeam Radio Corp. Host to Distributors at Dinner

Banquet Given During Week of Radio Show to Distributors of Akradyne Radio Receivers—Interesting Addresses Made by Officers of Company—Meeting Well Attended

The Sunbeam Radio Corp., New York, manufacturer of Akradyne radio receivers and the Akradyne loud speaker, was the host at a banquet given during the week of the New York Radio Shows, at the Hotel Empire. The guests of honor were the various distributors of Akradyne sets, who had come from all parts of the country to attend the Radio World's Fair and Exposition.

Julian Jacobs, sales manager of the Sunbeam Radio Corp., presided as toastmaster. Addresses were made by Alfred Bloom, president

Amendola Bros. Building Rapidly Nears Completion

Will Occupy New Quarters in November—Gullasano Music Store Suffers From Fire—Dean David Smith Purchases Victor Stock of Wideners—Other New Haven News

NEW HAVEN, CONN., October 6.—Amendola Bros., 164 Wooster street, this city, have already gotten under way with their new building, which will be completed about November 1. The new structure will be four stories in height and will be located directly across the street from their present location. Amendola Bros. carry Columbia phonographs, Columbia records, pianos and other musical instruments.

The Gullasano Music Store, Washington avenue, was completely burned out by a fire the early part of October. The loss will probably



Distributors at Sunbeam Radio Corp. Dinner

of the Sunbeam Radio Corp.; H. F. Hennessy, of the Commercial Credit Corp., and other well-known persons connected with the radio industry.

"From the expressions of approval on the part of those attending the banquet and to judge by appearances, the affair was a marked success. We believe that wherever it is possible, it is a good policy for a manufacturer to get in close touch with his distributors in an informal manner, as all work and no play makes Jack a dull boy. In this manner not only does the manufacturer get to know his distributors, and vice versa in a more personal way, but the various distributors themselves, coming from all parts of the country, have an opportunity of meeting one another and thus cementing their friendship as co-workers in a common cause," said Alfred Bloom, in discussing the dinner.

reach about \$4,000, which is partially covered by insurance. This store carried musical instruments, pianos, Okeh and Odeon records. The future plans could not be learned at this time.

Dean David Smith, 219 Elm street, recently purchased the Victor stock of the Widener department, located in Malley's Department Store. Mr. Smith now handles Columbia phonographs and Columbia records, Brunswick phonographs and records, Victrolas and Victor records, together with a line of radio and musical instruments. Mr. Smith handles the entire trade of students attending Yale University.

Columbia Dealers Tie-up With Specht Orchestra

The Paul Specht Orchestra, exclusive Columbia artists, gave a concert and dance in various cities in Connecticut over the past two weeks and in each instance Columbia dealers used exclusive Paul Specht windows and big newspaper space in their tie-ups.

On Monday, September 21, the Paul Specht Orchestra appeared at Miller's Music Shop in Ansonia, playing at the store for over an hour. About three hundred crowded into and around the store and Paul Specht personally autographed all records purchased. On the following Saturday, September 25, the orchestra appeared at Waterbury and the New England Music Shop used large newspaper space to advertise Specht records and tied up with an exclusive Paul Specht window.

On Monday, September 28, Paul Specht and his aggregation appeared at the State Armory in Stamford, Conn. The Stamford dealers used window cards and newspaper space in featuring the appearance.

Home From Middle West

Ben Baer, sales manager of the Cameo Record Corp., recently returned from a trip through the Middle West. Mr. Baer states the Cameo record, "Brown Eyes, Why Are You Blue?" looks like the biggest seller they have ever released. The record is in fox-trot form and proves an alluring dance. The demand for this particular record has been so active that the Cameo Corp. will bring out a special release in vocal form.

Extensive Ad Campaign on Pathe Cone Type Speaker

Broadside in Colors Picturing and Describing Cone Speaker—Advertising Campaign in Saturday Evening Post and Other Publications

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., is sending out an attractive broadside in colors on the new Pathé cone type loud speaker. This new loud speaker through its general attractiveness and efficiency created much comment at the recent radio shows. The new Grecian model, with pedestal and conventional Greek design, is particularly popular.

In the general advertising campaign of the Pathé Co. it is being sold on a twofold appeal to the women on its appearance and to the men on its performance and workmanship.

The new Pathé loud speaker is being backed up by considerable advertising in the Saturday Evening Post and other publications.

It will be remembered that Pathé used the cone principle of reproduction many years ago in their Actuelle phonograph. They are, therefore, well familiar with not only the subject of acoustics, but also particularly with the cone method of tone reproduction. It can, therefore, be logically assumed that the new Pathé cone type of speaker will find a hearty welcome in the talking machine industry.

AMPLION
The World's Standard
Loud Speaker

Alfred Graham & Co.,
London, England,
Inventors

Six Models
\$12 up

Test

This International Favorite
—Beats any other speaker

Get one to test from your jobber. Product of over 30 years' loud speaker experience. The Amplion has won world-wide leadership in sales through the actual supremacy of its performance. Test an Amplion—in comparison—and be convinced. Jobbers, Dealers! Backed by a powerful organization, governed by sound, far-sighted policies and nationally advertised on a large scale—The Amplion offers a proposition most attractive in every respect. Address:

THE AMPLION CORPORATION
OF AMERICA
Suite C, 210 Madison Ave., New York City
Burmpt. of Canada, Ltd., Toronto

\$98⁵⁰



Why the Air-Way is the "Artists' Radio"

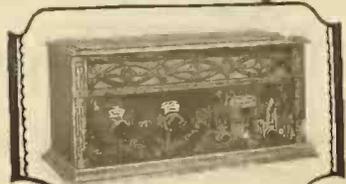
Would you ask Rachmaninoff to play for you on an out-of-tune piano, or Fritz Kreisler to render "The Old Refrain" on a fiddle made from a cigar box? Of course not. Yet just that same thing is being done to broadcasting artists by radio sets that fail to give value for value in tone reproduction.

There is a lot of difference between getting a sound and *the* sound. Air-Way owners hear the artist, not the loud speaker only.

You who appreciate music, test the Air-Way in parallel with any other receiver, no matter what the price. You will notice unmistakably that same difference in performance and tone that leads the artist to prefer a certain piano, or a priceless violin.

All Air-Way models are 6-tube resistance coupled with four stages of amplification. The case is American walnut handled with distinctively artistic design and perfect craftsmanship. The Air-Way Certificate of Satisfaction is of new and vital interest to radio dealers and owners. Learn about it. Air-Way Model 61 pictured above \$98.50.

Air-Way Electric Appliance Corporation
612 Broadway, TOLEDO, OHIO
Export Department, 220 Broadway, New York, N. Y.



\$137⁵⁰

Air-Way Model 62

Model 62—Same as Model 61 with built-in loud speaker.



\$197⁵⁰

Air-Way Model 63

Model 63—The Air-Way Console. Tremendous value. Compare it to appreciate it.

CHENEY SALES CORPORATION

BOSTON
376 Boylston Street

PHILADELPHIA
1015 Chestnut Street

Exclusive
DISTRIBUTORS
in the Music Trades
for the Eastern Seaboard

for

“A Man is Judged by The Company He Keeps”

—a dealer by the merchandise he sells—a jobber by the lines he distributes.

Choose your jobber by the manufacturers he associates with, and keep in good company.

Every manufacturer we represent is reliable, responsible and makes a worthy product. Our dealers may sell confidently, *repeatedly* and **PROFITABLY**, sure of complete protection.

THERMIODYNE is a leader in the field of Radio. A standardized type of Receiver for which there is an insistent and growing demand. A receiver that sells and stays sold. The famous Master Control **THERMIODYNE**.

A **THERMIODYNE** sales franchise brings dealers prestige, purchasers and profits. Backed by a most liberal merchandising and advertising policy. Write us today, and pave the way for the biggest Radio Holiday Selling Season of your business.



**THERMIODYNE—MODEL TFS
FIVE TUBES**

Master Control Radio built on same principles as TFS. 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 Duotone Walnut. Price **\$100** (without accessories)

Also Model TF6, six tubes, Price \$150. Console de luxe Model CTF6, Price \$275. Speaker Table with battery cabinet, Price \$60.

Jobbers of

- | | |
|------------------------------------|----------------------|
| THERMIODYNE Receivers | Silver Voice Loud |
| Receptrad Receivers (no batteries) | Speakers |
| Eveready Batteries | Trimm Loud Speakers |
| Brach Antenna Outfits | Philco A Batteries |
| Brach Phone Plugs, Grid Leaks | Philco B Eliminators |
| | Valley Chargers |
| | Alco Loops |

CHENEY SALES CORP.,
1015 Chestnut Street,
Philadelphia, Pa.

Please send us today full details of your various Franchises' Financing Plan, and Dealer Protection Policy.

Name

Address

*Choose Your Jobber
as You Choose
Your Friends*

The Famous Master Control



REG. U. S. PAT. OFF.

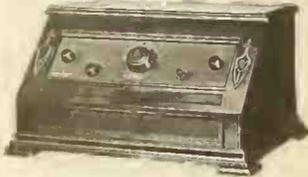
[Ther-mi-odyne]

Special radio tubes and other patents pending

WLW CINCINNATI WOC DAYTONPORT WEAF NEW YORK 500 KYW CHICAGO KHJ LOS ANGELES CKAC MONTREAL

THE KEY TO THE AIR

and to Volume Business
-at a Profit!



THERMIODYNE—Model TF5—FIVE TUBES
Master Control Radio built on same successful principles as TF6. 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) \$100
Rocky Mountain and Coast States \$110



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 equipment for "B" Battery.

Price (without accessories) \$150
Rocky Mountain and Coast States \$160

WITH CFCA on the air at 350 meters and WWJ working on 352.7—with WTAS fighting with 302.8 for supremacy over WPG's 299.8—and with similar conditions all over the country, what chance has the ordinary set to stay sold when offered on the basis of selectivity?

These jammed-air conditions bring Thermiodyne into its own and give special significance to the fact that

This is Thermiodyne Year

For, Thermiodyne is super-selective. When it comes to unscrambling today's broadcast mess, Thermiodyne does what seems impossible!

Thermiodyne's Master Control, swinging along Thermiodyne's magic half-circle, picks up these stations one at a time, and holds any one of them at the pleasure of the operator, without the slightest suggestion of others creeping in.

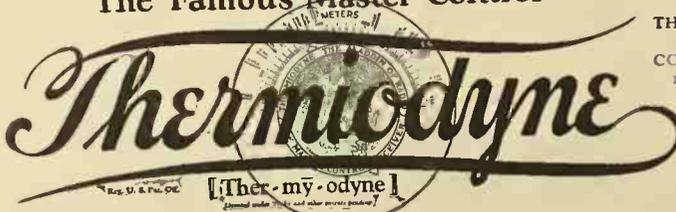
Today, there's only one way to sell radio. Give your customers a demonstration—if possible in their own homes. Demonstrate Thermiodyne's superiority, super-selectivity and simplicity of control. More than half of the Thermiodynes thus demonstrated are sold—and when Thermiodyne is sold, it stays sold.

Highly attractive models. Simplest operation. Right prices. Unparalleled performance. Liberal trade-in proposition, profitable deferred payment plan. Co-operative advertising.

Could any dealer ask for greater assurance of volume business at a profit?

The Famous Master Control

Canadian Sales Office:
DOMINION
THERMIODYNE
RADIO, Ltd.
425 Phillips Place,
Montreal, Quebec



THERMIODYNE
RADIO
CORPORATION
1819 Broadway,
New York City

MAIN PLANT:
Plattsburgh, N. Y.

Columbia Co. Buys Interest in Lindstrom Organization

Columbia Gramophone Co., Ltd., England, Acquires Important Interest in Carl Lindstrom and Allied Organizations in Behalf of the Columbia Organization

Louis Sterling, chairman of the board of the Columbia Phonograph Co., Inc., in behalf of the Columbia interests, through the Columbia Graphophone Co., Ltd., of England, has acquired a very important interest in the Carl Lindstrom Co. of Berlin and the Transoceanic Trading Co. of Amsterdam, which companies have been established considerably over twenty years and who are by far the largest phonograph and record manufacturers on the continents of Europe and South America. The Carl Lindstrom Co. and their subsidiaries operate phonograph and record factories in Germany, Austria, Poland, France, Spain, Italy, Sweden and Switzerland, in Europe; and in Brazil and Argentine Republic, in South America.

The Columbia Phonograph Co., Inc. of New York, and its affiliated companies are now declared to be the largest manufacturers of phonographs and records in the world; and the mutual working arrangements all over the world that have been entered into between the above companies will be of material advantage to Columbia.

Art Gillham, Whispering Pianist, Assists Dealers

Art Gillham, the "Whispering Pianist," popular broadcasting artist and exclusive Columbia artist, is broadcasting from Stations WJZ and WEAF, New York, during the period from October 13 to October 21, and Columbia dealers are taking advantage of the interest stimulated in the recordings of this star to push to the fullest possible extent the Columbia records which he has made. One of the most popular Columbia recordings of recent release is "Arc You Sorry?" coupled with "Loving Just You," both of which are sung by Mr. Gillham. During his stay in the metropolitan section Mr. Gillham will appear at store concerts of a number of Columbia dealers, including the Chambers Music Co., New York; the Broad & Market Music Co., Newark, and the Broadway Music Co., New York.

Otto Heineman's Statement Regarding Lindstrom Contract

President of General Phonograph Corp., Which Has American Agency of Odeon Records, Made by Carl Lindstrom Co., States His Company Has Odeon Contract Until 1935

Otto Heineman, president and founder of the General Phonograph Corp., and internationally prominent in the phonograph industry, issued recently an interesting statement in connection with his company's activities in behalf of recordings issued by the Carl Lindstrom organization of Germany. The General Phonograph Corp. has attained phenomenal success in the introduction to the American trade of Odeon records made by the Lindstrom organization, and in his statement regarding the future association of the two companies, Mr. Heineman said:

"In 1921, the General Phonograph Corp. entered into a contract with the Carl Lindstrom A. G. of Berlin, granting to the General Phonograph Corp. the exclusive rights in the United States, Canada, Mexico, Cuba and Porto Rico, for all Lindstrom recordings. This contract runs for a period of fifteen years, terminating in 1936, and during the duration of this contract the Lindstrom company cannot operate in North America except through the General Phonograph Corp.

"The recent announcement that the Columbia Graphophone Co., Ltd., of London, had acquired a large interest in the Lindstrom Co. will in no way affect the existing contract with the General Phonograph Corp. Our company will continue to have the exclusive American rights to all Lindstrom recordings of the past and future, and we will issue Odeon records made from Lindstrom matrices to an extent even greater than before."

Music Critics to Aid Radio

The Freed-Eisemann Radio Corp., Brooklyn, N. Y., recently announced the formation of a radio board of review composed of several of the best-known music critics of the country who have agreed to take an active part in furthering radio music, giving their impressions and suggestions to the men and women of radio in the bettering of the programs, with a view to intensifying the interest of the public in radio entertainment.

Plaza Music Co. Formally Opens Radio Department

Full Line of Fine Arts Receivers in Table, Console and Highboy Models on Market—Emil Schenkel Is Manager of Radio Department

The Plaza Music Co., New York City, manufacturer of Banner, Domino and Little Tot records, portable talking machines and other musical merchandise, held a formal opening of



Plaza "Fine Arts" Radio Set its new radio department during the week of October 12.

Emil Schenkel, sales manager of the radio division of the Plaza Co., with a number of assistants, together with other executive officers, acted as a reception committee and showed and demonstrated the "Fine-Arts" radio receiving sets. This line comprises popular priced table models, with and without encased loud speaker, flat top console models and double and triple deck highboys. The latter also comprises a model in combination talking machine and radio.

The Plaza radio products are all five-tube radio frequency receivers. The cabinet work is most attractive of the latest design and finish, that lends itself readily to home atmosphere.

In conjunction with its new radio department, the Plaza Music Co. has installed under the direction of Mr. Schenkel a complete service department. This not only applies to the technical and mechanical co-operation for music dealers, but, in addition, has a complete department of sales helps. There is also in conjunction with this service division a publicity and advertising department which is prepared to minutely cover all of the needs of radio-music merchants in the way of supplementary material for the purpose of creating sales, mail orders, follow-ups and other business-getting plans.

Langdon Harriss, of Texas, Passes Away in New York

Treasurer of Thos. Goggan & Bro., San Antonio, Succumbs to Attack of Peritonitis in Broad Street Hospital on Sunday

Langdon Harriss, treasurer of Thos. Goggan & Bro., San Antonio, Texas, who with his family has been spending the Summer at shore and mountain resorts around New York, died in Broad Street Hospital, New York, on September 27, of peritonitis.

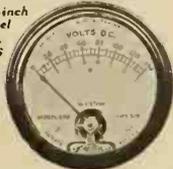
The funeral services over Mr. Harriss, who was 50 years old, were held on Tuesday afternoon at St. Patrick's Cathedral, and were attended by a number of members of the trade by whom he was held in high esteem, among them being Frederick T. Steinway and Ernest Urchis, of Steinway & Sons; W. H. Alfring and Charles Addams, of the Aeolian Co., and many others.

In addition to being interested in Thos. Goggan & Bro., Mr. Harriss was also a prominent factor in cotton circles and was a member of the brokerage house of Harriss, Irby & Vose.

A branch of the Crawford-Rutan Co., Kansas City, has been opened at 826 Kansas avenue.

Two WESTON Instruments that build Radio Dealer Prestige

Weston 2-inch Radio Panel Voltmeter, Model 506



The Famous Weston Instant Change Radio Plug



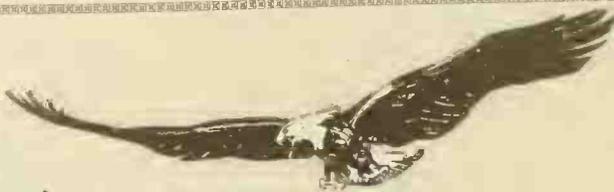
DEALERS are so familiar with the outstanding position of Weston quality radio products that their only question is "How many to stock?" We can say with assurance that the demand has so increased everywhere that dealers are safe in ordering in larger quantities than ever before. For a clearly told technical description of the advantages secured by these two and other Weston products write at once for the booklet "Weston Radio Instruments." Prompt requests should be made for it as it is being demanded in large quantities by dealers for their own customers.

WESTON ELECTRICAL INSTRUMENT CORPORATION
190 Weston Avenue, Newark, N. J.



STANDARD THE WORLD OVER
WESTON
Pioneers since 1888





The EAGLE

All That is Best in Radio



Model F—\$150.00



Console Model C-1
With Model F Receiver—\$235.00



Model C-3
With Model F Receiver—\$275.00

*The Trade-Mark
That Stands for*

THERE is a reason why the demand for full capacity production is always in evidence on Eagle Receivers.

The reason is:

Eagle dealers are absolutely confident that in merchandise and policy, Eagle always leads the field.

For a clean-cut, aggressive and profitable campaign this year, secure the Eagle dealership for your territory.

Quantity production consistent with a quality product is your insurance for satisfied customers and profits.

*Write for Booklet Describing
Other Models*



*Dealer Co-operation
and Profits*

Eagle Radio Company

16 BOYDEN PLACE,

NEWARK, N. J.

© E. R. Co.

Special Record Returning Privilege Is Announced by Columbia Phonograph Co.

W. C. Fuhri, General Sales Manager of the Columbia Co., Explains New Plan Which Permits Retailers to Have Adequate Stocks of the New Records on Hand for Holidays

Columbia dealers were advised this week by W. C. Fuhri, general sales manager of the Columbia Phonograph Co., Inc., of a special Columbia record return privilege, affording the dealers an exceptional opportunity to take full advantage of holiday trade. Mr. Fuhri, in a letter to the trade which gives details of the return plan, said:

"We want every Columbia dealer to have a representative stock of our wonderful new Columbia records for the holiday trade, and therefore, at a great financial loss to our company, have decided to offer the following special record return proposition:

"In consideration of your placing an order for Columbia phonographs at the new special net prices announced in our letter of October 5, and at the same time a special order for new Columbia records of the same net value as your phonograph order, we will grant you the privilege of returning for credit your surplus stock of old Columbia records to an amount

equal to 50 per cent of your special purchase of new Columbia records.

"For example: Purchase \$200 worth of Columbia phonographs at the new net prices and \$200 worth of new Columbia records at current prices, we will then accept F. O. B. branch or jobber, at current prices, \$100 worth of your old Columbia records (unworn and unbroken), and apply them as a credit on your combination purchase. You may buy more or less on the above exchange basis, but you must take advantage of the proposition before December 1, 1925. Records you desire to return on the above offer must be shipped and received by us prior to the above date.

"Our regular 10 per cent Columbia record return privilege is in no way affected by this special offer and will continue as heretofore. Bear in mind, also, that the 50 per cent new Columbia record advertising allowance as outlined in our letter to dealers dated August 25, 1925, is available for you."

Attractive Literature on the New Eagle Radio Line

The Three Console and Two Table Models Which Comprise the New Line of the Eagle Radio Co. Pictured and Described in Unusually Effective Publicity Matter

The Eagle Radio Co., Newark, N. J., which recently announced its 1925-26 line, has since issued some very effective circular matter and other publicity material for both trade and consumer use. Included in this is a six-page pamphlet for prospective radio receiving set purchasers which gives details and illustrations

of the line. This includes three console models and two table models. They are attractive cabinets in either mahogany or walnut with separate compartments for batteries and eliminators with built-in speaker horn, delivered with or without speaker units.

All of the console models enclose a model "F" receiver. This is the most important of the Eagle balanced neutrodyne receivers. It is equipped with special de luxe panel, vernier control dials for close tuning, wound coil, and exclusive Eagle feature for increased sensitivity, all of which make for ease of operation and quality reception.

In its literature the Eagle Radio Co. places particular emphasis on its guarantee to both the

dealer and consumer. It points out that its dealers are progressive merchants selected for reliability and its products can only be found in authorized stores.

In most of its consumer literature the Eagle Radio Co. includes questions that should be answered when purchasing a radio receiving set. These cover tone, selectivity, distance,



Eagle Console C-1

ease of operation, cost of operation, and other features which make the instruments desirable. Another product that the Eagle Radio Co.



Eagle Console C-3

presents this season is the Eagle reproducer unit. This product incorporates the famous O'Neil Audiphone Co.'s three-way control bal-



Eagle Model F

anced armature, laminated electro magnet, large permanent magnet and India mica diaphragm. It is a unit that has achieved some remarkable results in reproducing quality tone in radio broadcasting.

Emphasizing Quality of Edison White Label Records

Excellence of Tone and Volume Both Characteristic Features of the New Pressings From the Edison Laboratories

Thomas A. Edison, Inc., in its advertising and exploitation literature is emphasizing strongly the quality of the new Edison White Label records now being issued by the company. Attention is called to the superiority of the new records over those formerly turned out by the company, and to the excellent tone quality that has impressed those who have been present. Volume of reproduction is one of the features stressed in the new records.

The Chillicothe Music Store, Chillicothe, O., has been remodeled to provide more space.

Big Profits in Udell Radio Cabinets



No. 732

An attractive, convenient cabinet that looks well in any home. Drawer in front holds all accessories. Space in back for all batteries and connections. Sold with or without loud-speaker unit. Dealer's price, with horn but without unit, only \$19.00

Just one example (at left) of the many excellent values in the complete Udell line. All priced to make quick sales, big profits and permanent friends for you. Other Udell specialties in Player Roll Cabinets and Console Talking Machines.

Complete catalog and prices gladly mailed on request. Write for your copy today!



THE UDELL WORKS, Inc.

28th St. at Barnes Ave.,

Indianapolis, Ind.



Imported
LOUDSPEAKER

NEW MODEL S

TONE—Clear, sweet, natural tone—free from twanging, droning, grating! Loud, too, pouring freely out in every direction. Never before such purity, such strength in a speaker that can be sold with excellent profit for only \$12.50. This newest N & K creation is a real money-maker. Artistic and novel in shape, "all-directional" in principle. Built of burtex, the substance that destroys false tone vibrations. Economical of space. 9½ in. high, 6½ inches square. Adjustable unit. Packed six to carton, enclosing sales help.

NOW is the time to stock speakers. If your jobber is not yet carrying this new N & K Model S, write, wire or phone us for discounts.



IMPORTED PHONES

Model D 4000 ohms. The favorite of both professional and amateur operators. Large diaphragms. A m.o.u. for clear, true tone. Retail list \$8.50. Packed in tens.



IMPORTED PHONOGRAPH UNIT

The clear pure N & K tone in an instantly attachable unit for Victrolas or other standard phonographs. No screws required. List \$7.50. In individual boxes, 12 to carton.



The Symbol of True Musical Tone

NEUFELDT & KUHNKE DIVISION
 Th. Goldschmidt Corp.
 Dept. T-10, 15 William St., New York



Three Good Book Buys!!

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

Fine Exhibits of Leading Radio Lines Feature Philadelphia Radio Exposition

Exposition in the Arena in Philadelphia a Great Success—Most of Outstanding Lines Displayed—Unusual Volume of Publicity Heralded the Event—Entertainment Enjoyed

PHILADELPHIA, Pa., October 8.—This year the Philadelphia Radio Exposition was held in the Arena at Forty-sixth and Market streets, the spaciousness of which allowed an excellent arrangement of exhibits. The exhibit occupied about 120 display booths and practically all of the well-known manufacturers of radio sets and accessories were present, exhibiting either directly or through the displays of their local distributors. The exposition was sponsored by the Philadelphia Public Ledger, with G. B. Bodenhoff, exposition manager. A large amount of previous publicity had been granted the show through the columns of the Philadelphia Public Ledger and other local newspapers and through this publicity, and the easy facility through which the Arena could be reached, tremendous crowds visited the show each day. In addition to the great buying public the retail trade was well represented and the various exhibits. The exposition demonstrated the advancement of radio. Similar to the New York Exposition, the sets shown were not radical in new circuits, but rather demonstrated the improvements and refinements developed during the year.

Also similar to the New York shows, many entertainment features were provided. A large glass enclosed broadcasting room was installed at one end of the Arena, where, through the co-operation of all the local broadcasting stations, many fine radio programs were broadcast during the week direct from the Arena. Through the transparency of the walls, those attending the exposition were able to witness the interesting art of broadcasting.

Among Those Present

The Arena, which had been elaborately decorated for the occasion, was open to the general public on Saturday, October 3, and the exposition was for the duration of one week. Among those exhibiting were:

Aviator Kent Mfg. Co., Philadelphia; Pooley Co., Inc.,

Philadelphia; Jewett Radio & Phonograph Corp., Pontiac, Mich.; DeForest Radio Co., Jersey City; Magnavox Co., Oakland, Cal.; American Bostek Mfg. Corp., Springfield, Mass.; E. T. Cunningham, San Francisco; Zeuth Radio Corp., Chicago; A. C. Electrical Mfg. Co., Dayton, O.; Farrant Mfg. Co., Long Island, N. Y.; Schleierfritz Products Corp., Newark; Pfaukisch Radio Co., Chicago; M. B. Sleeper, Inc., New York; Willard Storage Battery Co., Cleveland; David Grimes Radio & Record Corp., New York; National Carbon Co., Inc., New York; Valley Electric Co., St. Louis; Dictograph Products Corp., New York; Phoenix Radio Corp., New York; Apex Electric Mfg. Co., New York; Fred-Eisemann Radio Corp., New York; Fenek Battery Co., Madison, Wis.; Crosley Radio Corp., Cincinnati; Gruber-Grossow-Hinds, Chicago; F. A. D. Austria, New York; Fausted Products Co., Chicago; Siltford Electrical Co., Newark; Eagle Radio Co., Newark; Aero Master Corp., Newark; Apco Mfg. Co., Providence, R. I.; Brandes Products, Inc., New York; Danabue Lumber Co., Perth Amboy, N. J.; Me-Rad Radio Corp., Newark; Narwal Radio Corp., Bayonne, N. J.; Burgess Battery Co., New York; Radiotele Corp., Brooklyn, N. Y.; Sterling Mfg. Co., Cleveland, America; Electric Co., Chicago; Electric Storage Battery Co., Philadelphia; Louis Buelin Co., Philadelphia; R. C. Allen, Inc., Philadelphia; Halkeway & Co., Inc., Philadelphia; Lyons Radio Sales Co., Philadelphia; Durham & Co., Philadelphia; Lockwood Radio Co., Inc., Philadelphia; R. E. Tongue & Bros., Philadelphia; Radio Products Sales Corp., Philadelphia; Girard Phonograph Co., Philadelphia; Astral Radio Corp., Philadelphia; Gray Sales Co., Philadelphia; Stewart Products Service Station, Philadelphia; Trilling & Montague, Philadelphia; C. G. Davis Electric Co., Philadelphia; Penn Phonograph Co., Philadelphia; Franklin Electric Co., Philadelphia; Runsey Electric Co., Philadelphia; Motor Ignition Co., Philadelphia; Keystone Sales & Service Co., Philadelphia; J. H. McCullough & Son, Philadelphia; Motor Parts Co., Philadelphia; George W. Hippsy, Philadelphia; H. C. Roberts Co., Philadelphia; Thompsons, Inc., Philadelphia; Hartford Battery Co., Millville, Conn.; Radiolux Corp., Brooklyn, N. Y.; Bremer-Tully Products, Chicago; Benjamin Electric Products Co., New York; Liberty Mfg. Co., New York; J. J. Sneed, New York; General Radio Co., Cambridge, Mass.; Martin Copeland Co., Providence, R. I.; Blandin Phonograph Co., Racine, Wis.; Tower Mfg. Co., Boston, Mass.; Silver-Marshall, Inc., Chicago; Acme Apparatus Co., Cambridge, Mass.; American Hard Rubber Co., New York; Allbridge, Mass.; American Radio Corp., Chicago; Reichman Co., Chicago, and Vansly Mfg. Co., Chicago; Laughlin & Kaufman Radio Co., New Haven, Conn.; Chas. Freshman Co., New York City; Blair Radio Labs., New York City; Dayton Fan & Motor Co., Dayton, O.; Electrical Research Labs., Chicago, Ill.; Stromberg-Carlson Telephone Mfg. Co.,

Rochester, N. Y.; Philadelphia Storage Battery Co., Philadelphia, Pa.; Reception Radio Co., Philadelphia, Pa. For the success with which the exposition met and the efficient manner in which it was conducted, credit is due the various committees appointed to supervise the exposition. The various committees and their chairmen are as follows: Publicity committee, C. E. Shepperd, Louis Buelin & Co.; lighting and decorations committee, William Walker, of the Franklin Electric Co.; executive committee, L. B. F. Raycroft, of the Electric Storage Battery Co., and the program committee, Harry Montague, of Trilling & Montague.

Pooley Radio Concerts Win Enthusiastic Praise

Varied and Carefully Selected Programs Played by Trio of Skilled Musicians With Guest Soloists Have Appeal to All Listeners

PHILADELPHIA, PA., October 9.—Enthusiastic letters received at Stations WEAf, WCAE and WOD indicate that the concerts sponsored by the Pooley Co., of this city, manufacturer of the Pooley radio cabinet and the Pooley radio-phonograph, are a pronounced success. The first of these concerts was broadcast from the above stations on September 16. They are on the air each Wednesday evening between 8:30 and 9 o'clock.

The Pooley Co. promises "music that will delight you." To fulfill this promise, extreme care has been taken, both with the selection of artists and with the formation of a coherent, rounded program. A trio of skilled musicians—pianist, violinist and "cellist (who also plays the saxophone)—assisted by a guest soloist of acknowledged eminence in his field, are the Pooley artists. As each week introduces a different soloist, playing a different instrument, there is a great deal of variety to the concerts.

By selecting with meticulous care the numbers to be played each week, the company has succeeded in building up unified programs that contain something to please every taste. The arrangement of each concert has been done with a feeling for both the spirit and age of the composition.

The purpose of the Pooley Co. is to engage as soloists men who can best demonstrate the lyric as well as orchestral beauties of some rare and seldom-heard instruments, in addition to those that are better known. Thus, radio audiences who pick up one of the three broadcasting stations on Wednesday evenings in time for the concerts will listen to solo selections played on the harp, the oboe, the xylophone, the accordion and many other instruments of real merit, but ones whose sole possibilities are perhaps too seldom brought out in concert. Voice solos are not to be neglected, however, for it is announced that weekly programs will occasionally be varied by the recital of some well-known vocal artist. To date every Pooley period has brought in numerous notes of appreciation.

Jackie Coogan Making a Cameo Recording





The Liberty Seal Stimulates Sales

Every Liberty Sealed Five Radio Receiving Set is sold to the user under a positive guarantee that any defective part or any piece of faulty workmanship will be replaced **FREE OF CHARGE** anytime within 60 days from date of sale.

It eliminates possibility of regret after the purchase is made. It inspires faith in the excellence of Liberty Sealed Five operation and increases demand because it guarantees that factor of dependability the radio buyer of today desires.

The implicit faith of the manufacturer thus expressed in tangible security and definite assurance of satisfaction arouses confidence in the minds of prospective purchasers and exerts a powerful influence in swaying selection.

Dealers who are interested in proven values and service that promotes profitable trade are requested to investigate the many advantages provided by the Liberty Sealed Five franchise and the Liberty policy of protecting the buyer.

LIBERTY TRANSFORMER CO.

123 N. Sangamon Street

Chicago, Ill.

"After All the Rest - Hear the Liberty Test"

Wiedoeft and Gitz-Rice With Peerless-Sterling

Peerless Quartet and Sterling Trio Are Augmented by Popular Stars—Arranging Appearances in Conjunction With Dealers

The Peerless Quartet and Sterling Trio, well-known radio and talking machine record artists, who, for a number of years, have made local



Rudy Wiedoeft

appearances in co-operation with talking machine retailers, are now arranging bookings for the coming months.

This season these popular artists have with them Rudy Wiedoeft, the well-known saxophonist, an unusual entertainer, and Lieut. Gitz-Rice, the composer and pianist. Gitz-Rice will be re-

membered as the composer of that popular and ever-selling success, "Oh, How I Miss You, Dear Old Pal of Mine."

With these two additions to their program, the Peerless Quartet and Sterling Trio will have a combination of entertainers able to render a diversified program and, through their personality and popularity, prove exceptional drawing cards.

Many talking machine dealers in the past have arranged bookings of these record artists. To-day most of them are also well known to radio enthusiasts, and here is a point that should be borne in mind when contemplating local appearances this season. The dealer, or dealers, who are instrumental in having these artists appear in his city can undoubtedly use their appearance as a factor in bringing radio prospects into the store. Record enthusiasts will, naturally, go to the talking machine store. The dealer is not always so sure that the radio purchaser will be so minded. If, however, by appropriate advertising and good follow-ups, the music store focuses the attention of everyone in his city who is interested in these artists to his store, it should, in a large measure, bring in much business that might go elsewhere.

The local appearance of these record and radio artists pays for itself. The dealer has nothing to lose there, but, with proper operation and hook-ups, he has much to gain in added sales of both records and radio instruments.

Buys Ohio Music Co.

NEWCASTLE, Pa., October 5.—The Milleman Music Co., on East Washington street, this city, has purchased the business of the Ohio Music Co., 8 West Washington street, and will move to the latter location during October. The transfer includes the entire stock of Victrolas, records and fixtures of the Ohio concern, and the Milleman house will handle, in addition, pianos, radios and small goods.

Okeh Hits From Musical Comedy "Lady, Be Good"

Dealers Taking Advantage of Road Tour of Successful Musical Comedy to Stage Effective and Sales Building Tie-ups

Okeh dealers are taking advantage of the road tour of "Lady, Be Good," one of the most successful musical comedies that ever played on Broadway and which started on tour after a long run to capacity audiences in New York. Among the feature artists of this comedy are Barnum with Bailey, a team of banjoists which is known as the "Globe Trotters." This team has played all around the world, from New York to Africa, and when playing in London were honored by the receipt of an autographed banjo from the Prince of Wales. The two boys are exclusive Okeh artists and recently recorded for the Okeh library the two principal hits of "Lady, Be Good."

Distributor in New Home

NEWARK, N. J., October 9.—The New Jersey Radio, Inc., Atwater Kent distributor, has moved from its former location at 30 Hill street to new quarters at 330 Washington street, this city. At the new location approximately 20,000 square feet of floor space is available, which will be devoted to the business offices of the company and the stocking and servicing of Atwater Kent radio products for the retailers in the territory which it serves.

Incorporated

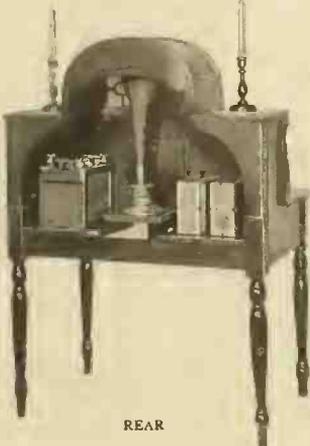
The Harvey Music Shop, Harvey, Ill., was recently incorporated to manufacture and deal in talking machines, etc., with a capital stock of \$5,000. Incorporators are Russell C. Iseninger, Richard M. Ball and Harry W. Seamans.

ANNOUNCING

*The Last
Word in
Radio
Equipment*



FRONT



REAR

RADELUXE RADIO TABLE

CONCEALS ALL EQUIPMENT. CONVERTS THE UNSIGHTLY HORN TYPE LOUD SPEAKER INTO A CABINET SPEAKER INSTANTLY.

List Price \$45.00—Liberal Trade Discounts.

Territory now being assigned to jobbers. Write for particulars.

VINCENNES PHONOGRAPH COMPANY
VINCENNES, IND.

NEW YORK OFFICE: 105 W. 40TH

PHILADELPHIA OFFICE: 31 DELONG BLDG.

The Trade in PHILADELPHIA and LOCALITY

Demonstration of Orthophonic Victrola Interests Dealers in Quaker City Trade

Hundreds of Dealers Attend First Demonstration of New Line—Practically All of Old Stock Cleaned Out—Dealers Add New Record Lines—Columbia Business Increases

PHILADELPHIA, PA., October 8.—With the clearance of practically all the stocks of the Victrolas that were included among the discontinued numbers effective in the 50 per cent reduction list, the local distributors and dealers have turned their attention to the coming event of vast importance to the trade—that of the introduction of the Orthophonic Victrolas which will be made in this territory during the coming month. Not only is this an important factor to the local dealers, but it also has stimulated renewed interest in the talking machine industry as a whole.

Demonstrate Orthophonic Victrola

With the first dealers' demonstration of the Orthophonic Victrola given at the Manufacturers' Club in September, the Philadelphia and eastern Pennsylvania trade was provided an opportunity to view the new models of the Victrola. Through the combined distributing firms and the manufacturers the private exhibition was made possible at an early date, so that the trade might prepare for the stocking of the new models after a practical demonstration and personal inspection. Open house was held throughout the day for the 300 visiting dealers, who came from all parts of the local territory. With the Victor Co. and the Philadelphia distributors, H. A. Weymann & Son, Inc., and the Philadelphia Victor Distributors, Inc., as hosts, the dealer were the guests at a buffet luncheon served in the afternoon at the club. Later in the month the J. H. Troup Co., of Harrisburg, Pa., and the Hotel Sterling, Wilkes-Barre, Pa., were the centers for similar demonstrations for the dealers in the respective districts, who were not able to be present at the Philadelphia exhibition. In the spacious auditorium of the Troup Co., holding more than 200 dealers, there was given over to the showing of the new models an entire afternoon with the local distributors and the manufacturers co-operating with the Harrisburg firm in the program. Other exhibitions were held in Scranton, Reading, Williamsport and other cities up-State.

Now that the dealers have been given an opportunity to see for themselves the sales possibilities of the new types of the Victrola, the Philadelphia distributors are displaying the new models at their headquarters here for the booking of advance orders for the Fall and holidays.

Both the Philadelphia Victor Distributors and H. A. Weymann & Son are featuring the new model Style 8-1 in a permanent display.

H. A. Weymann & Son, through the wholesale Victor department under the management of Charles Bahl, are prepared to assist the dealers in their demonstration of the new models by furnishing the retailers at a nominal cost with speakers who are proficient platform orators and trained college women of personality and ability. The Weymann firm has arranged with a number of college graduates among the fair sex who have made dramatic and art studies their subjects and with experience as public speakers and well qualified to give demonstrations of the new Orthophonic Victrola, to speak before the various private organizations such as clubs, civic and business associations, private groups or fraternal bodies and other gatherings of importance. The Weymann company also has on hand several copies of addresses prepared by the educational department of the Victor Co. for distribution among the dealers and dealing with the new Orthophonic Victrola, which can be used for exploitation or demonstration or other purposes of education or publicity. The Weymann firm will confine its activities in the radio wholesale department to the Victor products, including the new Orthophonic Victrola-Radio combinations and the Victor Lumiere loudspeakers and to radio panels, and drawer type radio sets, adapted to installation in current styles of Victrolas.

Another notice sent out by H. A. Weymann & Son informs the dealers in New Jersey and Pennsylvania, in a follow-up on the letter received by them from the Victor Talking Machine Co., September 25, to the effect of the new exchange proposition covering the Black Label records omitted from the 1925 catalog, that they must have their records in the hands of the carriers not later than October 3, and those in Delaware and Maryland from October 15 to 17.

Cleaned Out Old Stock

So thorough has been the clean-up of the Victrola models included in the recent discount list of the Victor Co. in the warehouses of the Philadelphia Victor Distributors, Inc., 835 Arch street, that the corporation has now left on hand only a few of Models No. 100 of the Victrola and

these only in odd finishes not ordinarily carried in stock, such as those in golden oak polish or the early Italian types. All future stocking will be in the new models which are to appear in the stores within a few weeks' time and models of which now are on display in the local headquarters. It is expected that the new stocks will be ready for distribution before November 1, so that the holiday requirements may be met.

Dealers Add Perfect Records

When Joseph Wexler, who covers the local territory for the Pathé Phonograph & Radio Corp., of Brooklyn, N. Y., made his rounds of eastern Pennsylvania during the month, he opened up several new accounts for the Perfect records manufactured by that corporation. He informs the trade of the installation of sixty-seven new presses in the Brooklyn plant for the purpose of speeding up production in order to catch up on behind orders. The new equipment will facilitate a 50 per cent increase in production of the Perfect records.

Among the dealers who have within recent times added the Perfect records to their stocks is the National Talking Machine Co., one of the leading retailers of this city.

Columbia Demand Gains

Remarkable growth in demand for the Columbia phonographs and records has been noted within recent months and there is much optimism displayed by the dealers over the prospects for the phonograph sales during the Fall-Winter season. It is due to the many improved features in both machines and records that the sales are broadening. The tremendous demand for the current recordings has materially increased revenue of dealers. Among the most popular of numbers in this list are "The Death of Floyd Collins," "Wreck of the Shenandoah," both recorded by Vernon Dalhart, tenor, to the accompaniment of a guitar; William Jennings Bryan's Last Fight, and John T. Scopes. Numerous tie-ups with these records are being made among the dealers throughout the State and elaborate displays are being featured in connection with them. Among the prominent tie-ups made within the past month were those of the Philips Music Store, 24 East Third street, Bethlehem, Pa., showing in replica the cave in which Floyd Collins was entombed, with a stuffed effigy of the victim bound by a huge rock across his limbs. The crowds that were attracted to the window display were so great that the police were required to disperse the mob about the store. Several thousand of the records were disposed of through the window

(Continued on page 198)

JOBBERS

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

PORTABLES

SAPPHIRES



"Any Part for any Phonograph"

Guarantee Main Springs are made of the best hardened, tempered, round-edged spring steel obtainable, and must pass a rigid inspection before they are packed in individual dust-proof containers; each box labeled with complete information for your convenience. We will refund money or replace any spring that does not give absolute satisfaction.

INSIST ON GUARANTEE MAIN SPRINGS

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

Makers of the Guarantee Portable

JOBBERS

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

ATTACHMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 197)

exploitation. The Novelty & Specialty Sales Co., of Steelton, Pa., by a specially live window demonstration along the same lines as the Philips store, drew crowds to its establishment and sold a large stock of the recording. In order to supply the trade with these records the local branch of the Columbia Co., under the management of Albert J. Heath, 150 North Sixth street, has stocked a large quantity of these popular sellers so as to meet the demand.

Charles Carson to Wed Soon

Wedding bells will chime within a short time for the head of Carson's Music Shops, numbering three stores, located on South street, according to an announcement made during the month, when the engagement of Charles Carson and Miss Pearl Uram became public. Trade congratulations were extended the young Columbia phonograph dealer upon his engagement.

A visitor to the headquarters of the Columbia Co. during the closing days of September was A. Plates, of the Plates Music Shops, Atlantic City, who was accompanied by Mrs. Plates.

Improving Its Windows

The headquarters of the Guarantee Talking Machine Supply Co., of this city, are being renovated and improved in anticipation of what Messrs. Keen and Posner expect to be a banner sales season. The upper floors of the building are being remodeled, providing increased storage facilities and manufacturing facilities for the Guarantee portable. During the past month the entire store front was removed and entirely new and modern windows and entrance were installed. William H. Posner reports that the Fall season has opened with a brisk demand for talking machine repair parts. Although the Guarantee portable enjoyed steady demands throughout the Summer months it has been strangely found that the Fall orders for Guarantee portables have been even heavier than during the Summer months.

Everybody's Talking Machine Co. influenced the recording of Nicky Guy and his Rose Tree Orchestra through co-operation with the local musical organization and the General Phonograph Corp. in the first record ever made by that well-known Philadelphia aggregation. The first of the records was issued under the title of the "Rose Tree Strut" and "So, That's the Kind of a Girl You Are" and made a great hit among the Quaker City dealers. The Everybody's Co. has secured the services of C. J.



3 1/2" Diameter Pat. 1923

A VELVALOID RECORD CLEANER WITH HOLIDAY GREETINGS costs no more than a good card and think of the difference in RESULTS.

We have a wonderful new Xmas design that will be treasured by the customer. Have them ready to mail to your patrons so your GOOD WILL and Holiday wishes will greet them Xmas morn. Samples to Jobbers and the salesman.

"A Velvaloid Record Cleaner should be a part of every Talking Machine and combination Radio sold."

Order direct or through your jobber but do it early

PHILADELPHIA BADGE CO., Manufacturers
942 Market Street Philadelphia, U. S. A.

Cusack, former traffic manager with the Reading Railroad and more recently in his own business. He will manage the entire shipping service of the firm, providing a prompt and efficient traffic system for the trade.

Add Brunswick Line

In the handsome store building of the Walk On Rug Co., of Scranton, Pa., there has been installed a complete Brunswick phonograph and Radiola department which was opened to the public on October 1. The store is one of the largest furniture houses in that section of the coal regions and its proprietor is planning to develop an extensive Brunswick business under the management of F. Cohen.

R. E. Laird, of Mt. Union, Pa., has added to his store a Brunswick department, with both phonographs and Radiolas and a stock of records.

F. H. Espey, formerly associated with the Baltimore branch of the Brunswick Co., has been assigned to cover the coal regions of Pennsylvania under the management of the Philadelphia branch.

Distributing Its New Catalog

The new complete catalog of the J. A. Fischer Co., manufacturer of the Valley Forge main springs and repairs and accessories, containing over 4,000 items, was sent out to the trade during the month. It is so complete and adequately arranged for ready reference by the dealers that many compliments have been coming into headquarters here from all parts of the country from the trade. The company announced the addition to its staff of Nat Witlin, who will assume the duties of sales manager for the firm.

The sales staff of the J. A. Fischer Co. is particularly active as the Fall season advances.

The various members of the organization are out in their respective territories calling upon the trade and orders are coming in in substantial volume.

Irvin R. Epstan, who has been away for some time on an extended trip, reports dealers and distributors evidencing much interest in Valley Forge main springs and the Valley Forge line of talking machine repair material. During the course of his trip Mr. Epstan established a number of new distributors for the line in strategic centers.

Nat Witlin, who has lately joined the Fischer organization, is making his initial trip through the Southern territory and daily reports which are being received from him would indicate that this trip is proving somewhat in the nature of a triumphal march.

Everybody's Co. Adds to Staff

Due to the steady expansion of the company, and its increasing activities, Everybody's Talking Machine Co., Inc., makers of Honest Quaker main springs and talking machine repair materials, has augmented its staff through the addition of two men thoroughly experienced in the talking machine field.

Harry Harris, formerly with the talking machine and radio department of Gimbel Bros., has joined the Everybody's organization. Harry Harris is a brother of Robert Harris, Eastern sales manager of the Adler Manufacturing Co., manufacturer of the Adler-Royal. The other new member of the organization is Ferdinand Schuyler, who for five years was connected with the sales division of the Columbia Phonograph Co.

Host to Atwater Kent Dealers

The Louis Buehn Co., distributor of Atwater Kent radio and other radio sets and accessories, was host to its Atwater Kent dealers at a luncheon held at a local hotel on Wednesday, October 7. Following the luncheon, the guests were taxied to the great plant of the Atwater Kent Mfg. Co., in this city, where competent guides conducted them throughout the immense building. After an educational and pleasurable afternoon spent at the Atwater Kent headquarters the entire party returned to the Arena, where the radio show was being held. Charles W. Miller and C. E. Sheppard, of the Louis Buehn Co., together with the combined staffs of the Louis Buehn Co. and the Atwater Kent Mfg. Co., were at the services of their guests throughout the entire day and deserve much credit for the perfect manner in which the day's program was carried out.

Atwater Kent Co-operative Drive

The Louis Buehn Co. and other Atwater Kent distributors in the city of Philadelphia are co-operating with the Atwater Kent Co. in an extensive dealer newspaper advertising campaign. The campaign will be ten weeks in duration and will contain ten full pages in the Bulletin, ten thirty-inch ads in the Public Ledger, and ten thirty-inch ads in the Inquirer. This intensive newspaper publicity directed to the consumer will undoubtedly create a substantial demand upon the dealer for Atwater Kent radio receiving sets and radio speakers in the Quaker City and surrounding suburbs.

Penn Co. Issues Catalog

The Penn Phonograph Co., Inc., of this city, has just issued its first catalog of the radio prod-

*The New***Orthophonic Victrola**

Representing an entirely new development in the art of tone reproduction, embodying new and startling discoveries.

This marvelous new instrument with exclusive patented features presents merchandising opportunities such as cannot be overestimated.

We solicit advance orders from Victor Dealers in the territory we cover.

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

VICTOR WHOLESALERS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 198)

nets which it distributes. Although this is the first radio catalog produced by this company, catalog production is not a new art to the Penn Phonograph Co., for as a former talking machine distributor, it has issued catalogs as far back as 1898. Credit for this exceptionally attractive piece of distributor literature is due Earl G. Dare, of the Penn Phonograph Co. sales staff. The catalog is of the loose-leaf style and is attractively bound in stiff covers in brown and gold. The following lines are featured: Fada, A.-C. Electrical Mfg. Co., Jewett Radio & Phonograph Co., Zenith radio, Philco batteries, Balkite, Electron chargers and other necessities.

Orders for Velvaid Cleaners Gain

L. W. Ewart, sales manager of the Philadelphia Badge Co., of this city, reports the Fall season has opened with a brisk demand for Velvaid record cleaners and splendid prospects for the holiday trade. In outlining conditions, Mr. Ewart stated:

"While business is still spotty there seems to be a tendency to solidity, a gradual substantial increase that would indicate a more steady dependable volume of business. Orders for Velvaid record cleaners are coming not only from all States in the Union but from foreign countries as well. We have found the percentage of repeat orders is unusually high. This would indicate these little good-will boosters are making good and bringing in the business."

The Philadelphia Badge Co. has prepared an attractive and original holiday design for the Velvaid cleaner in plenty of time for the holiday season. Samples are being sent to jobbers and production of cleaners with the new design is progressing rapidly.

New Atwater Kent Publicity

PHILADELPHIA, Pa., October 1.—The Atwater Kent Mfg. Co., of this city, manufacturer of Atwater Kent receiving sets and radio speakers, has added a new field of publicity and dealer helps. It has sent to its dealers a special sheet showing a series of lantern slides which have been prepared and are now available for Atwater Kent dealers for use in the local moving picture houses and theatres. The present series is ten in number and in each case space is provided for the dealer's name and address. Two of the slides attractively feature Atwater Kent radio in a general way similar to the familiar

Atwater Kent billboards that have been noticed throughout the country. Four of them feature the Atwater Kent radio speakers and four feature specific models of the Atwater Kent radio receiving set line. These slides are being furnished to the dealers at one-half actual cost.

Engagement of Philip Grabuski Is Announced

President of Everybody's Talking Machine Co., Inc., Congratulated by Trade Friends

PHILADELPHIA, Pa., October 10.—The numerous friends throughout the talking machine industry of Philip Grabuski, president of Everybody's



Philip Grabuski

Talking Machine Co., Inc., of this city, are showering their congratulations upon him upon the occasion of his engagement to Miss Zena Witlin, of Philadelphia. Miss Witlin has a charming personality and is popular in local circles. She is the niece of Ben Witlin, well known in talking machine circles as Philadelphia distributor of Star phonographs and Gennett records. Philip Grabuski, as president of Everybody's Talking Machine Co., Inc., is well known

A Big Step Ahead

AMPLIFIER AND DETECTOR
TUBE "E"



TUBES

4 Points of Superiority
50% Longer Life

Higher Mutual Conductance, Uniformity Interchangeable in any stage Non-Microphonic

LIST PRICE \$2.50

Write for general information and discounts.

Tube "B" Rectifier Tube..... \$3.00
Tube "H" Beam Power Tube..... \$5.00
Tube "X" Double Duty Rectifier Tube \$5.00
Aberdeen Specialty Co., Inc.
Main Sales Office: Suite 410,
1001 Chestnut Street Philadelphia

in the trade, and is one of the youngest successful executives in the industry. Although no definite announcement has been made, it is expected that the marriage will be in the Spring.

Mournful Melodies on Edison Records Popular

Southern Mountaineer Ballads Sung by Vernon Dalhart and Company Proving in Strong Demand in Many Localities

A strong demand is reported by Thomas A. Edison, Inc., for the series of records being made by Vernon Dalhart and company, representative of the type of songs apparently favored by the Southern purchasers in other localities. Such songs as "Little Rosewood Casket," "The John T. Scopes Trial" (The Old Religion's Better After All) and "The Death of Floyd Collins" may not make a strong appeal to jazz hounds on Broadway, but the sales indicate that they are distinctly popular in the so-called "sticks."

Closing Quaker City Store

PHILADELPHIA, Pa., October 8.—As soon as the stocks now on hand at the local branch of Widener's have been disposed of the store at 1109 Chestnut street will be closed and the company will retire from the Quaker City trade. The stock of machines and records on hand, mostly Brunswick, Victor and Columbia, are being closed out on a cash basis. The store has been under the efficient management of H. L. Abels.

Enlarges Radio Department

PHILADELPHIA, Pa., October 8.—The South Ninth Street Talking Machine Shop, a general music house in which Joseph Carolci is the head, is enlarging its radio department and has added new lines, including the RCA and the Fada products. Mr. Carolci reports an increase in radio business that justifies the move.

Adds New Department

PHILADELPHIA, Pa., October 8.—The J. R. Wilson Co. has recently installed a musical instrument department in its talking machine store at 1710 Chestnut street, the new department being in charge of Edward V. Berger, formerly with The Talking Machine Co. Special attention will be paid to the handling of band instruments of well-known makes.

RADIO

ZENITH

LONG DISTANCE

RADIO

All Good—None Better

PENN PHONOGRAPH CO.

Wholesale Distributor

913 Arch Street
Philadelphia, Pa.

Room for Both Radio and Phonograph, Says Layman

In Letter to The New York Times, Frank H. Ordway Declares That He Has Doubled Record Library Since Installing Radio

There has, naturally, been considerable discussion between prominent figures in the trade relative to the comparative status of the phonograph and radio, some holding that radio was supplanting the phonograph, others that it represented another field of entertainment and, if anything, supplemented the phonograph.

The discussions have come, for the most part, directly from people interested in some division of the business and, therefore, more or less biased. The opinion of the layman, however, is more likely to be unbiased, and we present herewith the opinion of the Man on the Street, as offered in a recent letter to the New York Times by Frank Hanson Ordway, of Worcester, Mass., in which he says:

"In your issue of September 27 there appeared a bold assertion by some unknown 'authority' on the effects of the radio on the phonograph business. This 'authority'—I quote the term as used by your reporter—predicted that the recent announcements made by radio impresarios that world-famous opera singers and musicians would be heard over the air this Fall and Winter was the 'latest step in the beginning of the radio industry absorbing the phonograph business.'"

"The radio, to be sure, has taken such a place in the life of the times that, should we be deprived of it, it would seem as though a certain necessity had been taken from us. And the phonograph, from small beginnings, has grown into a musical instrument of vast importance to us all. The radio and the phonograph are alike in respect of their serving the public with music, but are as different from each other as the movies are from the legitimate drama. The fact that Werrenrath and Homer may sing once, or, at best, twice a year over the radio does not in the least depreciate their value on the

talking machine, where they may be heard, and always under ideal conditions, 365 times a year, if desired. The radio is a rival to the phonograph, and rivalry does not cause enmity, but competition, and competition breeds better service for the public.

"Since my radio set was installed, less than a year ago, my collection of talking machine discs has more than doubled, and as there are none that I am willing to dispense with, it is beginning to be somewhat of a problem where to house them all.

"Music is a delight and a pleasure to those who love it and, like all pleasures, a recurrence is eagerly anticipated. The Tannhauser overture may enrapture me as I hear it over the radio, but there is no way that I can ever hear it repeated when I want it and when in the mood to properly enjoy it unless I own a phonograph.

"There is room for both the radio and the phonograph. Let us enjoy them both. It was Beaumarchais who said: 'Possession is nothing, enjoyment of the possessed is everything.'"

Trade Activities in the Vancouver, B. C., Territory

Annual Radio Show Arouses Interest of Public—Favorable Effect on Business—Lewis Piano House Adds Day-Fan Radio

VANCOUVER, B. C., October 8.—Great interest and enthusiasm was manifest at the annual radio show held here recently in the Hotel Vancouver ballroom. The primary purpose of the exhibition was to interest prospects, both consumers and dealers, in radio apparatus. On the opening night more than two thousand flocked through the gates and during the remaining days 14,000 people passed into the show. All present were vitally interested in radio and radio equipment and the exhibit resulted in a large number of sets and parts being sold.

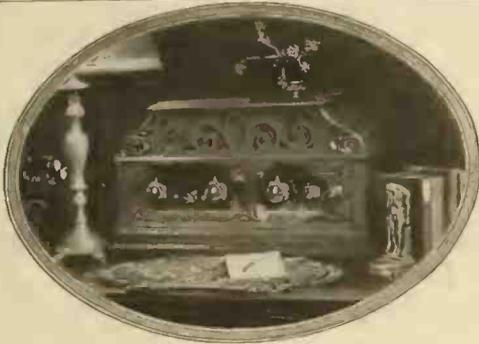
Features of the show included motion pictures explaining how a radio receiving set functions, a broadcasting station in actual operation and an exhibition of sending and receiving by wireless to and from all parts of the world.

The exhibition has thus demonstrated the tremendous possibilities in radio and also that an exhibition of this kind is perhaps the greatest method of stimulating radio sales. Hundreds of sets were sold by dealers during the show and an infinite number of names of prospects secured. Jobbers reported that they had signed up many thousands of dollars' worth of business without leaving the Vancouver Hotel where the show was held. Dealers from all parts of the province attended in force, making the affair a veritable radio dealers "Buyers' Week."

The Lewis Piano House, Vancouver, has been appointed to handle the Day-Fan radio line, represented by Bruce Robinson. It will concentrate on the sale of complete sets.

Speed in Making Okeh Record

An interesting example of the speed that characterizes the production of timely records occurred recently, when the General Phonograph Corp., manufacturer of Okeh records, issued a ballad sung by Tobe Little, commemorating the rescue of the hydroplane "PN-9." The news regarding the rescue of this naval airship was broadcasted across the continent on September 11, and the General Phonograph Corp. immediately arranged for the services of a composer capable of writing a ballad descriptive of this important event. Mr. Little recorded the ballad and the master wax was forwarded to the Newark factories of the General Phonograph Corp., where it was cast. Thursday, September 17, exactly three working days after the rescue of the airship had been announced in the newspapers, samples of the records were shipped to Okeh jobbers, and two days later the records were enroute to Okeh dealers throughout the country. This is truly a most remarkable achievement.



And now the final radio set —the Deresnadyne operating from the light socket

A complete receiver employing no batteries

FOR those who want a radio receiver second to none, both in convenience and performance, the Deresnadyne will settle the question of which set to buy. It is a complete set requiring no added equipment. A set installed by merely plugging in the light socket. A set requiring no attention and always ready to operate at full power. A set which does not choose between tone quality and volume, nor between selectivity and distance.

The Deresnadyne employs no batteries. It is equipped with a power unit which furnishes all necessary current from the light socket. This unit is entirely noiseless—a permanent piece of equipment, with no bulbs and nothing to adjust, wear out, replace, recharge or

renew. It performs at all times exactly as do batteries when these are new and fully charged.

The Deresnadyne includes all accessories except tubes. Its compactness has made possible radical improvements in appearance. The power unit and speaker are included in the cabinet. There is nothing more to buy and no further expense other than household current (110-120 AC 60 cycle)—about 1-10¢ per hour of actual use. The only connection necessary is the ground wire. Price \$3.65. Also the Deresnadyne II at \$1.25 and III at \$1.65, receivers employing the Deresnadyne circuit but requiring the usual battery and aerial equipment. DEALERS: Order through your jobber. JOBBERS: Write to us.

Andrews
Deresnadyne
Radio Receiving Set

IN THE MUSICAL MERCHANDISE FIELD

Appointed to Important Post With Lyon & Healy

H. W. Baumgras Made Manager of Harp Department of Big Chicago Music House—Popularity of These Instruments Growing

CHICAGO, ILL., October 7.—H. W. Baumgras has been appointed to take charge of sales in the harp department of Lyon & Healy, leading music house of this city, according to an announcement emanating from the company's headquarters here. This is in line with the established policy of the company to secure as far as possible only the most capable and experienced men to take charge of the various departments.

"Although for many years practically all the leading orchestras of the world have used Lyon & Healy harps," says a statement from the local headquarters, "we find that in harmony with the increasing popularity of the string instruments generally, there is a marked interest shown in the use of this instrument by musicians all over the country and we are enjoying satisfactory increases in sales."

Wm. J. Haussler Writes New Harmonica Text Book

Eighteen-Page Booklet Contains Valuable Charts and Instructions—Issued for Free Distribution to Hohner Dealers

William J. Haussler, general manager of M. Hohner, Inc., New York City, is the author of a particularly attractive new harmonica instruction book, eighteen pages in size. This book is published by M. Hohner, Inc., harmonica manufacturer, and is for free distribution to dealers handling Hohner harmonicas. In addition to its attractive appearance, it represents one of the most valuable textbooks on harmonica playing that has as yet been produced. On its cover is a reproduction of an oil painting of Billy Haussler, Jr., son of Mr. Haussler, playing the harmonica. In addition to the instructions and charts, the book contains a foreword on harmonica music by Peter W. Dykema, professor of musical education at Teachers' College, Columbia University, New York, a picture of the harmonica orchestra at Nixon School, Chicago, Ill., and endorsements by prominent band leaders and musicians.

Mr. Haussler is an authority on harmonica playing. His playing and instructions for playing are nationally known through the recent series of broadcasting programs he conducted. An instruction book by an authority of this character will undoubtedly prove very popular to the buying public and materially increase the Hohner dealers' sales.

Banjoists Write in Praise of the Vegaphone Banjo

BOSTON, MASS., October 7.—The Vegaphone banjo is becoming more and more popular with the leading banjoists of dance orchestras throughout the country, states William Nelson, advertising manager of the Vega Co. Among those who have recently written in praise of the instrument are Morey Armstrong, of Del Lampe's Orchestra; Bob Pittman, of Warner's Seven Aces; R. Grimshaw, of Jack Hylton's Orchestra; Joe Petracca, with Paul Buesse's Orchestra, and Pete Fitzgerald, of Paul Specht's Orchestra.

Youngstown King Dealer Making Rapid Progress

Carroll Music Co., Founded Less Than Two Years Ago, Is One of City's Leading Stores—Equips Bands With King Instruments

YOUNGSTOWN, O., October 7.—The Carroll Music Co., although less than two years old, has developed into one of the leading music establishments in this city. It has the agency for the King line of band instruments, made by the H. N. White Co., of Cleveland, and has out-

fitted many of the leading bands and orchestras in this section with King instruments. Steve Carroll, one of the proprietors, is a well-known musician and band director. At the present time he is the director of three bands which he organized and equipped with King instruments.

Saxophone Shop Moves

BIRMINGHAM, ALA., October 6.—The Saxophone Shop, well-known musical merchandise dealer, recently moved to larger quarters at 204 North Twentieth street.

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.
5215-67 Superior Ave. Cleveland, Ohio
Manufacturers of
"KING" BAND INSTRUMENTS

A Presentation of the Exclusive Agency for KING instruments Prepared for The H.N. White Company CLEVELAND, O.

THE H. N. WHITE CO., 5215-67 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 _____

SEND COUPON FOR BOOKLETS!

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 201)

HOHNER Harmonicas THE WORLD'S BEST and Accordions



Hohner Harmonicas have an appeal for every age and station in life. The sales field is unlimited.

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

Many Live Retailers Add King Band Instruments

Paul Bennett Now Acting as Traveling Representative for the H. N. White Co. in Southern Territory Is Well Known to Trade

The popularity of King band instruments, made by the H. N. White Co., Cleveland, O., is manifested by the growing number of leading talking machine and general music stores which are now handling these instruments. Among the firms which recently secured the King franchise are: The Acolian Co., St. Louis, Mo.; Weaver Piano Co., York, Pa.; A. B. Smith Piano Co., Akron, O.; McDowell-Castator Co., Enid, Okla., who have stores at Ponca City and Blackwell; Arn & Son, McAlester, Okla.; Carney-Nees Music Shop, Okmulgee, Okla.

Paul Bennett, formerly of the firm of Zimmerman & Bennett, Oklahoma City, has accepted a position as traveling representative for the H. N. White Co. in Southern territory. Mr. Bennett started the 1st of September on his initial trip after a visit to the factory in Cleveland. He is having wonderful success with the Southern trade, reports L. L. Fox, sales manager for the H. N. White Co.

F. J. Bacon Gives Concert in Columbus Establishment

Interest in Bacon Silver Bell Banjo Aroused by Recital Given by Head of Bacon Banjo Co. at Goldsmith's Music Store

COLUMBUS, O., October 8.—F. J. Bacon, banjoist and head of the Bacon Banjo Co., Grotton, Conn., recently appeared in a banjo recital at Goldsmith's Music Store here and attracted many prospective customers to the store. Mr. Bacon has a host of followers through his vaudeville and broadcasting activities. The Bacon B & D Silver Bell Banjo used by Mr. Bacon came in for special attention.

Vega Export Orders Increase

BOSTON, MASS., October 5.—The Vega Co., manufacturer of Vegaphone banjos, reports a substantial increase in export orders, with the larger ones coming in almost daily from all points, including England and the Continent, Africa, South America and the Hawaiian Islands. Domestic orders for Vegaphones are also at a higher point than ever before.

Werlein, Ltd., Sponsoring Large Saxophone Band

Leading Music Establishment Is Organizing Exclusive Saxophone Band for Concerts and to Stimulate Interest in Saxophones

NEW ORLEANS, LA., October 7.—Philip Werlein, Ltd., is sponsoring the organization of a saxophone band for concert purposes. Up to the present time no such organization existed in this city and it is felt that aside from adding to the musical enterprises of the city it will stimulate an interest in music and particularly in the saxophone.

Captain A. J. Bartlett, well-known musician and band organizer, has been engaged to direct the band and rehearsals will start shortly. While a few brasses may be used in the beginning, the goal is for a large and well-trained organization made up wholly of saxophones.

Landay Bros., Inc., Move to Fifth Avenue Quarters

Landay Bros., Inc., New York, dealers in musical merchandise of all kinds, recently moved their executive offices to the seventh floor of 147 Fifth avenue, at Twenty-first street. This move is of more than passing significance, as the founders of the business, Max and James H. Landay, have been associated with Fifth avenue as a retail shopping center since the start of the business approximately twenty-five years ago.

Coast Dealer Benefits From Orchestras' Visits

SAN FRANCISCO, CAL., October 3.—The H. C. Hanson Music House, local Buescher band instrument representative, was able to complete a large number of sales through the co-operation of the Buescher Co., in connection with the appearance at local theatres of Waring's Pennsylvanians and Abe Lyman's Orchestra, both Buescher equipped and well known for their popular recordings.

G. K. Gilman to Go Abroad

NEW ORLEANS, LA., October 6.—G. Kealoha Gilman, Hawaiian salesman in the small goods department of Grunewald's Music Store, has announced that he contemplates sailing for Europe about the first of the year. He intends to open studios in London and Paris and will endeavor to build up interest in Hawaiian music and in the ukulele and banjo-ukulele.

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 202)

Cracknell Now Manager of Conn-Portland Co.

Well-Known Figure in Pacific Coast Music Trades in Charge of Firm—J. Middleton Also Joins Company—Both Widely Experienced

PORTLAND, ORE., October 3.—George Cracknell has been appointed general manager of the Conn-Portland Co., successor to the McDougall-



George Cracknell

Conn Co., at Eleventh and Adler streets. He will identify himself with the musicians of the district and plans to organize as many bands and orchestras as the law allows in Oregon and Southwestern Washington. He will have direct control in the territory in both wholesale and retail for C. G. Conn, Ltd.

Before coming to Portland Mr. Cracknell was branch manager for the band and orchestra department of the Sherman, Clay & Co. store in San Francisco and in the same capacity for Wurlitzer Co. and Kohler & Chase, both of Oakland, Cal. Mr. Cracknell served four years in the world war as bandmaster in the Canadian forces. At the termination of the war he toured Canada and the United States with the "Fighting Sons of Guns Band," composed of musicians of the allied armies.

Mr. Cracknell is full of enthusiasm in his new post and is reorganizing his forces. Among other things he has added a repair shop, which he plans to make one of the best and most complete in the Pacific Northwest. He has placed J. Middleton, formerly with the Conn factory, in charge. He announces that a full and complete line of Conn instruments will be carried, as well as Leedy drums, Buffet clarinets, etc.

New Department in Canton

CANTON, O., October 6.—Formal opening was held recently of the new band instrument and small musical merchandise department of the D. W. Lereh Co. This new department will feature Buescher band instruments and the complete line will be carried, officials of the company have announced. The department will also merchandise Paramount, Vega and Bacon banjos and Ludwig & Ludwig drums.

Small Goods Demand Steady

SALT LAKE CITY, UTAH, October 5.—A consistent demand for small goods was a feature of the music trades in this city during the Summer months. The Daynes-Beebe Co. reports that business generally was good in September with ukuleles still selling well. Other establishments made similar reports.

Ludwig Drummer Contains Interesting Dealer News

Organ of Ludwig & Ludwig Contains Article by William F. Ludwig and Other Matters Interesting to Both the Trade and Consumer

CHICAGO, ILL., October 6.—In a recent edition of the Ludwig Drummer, published by Ludwig & Ludwig, a wealth of interesting reading matter, pertinent to the trade and to professional and amateur drummers, is contained. The feature of the issue is an article by William F. Ludwig, president of the company, who writes on "The Rudiments of Drumming." This article states there are twenty-six standard rudiments of drum playing and an understanding of these rudiments is as necessary to the pupil who is trying to learn to play the drum as are the scales to a student of the violin.

Another interesting feature of this issue is a description of the new Super-Ludwig snare control, a feature which insures individual snare control, with greater response and control of snare action. News of the trade and illustrations of prominent users of Ludwig products are also contained in this interesting and instructive publication.

Denver Dealers Profit by Tie-up With Orchestra

DENVER, COLO., October 5.—The appearance here recently of Isham Jones and His Brunswick Recording Orchestra at the Orpheum Theatre gave dealers an opportunity of effecting a tie-up with this popular aggregation. The Chas. E. Wells Co. displayed an assortment of Conn band instruments such as are used by the Jones orchestra and the Ludwig banjo which also plays a prominent part in the harmony produced by Isham Jones' band. At the Knight-Campbell store a window was given over to a showing of the Leedy drum which is played by Arthur Layfield, of the Jones orchestra.

The Soriano Music Shop, successful dealer of Niles, O., recently moved to considerably larger quarters in the Butler Building, 48 Main street.

H. N. White Co. Expects Big Demand This Fall

L. L. Fox, Recently Appointed Sales Manager. Planning to Handle Large Volume of King Band Instrument Business This Fall

L. L. Fox, who was recently appointed sales manager of the H. N. White Co., manufacturer of the King band instruments, with headquarters in Cleveland, O., is developing plans



L. L. Fox

for handling the large volume of business which he expects this fall. Mr. Fox is enthusiastic regarding the King line of band instruments and he believes that during the rest of the fall season and winter months an unusually heavy demand will be experienced.

With Northwest Conn Co.

James W. Wright, formerly with the Jack Schwartz Co., and Ernie Meyers, formerly with the Bush & Lane Co., have joined the staff of the Seattle Northwest Conn Co., Seattle, Wash.

Alexander Sanger, president of Sanger Bros., Dallas, Tex., victrol distributors, died last month following a surgical operation. Mr. Sanger was seventy-eight years of age at the time of his death.

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 203)

Factors in Popularity of Musical Merchandise

Interview With Philip Nash, of Fred Gretsch Mfg. Co., Featured in "Made In Brooklyn" Section of the Daily Eagle

The Brooklyn Daily Eagle, Brooklyn, N. Y., runs at frequent intervals a feature page entitled "Made In Brooklyn." Under this heading the Fred Gretsch Mfg. Co., Brooklyn, was recently interviewed by a feature writer and a very interesting story of the activities of this organization appeared. In this story, Philip Nash, of the Fred Gretsch organization, reports that in the sale of musical merchandise they have found the ukulele lends, tenor banjo next and the saxophone third in popularity. In this interview, Mr. Nash states in part:

"Radio has been a great aid in the musical instrument business. The same is true of the talking machine. The people have learned to distinguish the instruments from each other and learned to love music more. From listening they turn in time in many cases to playing for themselves. The world war was another factor in the great increase in music's popularity. Music in public schools and other schools is also an important influence. As to musical instruments, violins and pianos, of course, will always be leaders, since they are the foundations of orchestras, but modern jazz has certainly changed since the sales of many instruments and added new ones. The growth of big symphony orchestras and bands in recent years accounts for the fact that we enjoy sarasaphones and heckelphones, practically unknown in this country before the war and strange even in name to most persons now. One interesting feature about our business is that we are spreading the fame of Brooklyn in Germany. Until American jazz swept the world,

Germany was the chief center of the manufacturing of musical instruments, and the United States imported many from that country. Now it is gratifying to realize that Germany, reversing the trend of 100 years, is importing instruments made here."

In closing, Mr. Nash paid a tribute to Fred Gretsch, who years ago, at the early age of 17, took over the business when his father died and has guided the firm to its present outstanding success.

One of the factors in the success of the organization is pointed out by Emerson E. Strong, secretary of the company, in that the company trains most of its employes, preferring that to relying on experienced operators and assemblers from other concerns. "We use our own methods and have our own standards," he said, "and prefer to break in and keep our employes. We have more than 150 workers in the plant and are increasing production as each year passes."

M. Harris Back With Vega

Boston, Mass., October 7.—Myer Harris, prominent trumpet player of this city, has rejoined the staff of the Vega Co. He formerly spent four years in the brass instrument department of the company and later in the office. After a few years' absence he has rejoined the Vega staff.

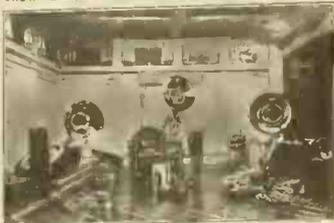
A decided revival in export trade has been noted. Substantial orders are reported to be coming in daily from England and the Continent, Africa, South America and Hawaii.

The Standard Music Co., Nashville, Tenn., recently added a complete line of band instruments and musical merchandise. The lines carried include Buescher band instruments, Ludwig drums and Paramount banjos.

New King Dealer Displays Full Line of Instruments

Crosby Bros. Department Store Devotes Space in Show Windows to an Effective Display of the King Line of Band Instruments

TOPEKA, KAN., October 7.—A most attractive display of King band instruments, made by the H. N. White Co., Cleveland, recently graced the show windows of Crosby Bros. department



How Crosby Bros. Featured King Line store, which recently added the King line of band instruments to its music department. The new department is under the direction of Walter Fox and J. H. Cochran, both of whom are well known in local music circles and who demonstrated the various kinds of instruments to those who were attracted by the display.

Robert Brown has joined the sales staff of the Portland Conn Co., local branch of C. G. Conn, Ltd., manufacturer of Conn band instruments, Elkhart, Ind. The new Conn salesman was formerly with the local Bush & Lane Piano Co.'s store, where he spent five years in the small goods department.

Dealers
WHO VIEW THE FUTURE WITH
AN EYE TO PROGRESS SHOULD
TIE UP WITH

Leedy

The New Professional
FLOATING HEAD
DRUM is conceded to be
the most remarkable instrument
yet achieved in "Drumdom."



"World's Finest
Drummer's
Instruments"



A New 96-Page Catalog "N" Mailed Free

The Satisfied Drummer Always Comes Back

Leedy Manufacturing Co., Indianapolis, Indiana

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 204)

M. Hohner, Inc., Provides Dealers With Sales Help

Attractive Counter Cut-Out Display in Eight Colors Contains a Dozen Assorted Harmonicas—Pictures "Hohner Boy" and His "Musical Pal"—A Sales Stimulating Dealer Help

M. Hohner, Inc., New York City, manufacturer of Hohner harmonicas and accordions, has announced a new dealer sales help which is known as the "Hohner Boy."

For many months William J. Haussler, gen-



Attractive Hohner Cut-out

eral manager of M. Hohner, Inc., has been working in collaboration with many of the largest producers of display material and the result is a counter display card which is also a container that will undoubtedly prove very popular with the dealer, and be a valuable aid to him in the featuring and selling of Hohner harmonicas.

The "Hohner Boy" is a cut-out display in colors, which is the product of one of America's foremost painters. It is printed in eight colors and depicts the "Hohner Boy" rendering some high-class music on his "musical pal." It also contains and displays one dozen assorted Hohner harmonicas.

Back of this Hohner display will be placed a tremendous Hohner campaign of consumer advertising and dealers displaying this new cut-out card will link up with this great national campaign.

Cutrone Music Shop Expands

SOUTH NORWALK, CONN., October 6.—John A. Cutrone has added another store, next to the Cutrone Music Shop, 18 Ely avenue, to take care of the increasing business which he has enjoyed for the past year. Mr. Cutrone carries musical instruments, Columbia phonographs and Columbia records.

O. F. Benzling has left for Florida, leaving his father in charge of the Stamford Music Co., 578 Atlantic street, Stamford, Conn.

Armour & Co., manufacturers of music strings, Chicago, report a large demand for their products over September, 1924.

Carberry-Parker Features Fine Buescher Display

Art Krueger and His Badger Room Orchestra. Buescher Equipped, Featured in Showing of Buescher Band Instruments

MILWAUKEE, WIS., October 5.—The Carberry-Parker Co., local Buescher representative, recently featured these instruments in an attractive window display. A large poster bearing a picture of Art Krueger and His Badger Room Orchestra, well-known Buescher equipped artists, was the center of the display, and as this aggregation is one of the best known in this section, it attracted considerable attention. Grouped about the poster were Buescher instruments.

Grossman Bros. Planning Extensive Harmonica Drive

CLEVELAND, O., October 6.—Henry S. Grossman, who with his brother, Julius I. Grossman, conducts the Grossman Bros. Music Co., reports that the firm will co-operate with the school playground authorities and M. Hohner, Inc., New York, in a series of harmonica sales drives. This company, which has been in the wholesale musical merchandise business for the past three years, occupies a six-story building in the handling of stringed band instruments. The success which the Grossman organization has achieved is attributed mainly to its consistent policy of newspaper and billboard advertising and direct-mail campaigns. Both of the brothers have had a wide experience in the music field and their progressiveness has been instrumental in building a nice business.

Band Instruments Used in Clothing Store Display

KANSAS CITY, Mo., October 6.—A window display at Rothschild's clothing store recently utilized band instruments to good advantage. The scene depicted was a college prom with a young couple in evening clothes and in the corner was a group of stringed and band instruments, loaned through the courtesy of the Crawford-Rutan Co.

"Silver Bell" Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON CONN.

Brisk Bacon Business

GROTON, CONN., October 7.—David L. Day, general manager of the Bacon Banjo Co., Inc., reports both domestic and foreign demand for Bacon banjos is increasing steadily. The recent broadcasting of Fred Bacon, president of the company, from Station KDKA, Pittsburgh, resulted in numerous letters being received at both the broadcasting station and headquarters of the company. A large order for Silver Bell banjos, to be shipped to South Africa, has increased the export business of the company.

College Ramblers at School

SAN ANTONIO, TEX., October 5.—The College Ramblers, who have been playing at the Gunther Hotel during the past season, have returned to college much to the regret of dance lovers of this city with whom they made a big hit. Conn band instruments, Ludwig drums and Vega banjos are used by the College Ramblers.

You Can Make 126% Profit!

This beautiful display brings music players to your store—boosts your sales and makes an excellent attention-getting case. The size is 8x15x3 3/4 inches.

An automatic sales producer that will be a real asset to your string business. The name, kind and price of the strings are clearly marked. No knowledge of music strings is necessary to sell from this display case.

Filled with Armour's quality music strings, you will have no difficulty making this proposition pay.

These Goods Retail at.....\$35.80
COST TO RETAILER..... 15.80

YOUR PROFIT.....\$20.00
Bigger Profits on Refills



ORDER ONE OF THESE MONEY MAKERS TODAY!

ARMOUR AND COMPANY

Music String Dept., Sec. W 9

CHICAGO

Com. McDonald Emphasizes Value of Artone Portable

Interesting Radiogram from President of Zenith Radio Corp. to E. R. Manning, Sales Manager Berg Auto Trunk & Specialty Co.

As mentioned in a recent issue of The World, included in the equipment of the expedition to Arctic regions under the command of Donald MacMillan were several Artone port-

September Biggest Month in History of Everybody's

Everybody's T. M. Co. Enjoys Largest Volume of Business in Its Existence—All Departments Participate—Takes Title to Building

PHILADELPHIA, Pa., October 10.—Everybody's Talking Machine Co. has closed what has proven to be the biggest month in the history of the organization. September business in all departments, Honest Quaker main springs and talking machine repair materials, Okeh and Odeon records and Adler-Royal talking machines has been exceptional.

The month of October is proving to be a very important month for the Everybody's Co. On October 1, the company celebrated its first anniversary as a distributor of Okeh and Odeon records. The exceptional success that the company has had with these records, and the energetic manner in which they have increased the sale of these records in the territory they cover is a matter of history in the talking machine industry.

On October 5 Everybody's Talking Machine Co. took title to its building at 810 Arch street, which it recently purchased, thus assuring adequate facilities for the development of the business and the perpetuation of the name "Honest Quaker," for years to come.

On October 10, formal announcement was made of the engagement of Phillip Grabuski, president of the company, to Miss Zeena Witlin.

On October 15, Samuel Fingrud, vice-president and treasurer of the company, celebrated the fifth anniversary of his joining the ranks of Everybody's organization. The exceptional progress made by Mr. Fingrud in the comparatively short period of time during which he has been connected with Everybody's Talking Machine Co. is phenomenal. Under the direction of the late I. B. Grabuski, Mr. Fingrud rapidly absorbed every detail in the conduct of the business and upon Mr. Grabuski's

death he and Phillip Grabuski, a brother of I. B. Grabuski, took entire charge of the management of the business, and under their capable direction it has grown to its present size.

In anticipation of the busy season ahead, Everybody's Talking Machine Co. has made several changes at its headquarters. The new installation of record shelves has been made and there is now stocked a supply of every record in the Odeon foreign record catalog. Electrical bookkeeping machines have been installed at a cost approximating \$2,000.

Cheney Sales Co. Going After Radio Distribution

PHILADELPHIA, Pa., October 9.—The Cheney Sales Corp., of this city, New York and Boston, which has earned an enviable reputation for itself as distributor of Cheney talking machine products, is now also engaged in the distribution of radio. G. Dunbar Shewell, president of the company, is enthusiastic over the radio field. After a period of investigation, Mr. Shewell has selected the Thermodyne radio receiving set, made by the Thermodyne Corp., New York City. He is placing behind this well-known receiving set the same zest and zeal with which he built up such excellent business for the Cheney talking machine. It is being distributed from the three offices of the company, Philadelphia, New York and Boston. The latter office, which is under the direct supervision of G. Dunbar Shewell, Jr., finds the Thermodyne set is also proving very popular in New England. An intensive campaign for Fall business is now under way that will undoubtedly result in big radio business.

Back From Vacation

Paul Sutcliffe, advertising manager of the Okeh record division of the General Phonograph Corp., returned to his desk recently, after a well-deserved vacation at Atlantic City. Mr. Sutcliffe, who has been identified with the phonograph industry for a number of years, is an enthusiastic follower of the Terpsichorean art, and while on his vacation he and Mrs. Sutcliffe were among the Marlborough-Blenheim's distinguished patrons.

The Radio Compact Co., with headquarters in the Audy Park, N. J., was recently incorporated in New Jersey. Clinton B. Hook, a prominent architect and inventor, heads the new company which recently introduced a new receiving set. The set houses all necessary equipment in a console model.

THE AMERICAN RADIO RELAY LEAGUE

RADIOGRAM

Received _____

FROM AMERICAN RADIO RELAY LEAGUE _____ DATE _____

TO _____

1 CANOPY 35214 TO TELL YOU HOW MUCH TO BE COME AND HOW MUCH AND I AM PRODUCE COPY

ARTONE PORTABLE PHOTOGRAPH WE HAVE NOT ONLY USED THEM TO INTERVIEW THE WILDERS

WE HAVE USED THEM FOR ANOMALOUS PURPOSES IN ORDER TO BACK TO TELEVISION FOR THE

1547 FROM WILD FROM THE ARTONE WILL ENJOY TO GET THE FIGURES YOU DESIRE MANY

THESE IN OUR OFFICE FROM THE TOP OF THE WORLD

IF YOU DONALD ON

OCTOBER 5 8 30 PM '25

Radiogram Telling of Importance of Artone to Expedition

able photographs, made by the Berg Auto Trunk & Specialty Co., Long Island City, N. Y. These portable photographs were placed on board Commander MacMillan's ship, the "Bowdoin," and on the S. S. "Perry," commanded by E. F. McDonald, Jr., president of the Zenith Radio Corp., Chicago.

The instruments have not only furnished entertainment and recreation for the members of the crews aboard the two ships but they have been used to excellent advantage for the entertainment of the Eskimos, and other broadcasting purposes. The accompanying radiogram, forwarded by Vice-Commander McDonald to E. R. Manning, sales manager of the Berg organization, emphasizes the importance of Artone portables in connection with the Arctic expedition. Commander McDonald also refers to the fact that the portable photographs were used for broadcasting purposes in sending back to civilization music from the Arctic.

Maybe this is a new word, but it tells the whole story of what makes radio sets sell!

"PUSHABILITY"—the "something" that a set has which makes people WANT IT, which enables you to PUSH IT with confidence, to brag over its quality, tone, and ability to "bring 'em in"—to boast of its really LOW PRICE without fear that you will have to "let down" or will have to "eat crow" in any way before the customer. You just show them, let them perform, give them a push and THEY MOVE. These are strong statements, but "others are doing it, why not you?" WRITE!

Two examples shown. Send for circular showing beautiful wall-type console models.

Noiseless tuning and selectivity combined with maximum volume and range plus, in a durable instrument mark the advancement in Minerva engineering.

Gold panel trimmings and piano finished cabinets with concealed built-in speakers that reproduce each note sweet and clear are among the Minerva refinements.



Minerva "Serenade" Console
Console Serenade in Du-tone Finish, American Walnut. Contains compartments for all battery and charger equipment. Built-in Speaker has perfect tone qualities. Height 42 inches. Width 32 inches. Depth 18 inches. Complete, less batteries and tubes, \$175.00.



Minerva "Elic" Console, five tubes, of American Walnut, Du-tone finish with B Bat. Facilities and Built-in Speaker. Panel light for dial illumination. Height 17 inches. Width 27 inches. Depth 14 inches. Without batteries and tubes, \$125.00 list.

Minerva Radio Co.
827 Irving Pl. Blvd. Chicago, Ill.



SENIOR model
Red Mahogany, Brown Mahogany, OAK.

Mr. Dealer

The list price of Outings is their true value (not inflated value). The discount given dealers permits them to make money.

You make quick turnover because of the popularity given Outings through the great many thousands in homes today.

and something

NEW! NEW! NEW!

All Outings Juniors and Seniors are now equipped with a special tone-arm for playing Edison records (no extra cost).

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:

H. S. WILLIAMS & SONS CO., LTD., Toronto, Winnipeg, Montreal.

'One handle handles it'
Outing
TALKING MACHINE
'Master of Movable Music'

Outings are sold in the U. S. A. through distributors only. To our distributors it means protection and co-operation. To dealers it means uniformity of price and more profit.

THE BABY OUTING

THE BABY FILLS
THE FAMILY—

Ask Your Jobber.

JUNIOR model
Red Mahogany, Brown Mahogany and Oak Finishes
Brown, Black and Green Leatherettes



FIVE RECORD RECORD BREAKERS



SOME OTHER BIRD WHISTLED A TUNE



I WONDER WHERE MY BABY IS TONIGHT



DON'T WAIT TOO LONG



I CARE FOR HER AND SHE CARES FOR ME



THE BOTLEGER'S DAUGHTER

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Now Western Manager for Hinds, Hayden & Eldredge

Charles Warfel, Long in Charge of Trade Department of New York Publishers, to Have His Headquarters in Chicago

Charles Warfel, who for many years has been in charge of the trade department for Hinds, Hayden & Eldredge, Inc., publishers of "Most



Charles R. Warfel

Popular Music Books" and other publications, has been appointed district manager for his company in the Middle West territory and will occupy offices at 2008 Calumet avenue, Chicago, Ill.

Mr. Warfel left New York for Chicago on Saturday of last week by motor and will stop at some of the larger trade centers in the intervening territory.

In his new position Mr. Warfel will handle textbook sales in the West during the school periods and will continue to call on the music trade in the same territory, confining most of his activities in that respect, however, to the Summer months.

The trade will be glad to know that "Charlie" has won promotion and that he will for a time at least continue to keep in touch with the music trade. Mr. Warfel in the past has toured from coast to coast and counts as his friends dealers in all sections of the country.

Sherman, Clay & Co. Bring Out New Publication

"The School Musician" Devoted to Amateur Band and Orchestral Musicians Issued by This Enterprising West Coast House

SAN FRANCISCO, CAL., September 18.—"The School Musician" of California is the name of a new publication put out by Sherman, Clay & Co., and edited by E. J. Delano, manager of the retail small goods department of the firm here. In the editorial column, "The School Musician" says in part:

"In looking over the musical field in California, it has seemed to us at this time that no greater opportunity for service is offered than to publish a paper devoted to the school musician. In this great movement for teaching instrumental music in the public schools, California has taken the lead. We believe that no State excels her in the number of good school bands and orchestras, or in the amount of money spent on them, in proportion to population."

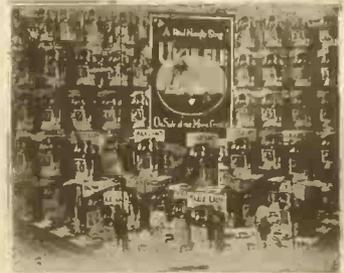
Speaking of the new publication, which has just come from the press, Mr. Delano said that its scope is educational. It is to encourage band instrument activities in the public schools. Sixty to seventy-five per cent of the publication will be given to this object. The remaining space will be devoted to advertising and to some mention of the musical merchandise activities of Sherman, Clay & Co. Mr. Delano said that other publications of the kind have been started from time to time in various parts of the country, but commercialism has finally proved their undoing. He added that, so long as Sherman, Clay & Co. publish "The School Musician," it will remain 60 to 75 per cent educational.

"I Miss My Swiss" (My Swiss Miss Misses Me), "Pal of My Cradle Days," "Marguerite," "Because of You," "Tell Me Yes, Tell Me No," "Let Me Linger Longer in Your Arms" and "She Was Just a Sailor's Sweetheart," all from the catalog of Leo Feist, Inc., are numbers which are heard frequently.

"Ukulele Lady" Is Displayed in Philadelphia

Berlin Number Given Entire Window by McCrory in That City—Song Is in the Hit Class Throughout the Country

What is described as an old-fashioned window display was recently shown by the J. G. McCrory Store, Philadelphia, Pa. This full window



A Window Display of "Ukulele Lady" was given to the Irving Berlin, Inc., song "Ukulele Lady," and was arranged through the efforts of Harry Pearson, manager of the Philadelphia office of the Berlin organization.

"Ukulele Lady" has been having large sales in the Philadelphia territory and the McCrory syndicate, by this special showing, endeavored to corral its full share of this activity, which it reports it did.

This Philadelphia window display, confined solely to the showing of the title pages of "Ukulele Lady," is only one of many such displays that have appeared recently throughout the country. "Ukulele Lady" was and is a hit on a national scale. This vigorous form of exploitation by aggressive retailers has been found unusually effective in boosting sales of sheet music.



FOOT LOOSE

"Cash-in" on its big popularity.
Sell the Song, the Record and the Player Roll.

~ Sanson Publishing Co., Cleveland and New York ~

"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"

Lyrics by Gus Kahn
Music by Walter Donaldson

"BECAUSE OF YOU"

A Sentimental Ballad With A Wonderful Fox-Trot Rhythm!

Lyrics by Walter Hirsch
Music by Ted Fiorito

"You can't go wrong with any 'FEIST' song!"

Chicago Theatre Features Zec Confrey Playing the Success "Midnight Waltz"

Well-known Composer and Pianist Scores Big Success With Feist Number in Appearances at the Largest of Chicago's Moving Picture Houses

The Balaban & Katz Chicago Theatre is the world's largest photoplay house. For that reason popular music publishers look upon publicity in conjunction with musical presentations in the Chicago Theatre as an exceptionally constructive means of exploiting their songs in Chicago territory.

To have a popular song, however, featured as part of the program in the Chicago Theatre is not easily obtained. These musical presentations are worked out with the same skill and with the same amount of thought and energy as are given to dramatic features in the legitimate playhouses.

An added feature of having a song specially

programmed and staged at the Chicago Theatre is the fact that all such presentations are not only heralded in the newspapers but are given prominent space in the week's review of new photoplay showings.

One of the most recent of musical presentations at the Chicago Theatre was the appearance at that house of Zec Confrey, the well-known composer and pianist, who used as his main feature the Leo Feist, Inc. success, "Midnight Waltz." This was a timely and appropriate offering, because "Midnight Waltz" achieved its original prominence in the Windy City and is still going strong in that territory as well as elsewhere.

"Merry Merry" Scores Big Hit in New York

No musical comedy in recent years has received more extensive and enthusiastic reviews than that given to the new production "Merry Merry." The show had its New York premiere on Thursday evening of last week, came to the metropolis following a short tour through New England, where it established new high records for a first-time offering.

"Merry Merry" is produced by Lyle Andrews and opened at the Vanderbilt Theatre. The writers, Harry Archer and Harlan Thompson, hardly need an introduction. They were previously responsible for "Little Jessie James" and "My Girl." They have established themselves as a sure-fire combination and the dramatic critics are hailing them as the successors to the

best writing combinations of the past. Besides writing the book and lyrics Harlan Thompson also staged the piece and Harry Archer, added to its activities, arranged and instructed the unique musical combination. So it is easily seen they are both hard workers, and deserve the honors that are bestowed upon them.

Not only is "Merry Merry" original, but it has everything else that makes for success. It has heart interest, dramatic situations, youth, and, of course, love with unusual dancing and songs that have already started on their way to break sales records. The most important of these musical numbers are "I Must Be in Love" and "I Was Blue."

The cast is an exceptional one. Marie Saxou plays the leading role, and as she is an extraordinary dancer the setting seems built to order. Harry Puck also takes a leading part. As he is responsible for the dances some credit for

the originality of these features must be given him. The main part of the comedy is the burden of William Frawley, whose work in "Merry Merry" will have established him for several seasons. Lucia Mendez, who in past seasons has taken a leading part in dancing choruses, is given some speaking lines and a song, both of which she does excellently.

Leo Feist, Inc. is the publisher of the score.

New Berlin Number, "Remember," a Success

Irving Berlin, Inc., which recently released "Remember," the newest ballad from the pen of Irving Berlin himself, has in a short space of time made this number one of the most prominent in its catalog. Berlin compositions seemingly are eagerly awaited, as no sooner are they placed on sale than there is immediate response. The fact that vaudeville singers also are anxious to present his offerings helps considerably the early period of their exploitation.

"Cameo Dance Folio" Contains Thirty Numbers

The first "Cameo Dance Folio" has been issued by Henry Waterson, Inc. It contains thirty numbers, all with ukulele arrangements, and includes some outstanding titles in fox-trot and waltz forms. Such numbers as "In Shadowland," "My Sugar," "Blue Eyed Sally," "Because They All Love You" and "Some Day" (We'll Meet Again) appear in this first issue.

The title page of the "Cameo Dance Folio No. 1" is attractive and carries miniature title pages of the six songs mentioned above. The twenty-four other numbers that are included in the offering are about the same standard of popularity.

"You Can't Go Wrong With These 'FEIST' Songs!"

"MIGHTY BLUE"

A Mighty Blue Fox Trot Song by RAYMOND EGAN

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

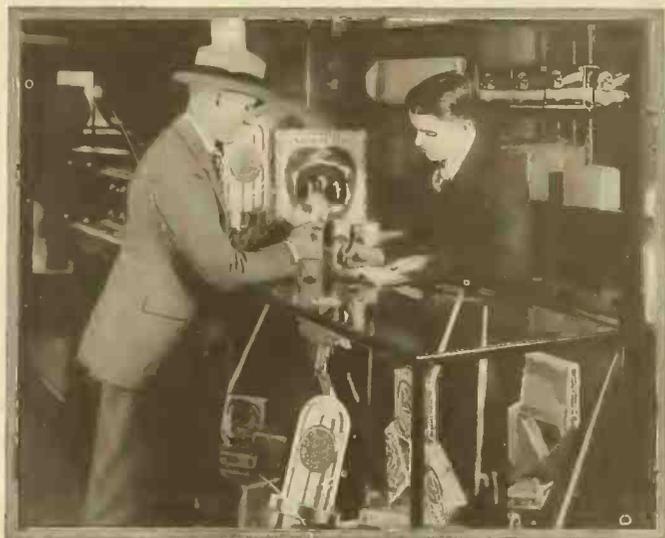
Introduced in BALIEFF'S "CHAUVE SOURIS"

A Fox Trot Melody With A Great Dance Rhythm

Marguerite

by OWEN MURPHY AL SHERMAN and BEN BERNIE

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



"We prefer to sell Gold Seal Tubes. Their long life guarantee and perfect matching means superior reception so far as the tube is concerned."

Photo through courtesy of Kova Radio Corporation



GS-201A

All Gold Seal Tubes are packed in the Gold Seal patent carton, containing a perfect cushion with a tamper proof seal.



GS-199

Supplied in large and small base

Sell a Tube That "Sells" the Set Gold Seal Tubes—uniformly perfect, offer the dealer prestige, satisfied customers and ever-increasing profits

The success of the radio tube will determine the success of radio. The success of the individual dealer, too, is largely dependent upon the particular tube that he merchandises.

The Gold Seal Tube with its broad guarantee, long life and perfect matching is solving the tube problem for thousands of dealers all over the country. Not only will the Gold Seal Tube sell the set but it keeps the set sold and brings the customers back again and again for more of "these good Gold Seal Tubes."

GOLD SEAL PRODUCTS CORPORATION
250 Park Avenue New York City



FILL IN, CLIP AND MAIL COUPON TODAY

GOLD SEAL PRODUCTS Corp.,
250 Park Avenue, New York, N. Y.
Gentlemen: Please send me the
particulars of the GOLD SEAL
Tubes.
Name
Address
Jobbers
T. 8. 10. 10. 25

Announcements of New Victor and Brunswick Instruments Interest the Trade

John S. Ditzell, of the Brunswick Co., Visited the Trade With A. R. McKinley, Pacific Northwest Brunswick Manager, to Describe the Panatone—Other News

PORTLAND, ORE., October 3.—Great excitement prevails among the phonograph managers and sales people, due to the recent announcement by both the Brunswick and Victor companies of the radical changes in the new machines soon to be ready for distribution. John S. Ditzell, of the Brunswick Co. of Chicago, visited the local trade with A. R. McKinley, Pacific Northwest manager of the Brunswick Co., met the dealers and explained the "Panatone," giving a minute description of this new invention and creating keen interest among dealers. Mr. McKinley is preparing demonstration rooms at the local headquarters and on the ar-

rival of the first Panatone will have a demonstration for the dealers and the press.

Two demonstrations have been given at the Portland Hotel of the Orthophonic Victrola, and dealers are anticipating wonderful business, their only fear being that not enough machines will be available for the rush that they anticipate.

Randolph Bargell, Oregon representative of the Columbia Phonograph Co., Inc., was visited by W. H. Lawton, Pacific Northwest manager of the Columbia Co., during the past month and together they called on the Oregon trade, introducing the new Harmony and Columbia Celebrity records and explaining to the Columbia dealers the new Columbia policy on discounts guaranteed against price reductions.

Business has grown to such an extent in the last year with L. D. Heater, of 359 Ankeny street, that larger quarters have been acquired in the Ramapo Hotel building at 469 1/2 Washington street. Alterations are being made and Mr. Heater expects to move early in October. He is distributor for the Strand console, Thomas and Swanson portables; Okeli and Odeon records, Hottest Quaker Products, Thompson neurolyne and various radios.

Sherman, Clay & Co. have established a branch store at Salem, Ore., with a full and complete Sherman, Clay & Co. line installed, including the Victor phonograph and Victor records and Radiola line. R. E. McClellan, supervisor of agencies, is temporarily in charge. Stanley Baylis, for several years in charge of the sheet music department of the McDougall-Conn Music Co., now the Conn-Portland Co., has been placed in charge of the sheet music and musical merchandise departments.

A complete radio department has been added to the Reed, French Piano Co., operated by E. H. Chambers. Mr. Chambers will carry the Radiola, Thompson, Jones and Turner radios.

The Oregon Radio Dealers' Association is laying extensive plans for a radio exposition to be held at the Multnomah Hotel, October 15, 16 and 17. All of the local radio dealers have taken space and many out-of-town dealers have expressed the desire to take part. Many radio dealers will also have displays at the "All Oregon Exposition," to be held at the Municipal Auditorium, October 5 to 10 inclusive.

A new broadcasting station was dedicated September 24 at the Brown Radio Shop, with G. F. Johnson, of the G. F. Johnson Piano Co., and president of the Oregon Radio Association, making an introductory speech. A musical program was also furnished through the courtesy of the G. F. Johnson Piano Co. The station will be known as KTBR, and scores of letters are arriving from all along the coast telling of the loud speaker reception.

Kathryn McCarthy, in charge of the record department of the G. F. Johnson Piano Co., reports excellent business and the addition of the Brunswick and Perfect records to the department's stock.

The third record exchange has been established by Monte Wax at 428 Washington street. A line of Gennett and Vocalion records is also carried for those desiring the latest hits.

Ethel Brown, for over two years in the record department of the Bush & Lane Piano Co., resigned to join the record department of the Seiberling, Lucas Music Co., Brunswick and Victor dealer.

Gold Seal Products Corp. Had Interesting Exhibit

"Radio Tube Factory" in Operation Displayed by Gold Seal Corp. at Fourth Annual Radio Exposition Attracted Wide Attention

The Gold Seal Products Corp., New York, manufacturer of radio tubes, occupied space at the recent Fourth Annual Radio Exposition at the Grand Central Palace, New York, and the exhibit, which was entitled

"Making the Heart of the Radio," attracted considerable interest due to the novelty of the display. It consisted of a complete radio tube factory in actual operation. The exhibit initiated thousands attending the show into the mysteries of the radio vacuum tube. Each operation in tube manufacture was demonstrated and explained, so that it was possible for all to see wire, glass and bakelite assembled into perfect tubes, complete in every detail and ready for radio reception.

Features of these new tubes consist of specially prepared thorated filament which yields very successfully to rejuvenation. For this reason the company is presenting each dealer with the tube rejuvenator, feeling that it will prove a material aid to the dealer in making sales," said George V. Heitmanek, advertising manager of the company, in discussing its products.

The tubes are manufactured in two types, GS-201-A and GS-199. A feature of the carton which contained the tube is that it may be tested without breaking the seal.

E. E. Eagle, vice-president and sales manager of the Gold Seal Products Corp., is at the present time completing an extensive tour through the West and Middle West, where he has been calling on the industry in behalf of Gold Seal products. During his trip a number of distributors were appointed and reports Gold Seal tubes are being enthusiastically received.



Type GS-201-A



Type GS-199



QUIET FAST SAFE

\$22.00 Complete with 2 bulbs, \$4.00 without bulbs
see 11 Refers.

Points to Remember When Stocking Battery Chargers

There are several vital factors to consider.

- (1) Select an up-to-date charger that is guaranteed by a reliable company.
- (2) That will charge quickly (3) at a fast rate (4) with no danger of overcharging or discharging the battery.
- (5) That is safe (6) dependable (7) easy to use (8) economical (9) and attractive in appearance.

The new Twin Bulb Handy Charger is the latest improvement in battery chargers, made and guaranteed by the largest exclusive manufacturers of battery chargers — the Interstate Electric Company. It charges without the slightest noise and cannot overcharge or discharge the battery. A very economical and fast rate of charging is assured by the advanced "push-pull" principle that uses both halves of the AC wave at a speed of from 4 to 5 amperes. Adapted to "A" batteries of from 10 to 12 volts. "B" batteries from 14 to 120 volts in series. No extra attachments necessary. It charges them all, is easy to use and is practically trouble proof.

Order several from your jobber and see how quick they move.

The New TWIN BULB HANDY CHARGER

INTERSTATE ELECTRIC CO.

4345 DUNCAN AVE. ST. LOUIS 17, U. S. A.



MacMillan Expedition Back From Exploration Voyage

Party of Which Eugene F. McDonald, Jr., President of Zenith Radio Corp., Is Vice-Commander Returns After Months in North

The MacMillan-Navy Arctic Expedition, which set out last June on an exploration trip to the frozen regions, returned to Monhegan Island, Me., the latter part of last week with the S. S. "Peary," under the command of Lieutenant-Commander Eugene F. McDonald, Jr., vice-commander of the expedition and president of the Zenith Radio Corp., reaching port in advance of the "Bowdoin," Commander MacMillan's schooner. Secretary of the Navy Wilbur wired congratulations on the voyagers' safe return and on the valuable results of the expedition.

John McCormack Willing to Entertain Over Radio

John McCormack, world-renowned tenor, whose broadcast concert on January 1 of this year caused such a furore in radio circles, denied that he had ever stated that he would never sing over the radio again. When told on his arrival in this country of the Atwater Kent series of concerts with leading artists, he stated that it was a step in the right direction and said that he would be glad to sing to a radio audience again.

A. A. Conner Opens Store

A. A. Conner, formerly connected with the Gaston Music Co., Hastings, Neb., has opened a music store at Central City, Neb. A complete line of musical instruments is being carried.

ERLA alone can offer such remarkable values

95% manufacture and tremendous volume make possible a price that can be found nowhere else in equal quality. Let us send you information about the Erla franchise.

A RICH and expensive looking cabinet finished in two-tone walnut with 5-tube receiver at \$69.50.

—an impressive console in walnut finish and exquisitely designed for \$113.50.

—a receiver built on a new and revolutionary principle that brings four great improvements to radio reception.

These values cannot be found anywhere else in America. You're to be the judge. Simply return the coupon and we will send you complete facts and figures immediately.

A new type receiver

Science has discovered a new inductance principle. It is found in the new Erla *Balloon *Circlloid coils and offers four distinct advantages.

Because the current flows in the direction of the coil, there is no measurable external field to affect adjacent coils or wiring circuits. (1) This makes possible higher amplification in each stage, hence far greater distance. (2) Stations scarcely audible on ordinary sets are brought in with concert volume. (3) Because these amazing coils have no pick-up qualities, selectivity is greatly increased. (4) The self-enclosed field prevents stray feedbacks and distortion. Tone quality is remarkably improved.

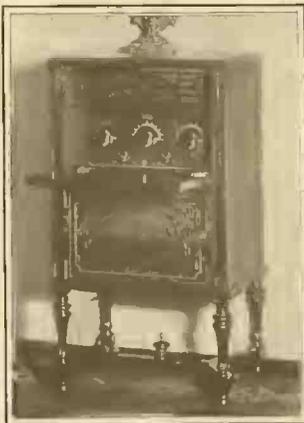
Made by two immense concerns

An operating merger involving several million dollars of invested capital and plant facilities with a total capacity of 500,000 receivers per annum has combined the resources of the Electrical Research Laboratories (Erla) of Chicago and the Caswell-Runyan Company of Huntington, Ind. The first is one of America's largest manufacturers of radio parts and receivers. The second is the world's largest manufacturer of radio cabinets and cedar chests.

Write or wire today for complete information. Give business history and reference. Replies strictly confidential. Act at once. You will receive details by return mail. This is the biggest offer you have ever received.

* Trade mark registered.

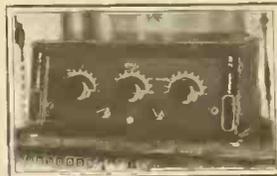
ELECTRICAL RESEARCH LABORATORIES
2531 Cottage Grove Ave., Chicago, U. S. A.



The combined effort of these institutions will be devoted to the manufacture of Erla products. This guarantees the stability and permanence of Erla and offers dealers protection they can receive from few radio manufacturers today.

Price \$50 under equal quality lines

Ninety-five per cent of the elements in Erla completed receivers, including cabinets, will be manufactured entirely within our own plants, with only one



profit and one selling expense. This makes possible an extremely moderate retail price to the consumer, yet enables us to allow distributor and dealer an adequate profit margin.

Remarkable sales plan

The Erla franchise gives both dealer and distributor complete protection. It includes absolute freedom from price cutting and other destructive practices. Only authorized Erla representatives are able to secure and sell Erla sets.

National advertising—new idea

Erla dealers are backed by a gigantic advertising campaign reaching over 25,000,000 people. Both national magazines and newspapers will be used. This campaign completely blankets every town, city and farming territory. It will result in our turning over thousands of names of prospects to dealers in all parts of the country. A unique and revolutionary plan will result in an amazingly large percentage of sales. Our own men will show you how to get the most from it. Dealers who have seen it say that it is the greatest selling idea they have ever known.



This sign identifies authorized Erla distributors and dealers. All are equipped to give complete radio service.

ELECTRICAL RESEARCH LABORATORIES,
Dept. 19-A, 2531 Cottage Grove Ave., Chicago, U. S. A.

Send me immediately full particulars of the Erla proposition. No obligation.

Name.....Present business.....
 Address.....Do you handle radio?.....
 City.....County.....State.....
 What kind?.....Date.....
 References.....
 (Fill in).....
 Attach any other information you wish to give on separate sheet of paper.

Radio Stores Co. Novel Truck in Great Demand

Vehicle Carries Amplifying Apparatus Which Broadcasts Speaker's Voice Over Wide Radius—Can Be Used as Remote Control Station

LOS ANGELES, CAL., October 3.—The soap box, the platform and the convention hall are all rendered obsolete for the purposes of anyone who has an oration to deliver by the aid of a novel truck which made its appearance last week on the streets of Los Angeles. When you talk into the microphone of the Reo speed wagon of the Radio Stores Co., Inc., everybody within a



Novel Truck for Broadcasting

thousand-foot circle around the truck can hear you plainly.

For directing mob scenes in the movies, for political meetings and for such big gatherings as some of the annual State picnics, the truck promises to be in great demand. It is a new departure, so new, in fact, that there are only three others like it in the United States, and all of these are in the East.

"The Reo is equipped with the No. 2 public address system built by the Western Electric Company," said Bert Hall, of the Radio Stores Co., Inc., last week. "Magnifying the voice is by no means its only use, however. It can be used as portable 'input' equipment for a radio broadcast station. If a concert is to be given in a hall where there is no remote control station established the truck can be driven to the

hall, its microphone equipment placed on the stage, and through the use of the equipment on the truck the music can be transmitted over telephone lines to the broadcast control station.

"There is also an extremely sensitive Western Electric super-heterodyne receiving set included in the equipment of the truck. It will receive radio broadcast programs and transmit them in great volume from its ten horns.

"The horns are carried on a collapsible mast of steel tubing, which is raised some twenty feet above the truck. As many as ten horns can be used, but this number is not ordinarily necessary. The entire installation was made by Western Electric engineers, and is really a marvel of compactness and efficiency.

"Mounted, as it is, on the fast Reo truck, the equipment can be sent anywhere in the State on short notice."

Survey of Municipal Aid to Music in America

There has just been issued by the National Bureau for the Advancement of Music an imposing volume of some 300 pages devoted to a discussion of "Municipal Aid to Music in America," based upon a careful survey and analysis made by Kenneth S. Clark, of the Bureau.

The book is interesting in that it not only records what has been done in the cause of municipal music, and in the aggregate the work has been little short of tremendous, but also points ways in which the cause of music can be further aided by municipalities, based upon past experiences and results.

In conducting the investigation, 1,496 questionnaires were sent out by the Bureau to cities and towns throughout the country, and 767 of these questionnaires were returned. The answers showed that 327 cities and towns make a definite municipal appropriation for music for the people, while 424 do not. Some of the municipalities make such appropriations at intervals or indirectly.

However, in casting up accounts it was found that the 327 cities making regular appropriations had spent \$1,254,481.17 for municipal music exclusive of money spent through the schools, which amounted to \$3,621,000 more, making a grand total of over \$4,875,000. With a knowledge that a number of the cities that did not respond to the questionnaires do make appropriations for music in one way or another, it is

Monthly Popular Releases

ITALIAN STYLE

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

believed the total amount spent annually is much higher than the figure given.

Interesting chapters of the book are devoted to descriptions of typical music systems followed in various cities, and much information of practical value is found in the reports of local activities and the results as offered by municipal authorities. It is the belief of the Bureau that although the amount spent for municipal and school music is already large, it can be increased substantially under proper guidance and direction.

Among the suggestions offered in the book are those urging the employment of municipal music commissions and the enlistment of local organizations, such as music clubs, etc.

The retail price is \$2, and the price to the trade \$1 until January 1, after which it will be \$1.50.

U. S. Music Co.

ADVANCE LIST OF ROLLS FOR NOVEMBER

WORD ROLLS		Played by
Title		
Home in Illinois	Fox-trot	Robert Billings
Ban Ban Ban Shore	Fox-trot	Lee Sims
Excite	Fox-trot	Lee Sims
Get It Fixed	Good-Bye Waltz	Lee Sims
The Day You Say	Good-Bye Waltz	Lee Sims
The Death of Floyd Collins	Waltz	Eubie Jones
Get It Fixed	Fox-trot	Eubie Jones
"Have Been Blues"	Fox-trot	Cal Welch
High Up the Horse	Fox-trot	Cal Welch
I Ain't Gonna Play No Second Fiddle	Fox-trot	Blues
Meet Me To-Night in Dreamland	Waltz	Jack Pierce
If I Had a Girl Like You	Fox-trot	Harold Wainborough
John Henry Blues	Fox-trot	Harold Wainborough
Let Us Walk as We Say Good-Bye	Waltz	Eubie Jones
Let's Wander Away	Fox-trot	Robert Billings
Meet Me To-Night in Dreamland	Waltz	Harold Wainborough
Oh, Say! Can I See You To-Night?	Fox-trot	Jack Pierce
On a Night Like This	Fox-trot	Lee Sims
The Prisoner's Song	Waltz	Harold Wainborough
Remember-Bald	Waltz	Robert Billings
Silver Head	Waltz	Lee Sims
Some Other Bird Whistled a Tune	Fox-trot	Robert Billings
Some-time	Waltz	Harold Wainborough
Swear	Fox-trot	Lee Sims
That's All There Is, There Ain't No More	Fox-trot	Lee Sims

FOREIGN WORD ROLLS

BOHEMIAN	
Clink-Polka	
Domek V Zlate Ulice	Prazsky Popevek
Nax Zvonok	Soumdsky-Valek
Praha Se Chytila Jih Spas	
Danza Spagnola	Buongiovanni-Canaro
1-Sukelime Kovaj	VIGIL
LITHUANIAN	
MEXICAN AND SPANISH	
Danza de La Lilielilas	Vals
El Tango de La Mijerte	
Noche de Calabaz	Fox-trot
Oh, Juliana	Tango-El Taclan
Peregrino	Cancion Yucateca
Suenos de Tanco	Tango
SWEDISH	
Lordsvalsen	Waltz
Masten-Jahanson	
FOREIGN ROLLS—MUSIC ONLY	
ITALIAN	
Amabile Cloro	Mazurka
Baci in Arcobaleno	Mazurka
Il trionfo Di Un Poeta	Marecia
La Bella Chilarina	
Messalina	
Occhi Di Fata	Polka
Scourge Algera	Marecia
Sorrisi Di Primavera	Waltz
Sposi Belli	Tarantella
MEXICAN AND SPANISH	
Ojos Azules	Fox-trot
Cateri Polska Tanco	Medley

Buys H. B. Buck Stock

Poppenburg's, Buffalo, N. Y., purchased the stock of H. B. Buck, Sons & Co., defunct music store of Cleveland, O.

Dictogrand

The Articulating
True Tone
LOUD SPEAKER

The 1925-26 Line of

New and Improved FRESHMAN MASTERPIECE

5 Tube Tuned Radio Frequency Receivers

Sold direct to selected dealers—one dealer only in towns of less than 25,000 people—specified localities in larger cities.

**NO MORE CUT-THROAT COMPETITION
NO MORE LOSSES ON INSTALLMENT SALES**

<p>Eight distinctive models from \$39.50 to \$115</p>	<p>Chas. Freshman Co. Inc. Radio Receivers and Parts FRESHMAN BUILDING 240-242 WEST 40TH ST., NEW YORK, N.Y. CHICAGO OFFICE — 217 E. LA SALLE ST.</p>	<p>Write to either office for complete information</p>
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“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

Table of Contents	
Preface	
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Chapter VII. Repair and Maintenance	
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Index	
<i>Complete in Every Detail</i>	

A Long Needed Book!
“Piano Playing Mechanisms”
 is of essential importance to the manufacturer, the retail merchant, the tuner and repairman, and the salesmen 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

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising, on application.

FOR SALE

Twenty (20) Taylor radios designed for upright and console type Victrolas. Four-tube outfits, dry battery operation. In A-1 condition. Guaranteed performance.

C. J. HEPPE & SON,
1117 Chestnut Street,
Philadelphia, Pa.

FOR SALE

Well established fast growing and only exclusive music shop, centrally located in live wire town. Only Brunswick dealers. Sheet music more than 1000 titles. First-class salable stock at less than 10% profit. No order secured for less than \$100.00. Investigate. Lewis Music Shop, Heminstant, Wt.

300 CONSOLES FOR SALE!

Finishing 300 more Console type phonograph, genuine mahogany, attractive Green Awe design, standard and highest class equipment, especially suited to receive any make radio matter, full partical; stylish low prices; quick shipment. Houghton Mfg. Co., Marion, Ohio.

POSITION WANTED—Experienced wholesale radio salesman wishes to make connections with reliable radio company. References A. No. 1. Address S. J. Jennings, 2309 East 71st street, Cleveland, O.

B. E. Bensinger Explains Brunswick Co.'s Policies

President of Brunswick Co., in an interesting Article in "System," Outlines the Policies Responsible for Success

Tracing the growth of the Brunswick-Balke-Collender Co., from its start up to the present day, in an interesting article in the October issue of "System," B. E. Bensinger, president of the company, attributes the increasing success which has been enjoyed by his company, despite profound and rapid changes in business which necessitated the changing of the products of the company, to two policies, namely, that whatever product left the factories should embody the finest possible technical skill and material, and, secondly, that there was and is a better method of marketing the skill of the business than any ever used. The maintenance of this first policy and the constant striving for the second have been the rule of the company since its inception, and Mr. Bensinger relates in an interesting fashion how they have saved the company three separate times.

The coming of prohibition, which meant the discontinuance of the making of bar furniture, which had been an important part of the company's activities, was the first of these instances, but instead of crippling in any way the wood-working and cabinet departments, the good name built up in the past stood by the company and these departments turned to the making of piano cases with success and profit. In 1913 a slump in the piano business caused a shift to the making of phonograph cabinets, which de-

BRUNSWICK AGENCY

Established six years. Doing business of \$50,000 annually. Fall season now starting. Your opportunity to get profitable radio business in a territory of a million people in Middle West. Good location, good lease, reason for selling. Address "Box 1534," care The Talking Machine World, 383 Madison avenue, New York City.

RECORD SALESMAN

We desire an experienced record salesman for wholesale road work. For consideration give details, age, experience and references. Address "Gennett Records," Richmond, Indiana.

SACRIFICE SALE

10,000 IMPORTED HOMOCHORD RECORDS
In Groves
100 Assorted Records at 15c each
Good Assortment Latest Hits
RAYMOND HERR, CO.
103 East 12th St., New York City

WE BUY FOR CASH

Complete phonograph and record stocks.
Pay highest prices.
QUARANTEED SALES CO.
109 N. 10th St. Dept. W. Philadelphia

POSITION WANTED—By experienced retail salesman. Specialized in phonographs. Consider any offer. Address "Box 1234," care The Talking Machine World, 383 Madison Avenue, New York City.

partment eventually turned into the making of the complete instrument, which rapidly assumed a position as one of the leaders in the field. In 1924 the Brunswick-Radiola was introduced and the company enjoyed a most successful year.

It is the phonograph manufacturing end of the business to which Mr. Bensinger devotes the major part of his article and he sums up the growth of the business in a few words: "Our getting into the phonograph business and our success in it have been just one long process of looking around for better and better means of marketing. This means not only willingness to accept all improved methods when they come or occur to us in and out of the place. We welcome any one who is able at all likely to have a valuable suggestion—that means practically every employee."

Mr. Bensinger then goes on to relate the manner in which an efficient manufacturing and distributing organization was built up. The difficulties which faced the company and the methods used to surmount them he describes, mentioning specifically the formation of a record-making department and the inauguration of the Brunswick New Hall of Fame. It was the following of the second policy mentioned above that influenced the company in co-operating in the establishment of some 4,000 independently owned retail music stores, dealing chiefly, if not exclusively, in Brunswick records. He explains in detail how a handbook was prepared for the benefit of salesmen in opening up new accounts and which gave minute details to assist dealers in starting business, even to recommendations as to how to pay the salesmen and to secure prospects.

Chestnut Bros. Open Store

The Chestnut Bros. Music Co. recently opened a new store on Main street, Guthrie, Okla. This concern has been established for fourteen years and operates several successful branch stores.

SPRINGS

VICTOR	
1 1/2" 022x17" bent each end.....	No. 6513 \$8.7
1 1/2" 022x18" bent each end.....	No. 2014 .57
1 1/2" 022x18" 6" marine ends.....	No. 8302 .60
1 1/2" 022x17" bent arbor.....	No. 8433 .48
1 1/2" 022x19" bent arbor.....	No. 8427 .36
1 1/2" 022x20" bent each end.....	No. 8141 .35
1 1/2" 022x19" bent each end.....	No. 8335 .38
1 1/2" 022x19" 6" marine ends.....	No. 8304 .39
1 1/2" 022x19" bent arbor.....	No. 8346 .39
1 1/2" 022x19" bent arbor.....	No. 8346 .39

COLUMBIA	
1 1/2" 022x19" erdm 9 arbor, new style No. 20000 01	
1 1/2" 022x19" Universal.....	No. 2051 .22
1 1/2" 022x11" Universal.....	No. 2033 .30
1 1/2" 022x11" hook ends.....	No. 1212 .34
1 1/2" 022x11" hook ends.....	No. 1212 .34

REYNOLDS	
1 1/2" 022x12" motors, Nos. 33 & 77.....	.25
1 1/2" 022x12" motors, Nos. 33 & 77.....	.70
1 1/2" 022x12" motors, Nos. 33 & 77.....	.60
1 1/2" 022x12" motors, Nos. 33 & 77.....	.60

SAL-SILV EITONE	
1 1/2" 027x10" rectangular hole.....	No. 144 .30
1 1/2" 027x10" rectangular hole.....	No. 145 .33
1 1/2" 027x10" rectangular hole.....	No. 140 .53
1 1/2" 027x10" rectangular hole.....	No. 140 .53

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.
Complete catalogue on request

FOR SALE

Music store in Winsted, Conn. Established 26 years. Only one in city. Franchises Victrolas, Edison, High Grade records and radios. Selling region good basis. Music store in Torrington, Conn., 25,000 inhabitants. Good opportunity with Conn. Perms. 25¢ each with order.

EXTRAORDINARY OFFER!

15,000 Standard Hill and Dale Disc records, black faced, originally priced \$1.00 to \$3.00, in lots of 500 at 6 cents each. Well assorted as to numbers. No order secured for less than \$100.00. F. B. DENVER DRY GOODS CO., DENVER, COLO.

POSITION WANTED—Radio phonograph salesman now employed, desires change. Long experience selling on metropolitan inside in both talking machine and radio metropolitan connections. Address "Box 1536," care The Talking Machine World, 383 Madison Avenue, New York City.

Capstick Store Sold

NANTY-CO, PA., October 5.—The Capstick Music Store, of which W. E. Capstick was proprietor, has been sold to Samuel and William Grant Davis, prominent lumber merchants of this locality. The name of the concern will be changed to the Davis Music Co. and will be operated by William Grant Davis.

Opens New Store

LITTLE ROCK, ARK., September 28.—J. D. Pope, prominent Southern music merchant, who has successful music stores at Little Rock, Searcy, Blytheville, Batesville and Newport, has entered the field at Conway in association with L. Claud Powell in the Conway Music Co.

To Increase Warerooms

WINSTON-SALEM, N. C., October 3.—Announcement has just been made by B. C. Snyder, of the Broadway Music Store, on East Fifth street, this city, that a three-story brick addition is to be built adjoining the present building. The Broadway concern will continue to occupy the old store, and also the basement and first floor of the addition.

Buys Cannon Music Store

EUREKA, KAN., October 3.—R. A. Bratton has recently purchased the stock and fixtures of the Cannon Music Store and will operate the business in the future under the name of the Bratton Music Co. Mr. Bratton has announced that he will handle phonographs, radio and other musical merchandise.

L. D. Heater Moves

L. D. Heater, talking machine and radio dealer, recently moved to larger quarters in the Pampaso Hotel, Portland, Ore.

COTTON FLOCKS

Air Rotted, all injurious foreign matter eliminated for

Record and Radio Manufacturing
THE PECKHAM MFG. CO. 238 South Street
Newark, N. J.



FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

British Trade Confident of Busy Season as Business in All Lines Shows Gains

Effect of Broadcasting Programs in Disseminating Propaganda and Unusual New Recordings Having Effect in Encouraging Business—New Edison Bell Policy—Other Important News

LONDON, E. C., October 3.—Last year at this time the talking machine trade hailed the advent of the Autumn and Winter seasons with full spirits. Never was optimism more rampant. This year it is my pleasure to go easily one better. Never has optimism been more warranted. The demand created by various factors, such as the increasing propaganda for music by the broadcasting programs, and the stupendous recordings by the leading gramophone companies of both classical and "popular" music, with the all-round reductions in prices of instruments and records, are all auspicious and favorable signs for a bumper season. With the reimposition of the McKenna Duties, too, the last fears of undue foreign competition have been swept from the minds of manufacturers and preparations for a tremendous demand have been made on all sides by general increases in capacity production. Wherever I go, I hear nothing but talk of the wonderful business done during the Summer months, a period in the past which has been characterized by big decreases of sales, and the most confident hopefulness is expressed in regard to the prospects for the Winter of 1925-6.

Columbia Graphophone Activities

Following upon the recent announcement by the Gramophone Co. of an Australasian factory

comes the news that the Columbia Graphophone Co. is also about to set up a gramophone and record factory at Sydney, New South Wales. A luncheon to inaugurate the event was held towards the end of August at the Savoy Hotel here, under the chairmanship of the Hon. Sir Arthur Cocks, Agent General for New South Wales. Supporting him were Sir George Croxson Marks, C. B. E. (the chairman of the Columbia Co.), Harry A. Parker (the Columbia Australian representative), and a number of prominent Australian Government officials.

In a speech recounting the principal Columbia activities during the last two years, since the time when the new Columbia Grafonola and the "New Process" records were launched, Sir George said: "In the last two eventful years these gramophone productions have become the most popular in the world, so that it has been impossible to produce them fast enough to satisfy the demands. When I mention that in one month alone the Columbia Co. in London made and sold over 1,400,000 'New Process' records, you will understand that our success has been world-wide."

Harry Parker, who has for nearly twenty years represented the company in Australia, recounted how he had come to London in March with the intention of persuading the company to

lay down an Australian factory, and how he was going out as the head of the new factory.

The latest news that the Columbia Graphophone Co. has acquired an important interest in the Carl Lindström Co., of Berlin, and in the Transoceanic Trading Co., of Amsterdam, is of highest importance. These companies, with their subsidiaries, have established factories and distributing centers for gramophones and records in the principal countries of the world. It is reported also that mutual working arrangements have been entered into between the three companies, which, it is believed, will be of material benefit to all parties.

New Edison Bell Policy

Messrs. J. E. Hough, Ltd. have just issued a first edition of a combined Edison Bell Winner and Velvet Face record catalog, which marks the passing of another milestone in the progressive career of the company. It has been noticeable for some time past that the quality of Winner records has greatly advanced and their increasing popularity in face of ever keen and growing competition has demonstrated that their improved tonal and surface qualities have not failed to impress the gramophone public. The completion of the company's factory at Huntingdon, and its equipment with new and automatic machinery, coupled with the entire reorganization with every modern replacement at the old Peckham factory, have enabled Messrs. Hough, not only to increase their output, but to introduce all the advantages of the Velvet Face processes into the manufacture of Winners.

(Continued on page 218)



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 Leathorette 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 Perewood

LONDON, ENGLAND

Bentleys Code



Weight, 8½ lb. Measurement, 10½ x 4½ x 7½

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 217)

From September too, all 10 ins. Velvet Face records will sell at the same price as Winners, i. e. 2s 6d; and all 12 ins. Velvet Face records will retail at 4s. The new catalog, List No. 256, embraces some 3,000 titles of Winner and Velvet Face records issued to date.

Leipzig Fair Disappointment

From reports to hand of the Autumn Leipzig Messe I gather that the economic instability still, to some extent, existing in Germany, precluded the promoters from achieving anything like a pre-war success. Fourteen talking machine firms took space in addition to about 120 other musical instrument houses, a somewhat smaller attendance than that of the last Autumn Messe, but a number which is still strong evidence of Germany's determined intention to go out for a big proportion of the European musical instrument business.

In conversation with one English visitor, I learned that the attendance from this country was decidedly poor, and that, generally, the business done was also very small. Despite the return to the stabilized mark, prices were extremely high. The German manufacturers, even in 1924, when the McKenna Duties were for the time abolished, were obliged to admit that they were unable to compete, except in the very cheap lines, with the English manufacturers, and that in 1925, with the duties reimposed, they were hardly in a position to compete in any line. Competition between rival English manufacturers is to-day so very keen and the English demand for distinctive designs and cabinet work so standardized that Continental makers are unable to make any very great progress in the British markets.

Cabinet Makers Consult Creditors

The latest talking machine firm to consult its creditors are Walter G. Penn and Richard H. Hallett, trading as W. G. Penn & Co., of Albion Works, Albion street, Kings Cross. This firm specialized in the production of cabinets.

Next Year's British Industries Fair

The Department of Overseas Trade has just announced that the British Industries Fair will be held in London and Birmingham from the 15th to the 20th of February next. In view of the recognized urgent necessity to stimulate and expand British export trade, the British Government has decided not only to organize the London section of the Fair, but also to spend a substantial sum in undertaking a world-wide scheme of publicity with a view to ensuring its success. This sum has been provisionally fixed at £20,000.

The Duophone Competition

The competition instituted by the Duophone Syndicate, Ltd., now comfortably housed at 18, Saville Row, to inaugurate their first issue of Duophone records, resulted in a perfect avalanche of entries an analysis of which confirmed the Syndicate's own selection of titles, the ma-

jority of which found leading places in the lists sent in by the public and staffs of gramophone dealers entering the competition. I was enabled to hear some of the first recordings prior to their release and can only say that provided the Syndicate maintain the same quality and selection of artists, the future of the Duophone records is assured. There is much interesting and intriguing talk in the trade as to the future of the company and in my next report I hope to be able to state the result of some important negotiations that I am given to understand are taking place.

"Itonia" Gramophones

Among the firms who can claim a prominent place in the handling of large orders during the big sales period of the last two or three years in this country, Messrs. Smith & Co. (Gramophones), Ltd., of City Road, the makers of the well-known "Itonia" models, can certainly claim easy recognition. In order to cope with their rapid expansion they recently moved into larger premises, a tour of which I was permitted to make a few days ago. Unquestionably they can and do handle a tremendous business and, judging from the big sales campaigns engineered for the present season, are out to eclipse all previous records. Their adoption of a new trademark which has real inspiration is further going to establish the recognition of their increasing popularity.

The Homochord Piano Records

In my last report I had something to say in regard to the Homochord pianoforte records. I have now had the opportunity to test one or two included in the October list, and I can easily understand the success claimed by this company after trying out the following: "Manny after trying out the following: "Manny dolinata," by Saint Saens, played by Morris Reeve, who also contributes on the reverse side "Le Rossignol," Liszt; two other solos played by Stanley C. Holt, "Tea for Two" from "No, No, Nanette" and "The Toy Drum Major." These and several other recordings of pianoforte music are remarkable for their clarity of tone pianoforte tone and easily explain the increasing popularity they enjoy in this country. **The British "National Gramophone Society"**

The National Gramophone Society, which celebrated its first anniversary recently and which was founded by Compton Mackenzie, the novelist and editor of "The Gramophone" (a paper circulating throughout this country to gramophone lovers as well as numbering numerous readers abroad), has reason to congratulate itself on its first year's work. Up to now the records produced by the society include two quartets by Beethoven, Debussy's Quartet, Schubert's Pianoforte Trio, Op. 100, and Scherberg's "Verklarte Nacht" Sextet. The records are only issued to subscribers to the Society, and the works produced or to be produced are those that by their nature make strong appeal

to cultured music lovers and which are not so likely to find a place in the catalogs of the ordinary recording companies. The offices of the society are at 58, Frith street, W. 1., from whence full particulars can be obtained by those interested.

Vulcan Mainsprings

In the compilation of the new Vileman mainspring dealers' list, Messrs. J. Stead & Co., Ltd., of Sheffield, are to be congratulated on its completeness. It comprises four fair-sized pages and gives the width in fractions of an inch, and under each width the different motors for which the springs are made. The thickness and length of each spring (with the French equivalents) are also given. Dealers can determine at a glance exactly what number of spring is required for a particular repair job. The conscientiousness of its compilation is an achievement and makes the list a decidedly unique one.

Brief Paragraphs of Interest

The "4850" record, as it has come to be known, on which the Columbia Co. has recorded 4850 voices singing "Adeste Fideles," on the one side, and 850 voices singing "John Peel" on the reverse, has, so I learn, eclipsed all previous Columbia records from the standpoint of sales.

E. H. Lazarus, of the Peter Pan Gramophone Co., Ltd., 64 Frith street, London, sails for New York within a few days to consult with the Peter Pan concessionaires for the United States.

The Gramophone Co. (His Master's Voice) reports that "I Miss My Swiss," which has created such a furor in the States, and which was recorded by Paul Whiteman's Band, bids fair to eclipse in sales all previous dance records issued by them.

From last month the Gramophone Co. Ltd., announced that it will pay carriage on all consignments the orders for which amount to £10 or over in value. Further reductions to those mentioned in The World last month are also announced as from September 15.

"His Master's Voice" yearly accounts are to be published next month. The company announced a dividend at the rate of 20 per cent.

Mr. and Mrs. William Manson sailed for Australia on September 18. They were seen off at Euston by a host of friends.

The most important recording, from a music-lover point of view, for the month of October, is undoubtedly His Master's Voice issue of Elgar's Symphony in E flat (No. 2, Op. 63). It is published in album form on six double-sided 12 in. discs, actually occupying five and a half, the other side of the sixth disc being taken up with a record of the Prelude (Meditation) to Elgar's early oratorio "The Light of Life" (Op. 29), all played by the well-known Royal Albert Hall Orchestra under Sir Edward Elgar's own baton.

POINTS ABOUT SPRINGS No. 4

We were the first firm to pack each spring in a separate carton. We are the only firm to publish a detailed price list showing the gramophone motors in use in all countries, the dimensions of mainsprings required, and the price of each spring. Of course the list cannot and never will be complete, and is always being revised and added to. If you handle mainsprings you cannot afford to be without a copy. Send us to-day, and we will post you a copy by return.

USE VULCAN MAINSPRINGS**"BEST IN THE LONG RUN"**

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



10-in.
12-in.
Double-sided

Colonial and Foreign Traders Should
Write for a Special Sales Proposition

*Regular monthly issues go to swell
our big and up-to-date catalogue*

THE BRITISH HOMOPHONE CO.
Limited

19 City Road London, E. C., England



Chosen Solely for Reproduction



Perfect Pianoforte Renderings //



Real Concert Hall Effects ?

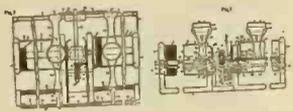


Perfect Syncopation

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 8.—Talking Machine. William E. Smith, Lynn, Mass. Patent No. 1,540,092.

This invention relates to talking picture machines and has for its object to provide a machine of this type having novel sound-repro-



ducing elements which will permit of continuous reproduction of sound for an indefinite period, and otherwise to improve machines of this type.

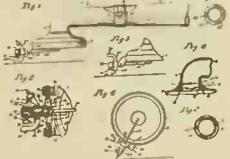
Fig. 1 is a plan view of the sound-reproducing element; Fig. 2 is a front view thereof.

Sound Reproducing Device. Zena Eckelbarger, Goshen, Ind. Patent No. 1,539,412.

This invention relates to reproducers for use in sound-reproducing machines, and especially to the stylus and stylus bar thereof.

The main object of the invention is the production of a multistylus device which when applied to a sound-reproducing machine will enable the machine operator to play or reproduce the sound from any existing musical or sound-reproducing record.

The preferred embodiment of the invention is illustrated in the accompanying drawing in which Fig. 1 is a side elevation of the invention applied to the sound box and tone arm of



a sound-reproducing machine; Fig. 2 is an enlarged plan view of the invention showing its connection with and relation to the sound box, and showing also the pivotally mounted stylus arms; Fig. 3 is a fragment showing one of the stylus arms in operative position and the others inoperative; Fig. 4 is a view showing the sound box swung at a different angle or plane to enable the engagement of a different record; Fig. 5 is a section taken on the line 5-5 of Fig. 2; Fig. 6 is a fragment in section of the tone arm and sound box connection; and Fig. 7 is a section taken on the line 7-7 of Fig. 6.

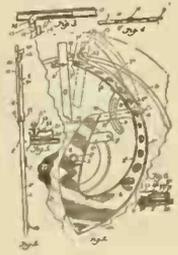
Adjustable Phonograph Repeater. Sterrett E. McNulty, Los Angeles, Cal. Patent No. 1,542,157.

The present invention relates to a repeating attachment for phonographs, and particularly to an attachment which may be adjusted to adapt the same to disc records of different diameters, and to records whose selections begin and end at different distances from the edge and from the center of the record.

It is another object of the invention to combine with an attachment of the general character mentioned a second or auxiliary device comprising an arm which may be so set as to engage the needle of a phonograph as the same

shall traverse a guide-way comprised in the mentioned attachment, and thereby cause the phonograph to stop, and this second or auxiliary device may be constructed in such a form as to permit of its being fitted at will upon certain repeaters such as are already known and obtainable upon the market, and in use.

In the accompanying drawings Fig. 1 is a plan view of the repeating attachment. Fig. 2



is an edge view of the same as seen from the right of Fig. 1. Fig. 3 is an underneath or bottom plan of the angularly and slidably adjustable radial guide or tractor. Fig. 4 is a cross section on line 4-4 of Fig. 1. Fig. 5 is a side elevation of the automatic stop as shown in Fig. 1. Fig. 6 is a side elevation of a stop attachment adapted to be readily applied to a form of repeater now on the market and in use.

Foldable Form. Louis J. Shramek, New York, N. Y. Patent No. 1,541,002.

This invention relates to foldable cardboard devices and refers particularly to devices of that character carrying phonograph records. The object of the invention is a device made of cardboard, or similar material, and carrying a phonographic record, the device being so constructed and arranged that it may be folded for mailing purposes with full protection to the record and which is capable of placement upon the record table of a phonograph for reproduction purposes.

In the particular form of the device of the invention, shown in the accompanying drawings, similar parts are designated by similar numerals.

Figure 1 is a front view of one form of the device in folded form for mailing purposes.

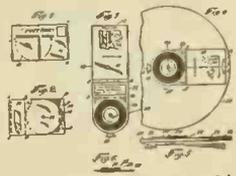


Fig. 2 is a rear view of Fig. 1. Fig. 3 is a top plan view of the inner face of Fig. 1 in an unfolded position. Fig. 4 is a top plan view of the device folded for phonographic reproduction purposes. Fig. 5 is a section through the line 5-5 of Fig. 4. Fig. 6 is a section through the line 6-6 of Fig. 2.

Phonograph Tone Arm. Roland B. Daley, Chicago, Ill. Patent No. 1,542,374.

This invention relates to phonograph apparatus, and particularly to the tone arm, and its support.

The object of the invention is to provide an improved tone arm, and also improved supporting means and counter-balancing means therefor.

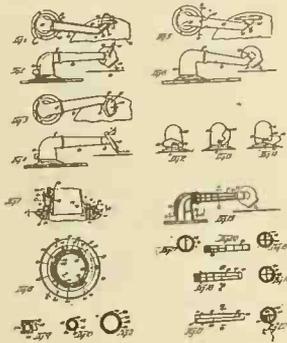
One feature of the invention resides in the support for the tone arm elbow, and the pro-

vision therein of means for equalizing or taking up the wear of the balls and ball race of the bearing.

Another feature resides in the means provided for varying the pressure of the needle of the reproducer on the record.

Another feature of the invention is the provision of bracing webs in the passage of the tone arm to render the tone arm walls more rigid so as to prevent vibration thereof, and still another feature is the provision of means in association with one type of bracing web whereby the sound waves are forced to pass through a plurality of perforations in the strengthening web, thus clarifying the sound.

Figure 1 is a plan view of the tone arm partly in section, and the reproducer in a position to play lateral cut records. Fig. 2 is a side elevation of the arrangement of Fig. 1. In both Figs. 1 and 2, the reproducer is shown in its needle-changing position in dotted lines. Fig. 3 is a plan view of the device of Figs. 1 and 2, but showing the reproducer in a position for playing hill and dale records; Fig. 4 is a side elevation of the device of Fig. 3; Fig. 5 is a



plan view of a modified form of tone arm; Fig. 6 is a side elevation of the tone arm of Fig. 5; Fig. 7 is a vertical sectional view through the base of the tone arm elbow and its supporting bearing; Fig. 8 is a transverse sectional view on the line 8-8 of Fig. 7 looking in the direction of the arrows; Fig. 9 is a sectional view through the raceway of the ball bearing substantially on the line 9-9 of Fig. 8; Fig. 10 is a section on the line 10-10 of Fig. 5; Fig. 11 is a section on the line 11-11 of Fig. 5; Fig. 12 is a rear view of the tone arm showing the reproducer counterbalancing weight in one of its operative positions in which it acts to decrease the pressure of the reproducer needle on the record; Fig. 13 is a similar view but showing the counterbalancing weight in inoperative position; Fig. 14 is a view similar to Fig. 12, but showing the counterbalancing weight in a position to increase the pressure of the reproducer needle on the record; Fig. 15 is a vertical sectional view of the tone arm showing the strengthening webs in place; Fig. 16 is a cross-section on the line 16-16 of Fig. 15; Fig. 17 is a section on the line 17-17 of Fig. 15; Fig. 18 is a vertical sectional view of the tone arm extension showing a modified type of strengthening web; Fig. 19 is a section on the line 19-19 of Fig. 18; Fig. 20 shows one of the strengthening webs used in the modification of Fig. 18; Fig. 21 shows a still further modified form of strengthening web with the means associated therewith for causing the sound to filter through perforations in the strengthening web, and Fig. 22 is a section on the line 22-22 of Fig. 20.

Herald-B

LOUD SPEAKER

HERALD ELECTRIC CO., Inc. \$12
29 East End Avenue New York

Advance RECORD BULLETIN for November, 1925

Victor Talking Machine Co.

LIST FOR SEPTEMBER 25

- 45507 Over the Hills (V. K. Logan-F. K. Logan) 10
 - Shadows Across My Heart (Ella M. Fleck-G. M. Fleck) 10
 - 19742 Were You There (When They Crucified My Lord) 10
 - 19743 Still Away 10
 - 19743 Joshua fit de battle oh jehello. 10
 - 19744 Mye and Bye (Liza Gold)-to Lay Down Dis Weary Legs) 10
 - 19747 When the Works All Done This Fall 10
 - Bad Company 10
 - 19757 Oh, Say, Can I See You Tonight 10
 - Ukulele Blues 10
- INSTRUMENTAL RECORDS**
- 19730 March of the Little Lead Soldiers (Pierce), Petite Suite-March and Impromptu (Biere), 10
 - 19732 Petite Suite-Duo (Biere), Victor Concert Orch. 12
 - 19738 Petite Suite-Hercesse and Galop (Biere), Victor Concert Orch. 12
 - 19741 The National Game (Souza)-March, Sousa's Band 10
 - The Black Horse Troop (Souza)-March, Sousa's Band 10
 - 19758 The Glow Worm (Linke)-Idyl, Victor Salon Orch. 10
 - Nota (Arndt), Victor Salon Orch. 10
- DANCE RECORDS**
- 19753 I Miss My Swiss-Fox-trot, Paul Whiteman and His Orch. 10
 - The Kinky Kids Parade-Fox-trot, Paul Whiteman and His Orch. 10
 - 19752 Funny-Waltz, Jack Silkret's Orch. 10
 - Croon a Little Ukulele, International Novelty Orch. 10
 - 19754 Hong Kong Dream Girl-Fox-trot, Com-Sanders Original Natchawk Orch. 10
 - Who Wouldn't Love You-Fox-trot, Com-Sanders Original Natchawk Orch. 10
 - 19756 The Promenade Walk (From "Artists and Models")-Fox-trot, Harry Hamp's Kentucky Serenaders 10
 - Cecilia-Fox-trot, Harry Hamp's Kentucky Serenaders 10
- RED SEAL RECORDS**
- 6508 Waltz in E Flat (Durand)-Piano Solo, Harold Bauer 12
 - A la bien Aimée (To My Beloved) (Schubert)-Waltz, Harold Bauer 12
 - 1102 Carmen-Seguidilla (Near the Walls of Seville) -In French, Jeanne Gordon 10
 - Carmen-En vain tout avorter (Card Scene) (In French-Vain to Sustain the Answer) (Biere)-In French, Jeanne Gordon 10
 - 6509 Carry Me Back to Old Virginia (Blind), Rosa Bonelle 12
 - My Old Kentucky Home (Foster), Rosa Bonelle 10
 - 1099 Rigoletto-La donna è mobile (Woman is Fickle) (Verdi)-In Italian, Tito Schipa 10
 - O Sole Mio (My Sunshine) (Capurro-Di Capua)-In Italian, Tito Schipa 10
 - 6514 In the Village (Dana L'Acoué) (Ispol'tow-L'wonnov), Leopold Stokowski and Philadelphia Orch. 12
 - Prince Leopold-Fotovalone (Bardole), Leopold Stokowski and Philadelphia Orch. 12
 - 1104 Pirate Song (Stevenson-Gilbert), Remond Werrenrath 10
 - Captain Stratton's Fancy (Mansfield-Taylor), Remond Werrenrath 10
 - 19740 Ukulele Lesson-Part 1, May Singht Breen 10
 - Ukulele Lesson-Part 2, May Singht Breen 10
 - REINTEGRATED LABEL RECORD
 - 16168 An Ideal Republic, William Jennings Bryan 10
 - Immortality (From Lecture "The Prince of Peace"), William Jennings Bryan 10
 - 19695 Montmartre Rose, Victor Salon Orch. 10
 - I'll See You in My Dream, Victor Salon Orch. 10
 - 19760 Pardon Me (Waite I Laugh), The Happiness Boys 10
 - Pretty Puppy, The Happiness Boys 10
 - 19762 Over the Rainbow Trail, Wendell Hill 10
 - Your Shining Eyes, Wendell Hill 10
 - 19761 I'm Kneer Deep in George Olsen and His Music 10
 - Hot Airt-Fox-trot, George Olsen and His Music 10
 - FEATURE RECORD
 - 45488 In the Wee, Liza Home Love (Johnson-O'Hara), Tenor, Richard Crooks 10

- The Green Hills of Ireland (Shields-Del Rieco) 10
- Tenor, Richard Crooks 10
- LIST FOR OCTOBER 2
- 19767 You're in Wrong With the Right Hand, Allen Stanley 10
- 19769 Want a Little Lavin', Allen Stanley 10
- The Farmer Took Another Lead Away, Billy Mathiasian-Medley Fox-trot, Paul Whiteman and His Orch. 10
- 19765 Syncope's Sal-foxtrot, Paul Whiteman and His Orch. 10
- Way Down in My Heart-Fox-trot, Waring's Pennsylvanians 10
- 19766 The Farmer Took Another Lead Away, Billy Mathiasian-Medley Fox-trot, Paul Whiteman and His Orch. 10
- 6502 Litany (Schubert-Cortot)-Piano, Alfred Cortot 12
- Impromptu in F Sharp Minor (Chopin)-Piano, Alfred Cortot 12

LIST FOR OCTOBER 16

- 19774 Sonys (You, Alsy You)-With Piano, Frank Crumit 10
 - Old Uncle Bill-With Ukulele and Piano, Frank Crumit 10
 - 19773 I'm Tired of Everything But You (Fried), Paul Whiteman and His Orch. 10
 - The Rhythm Rag-Fox-trot, Paul Whiteman and His Orch. 10
 - 19772 If I Had a Girl Like You-Fox-trot, Seattle Harmony Kings 10
 - Darktown Shuffle-Fox-trot, Seattle Harmony Kings 10
- FEATURE RECORD**
- 1098 The Rosary (RosenNevin), Rosa Bonelle 10
 - A Perfect Day (RosenNevin), Rosa Bonelle 10
- LIST FOR OCTOBER 23**
- 19778 Colporteur, The Revelers 10
 - I'm Gonna Get Back to Charleston, The Revelers 10
 - 19780 You Forgot to Remember-Saxophone Solo, Henry Burr 10
 - Alone at Last-Saxophone Obs., Henry Burr 10
 - 19781 So That's the Kind of a Girl You Are-Fox-trot, with Vocal Refrain, Johnny Hamp's Kentucky Serenaders 10
 - Speech-Fox-trot, International Novelty Orch. 10
 - 19690 Pal of My Craze, Days and Nights, Paul Whiteman and His Orch. 10
 - Ukulele Lido-Fox-trot, Paul Whiteman and His Orch. 10

- 448-D She's Drivin' Me Wild-Fox-trot, The Manhattan Dance Makers 10
- I Gave You the Beautiful Sea-Fox-trot, with Incidental Singing, Little Joe's 10
- The Manhattan Dance Makers 10
- 447-D Dead-end-Fox-trot, Sam Lanin and His Orch. 10
- The Promenade Walk (From "Artists and Models")-Fox-trot, Sam Lanin and His Orch. 10
- 451-D Carmen Capers-Fox-trot, Sam Lanin and His Orch. 10
- Hounding Humoresque-Fox-trot, Sam Lanin and His Orch. 10

VOCAL MUSIC

- 442-D So That's the Kind of a Girl You Are, The Whistler Pianist (Art Gilman) 10
- Feelin' Kind of Blue, The Whistler Pianist (Art Gilman) 10
- 431-D You Forgot to Remember-Tenor Solo, Lewis James 10
- Alone at Last-Tenor Solo, Lewis James 10
- 452-D Ev'ry Sunday Afternoon-Male Quartet, Shannon Four 10
- 453-D Valdez (My Town Rose)-Comedian, Al Bernard 10
- Willie Howard 10
- When Nathan Was Married-Comedian, Willie Howard 10
- 448-D The Breath of an Irish Smile-Tenor Solo, William A. Kennedy 10
- On the Road to Balma-soprano-Tenor Solo, William A. Kennedy 10
- 445-D Birds' Morning Concert-Udd Imitator, Edward Avis 10
- Birds' Evening Concert-Udd Imitator, Edward Avis 10

Brunswick Records

- 15107 Guitarre (Maszkowski)-Violin Solo; Pianoforte by Andre Benoit 10
- Nobody Knows de Trouble de Seen (White) Violin Solo; Pianoforte by Andre Benoit 10
- 2956 Throw Out the Life Line (Ufford)-Albert and Bertone, with Organ, Franklin Barr-Elliott Shaw Face to Face (Johnson)-Bartone, with Orch., Elliott Shaw 10
- 2945 Melodie (Tschakovsky)-Saxophone Solo, with Piano by Frank Banta 10
- Marietta (Geddes)-Saxophone Solo, with Rudy Wiedefeld 10
- 2944 Drinking Song (From "Student Prince in Heidelberg")-Saxophone Solo, with Male Chorus, with Orch., Criterion Quartet 10
- 2957 Welcome to Our City (Meinhardt)-Male Quartet, Walter B. Rogers and His Band 10
- 2947 Because of You (Hirsch-Forté)-Fox-trot, for Dancing, with Orch., Ray Miller and His Orch. 10
- 2948 Dancin' Alone (Green O'Brien)-Fox-trot, for Dancing, with Orch., Ray Miller and His Orch. 10
- 2948 Charlatanerie (Hose-Waitman)-Fox-trot, for Dancing, with Orch., Bennie Krueger's Orch. 10
- 2949 Kinky, for Dancing, Bennie Krueger's Orch. 10
- 2949 Angry (Meum-Cassard-Bruntz)-Fox-trot, for Dancing, with Orch., Bennie Krueger's Orch. 10
- In the Purple Twilight (Weirich)-Fox-trot, for Dancing, with Vocal Chorus, Bennie Krueger's Orch. 10
- 2950 You Told Me to Go (Selwitz-Lyman-Cohen)-Fox-trot, for Dancing, with Vocal Chorus, Carl Denton's Orch. 10
- Brown Eyes, Why Are You Blue? (Byran Meyer)-Fox-trot, for Dancing, with Vocal Chorus, Carl Denton's Orch. 10
- 2951 Remember (Berlia)-Waltz, for Dancing, with Vocal Chorus, Regent Club Orch. 10
- Just One More Waltz With You (Campbell-Ribinson)-Waltz, for Dancing, with Vocal Chorus, Regent Club Orch. 10
- 2952 Memories (Kahn-Wan Ayrton)-Tenor, with Piano by Harry Perrella 10
- Morton Downey 10
- 2953 Close Your Eyes (Yool-Vincent)-Waltz, for Dancing, with Vocal Chorus, Castlewood Marimba Band 10
- 2954 Wonder If We'll Ever Meet Again (Lymann-Plantadon)-Tenor, with Orch., Frank Munn 10
- Since You Called Me Sweetheart (Klickman)-Tenor, with Orch., Frank Munn 10

Columbia Phono. Co., Inc.

- 5049-M Carmen: La fleur que vous m'avez jetée (The Flower You Lightly Gave Me) (Biere) Tenor Solo, Rafaelo Diaz 12
 - Masno: Le reve (The Dream) (Massenet)-Tenor Solo, Rafaelo Diaz 12
 - 106-M I Hear a Thrush at Eze (Goldman-Eberhart)-Soprano Solo, Florence Macbeth 10
 - 106-M I Hear a Thrush at Eze (Goldman-Eberhart)-Soprano Solo, Florence Macbeth 10
 - 107-M Bright Shines the Moon, Russian National Orch. 10
 - Rondo a La Turcs (Mozart), Russian National Orch. 10
- DANCE MUSIC**
- 456-D Brown Eyes, Why Are You Blue?-Fox-trot, Leo Reisman and His Orch. 10
 - Close Your Eyes-Waltz, Leo Reisman and His Orch. 10
 - 449-D Moon Deed-Fox-trot, California Ramblers 10
 - I'm in Love With You-Corland Mark, Dir., California Ramblers 10
 - 454-D Sweet Man-Fox-trot, Harry Reser's Syncretors 10
 - Speckl-Fox-trot, Talking by Billy Jones, Harry Reser's Syncretors 10
 - 443-D The Kinky Kids' Parade-Fox-trot, with Incidental Singing by Ernest Harle, The Mark Strand Theatre Orch. (Corland Mark, Dir.) 10
 - Who Wouldn't Love You-Fox-trot, The Mark Strand Theatre Orch. 10
 - 446-D Loud Speakin' Papa-Fox-trot, The Charleston Chasers (Dick Johnson, Dir.) 10
 - Red Hot Henry Brown-Fox-trot, The Charleston Chasers (Dick Johnson, Dir.) 10
 - 450-D Drecin' Along (To Georgia)-Fox-trot, The Knickerbockers 10
 - Let's Wander Away-Fox-trot, with Incidental Singing by Lewis James, The Knickerbockers 10
 - 441-D I Want You All for Me-Fox-trot, Clover Gardens Orch. (W. C. Polla, Dir.) 10
 - Let Her by the Shores of Minnesota-Fox-trot, Clover Gardens Orch. (W. C. Polla, Dir.) 10

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- 036297 An Awful Lot My Girl Ain't Got (But What She's Got) Sax's Got an Awful Lot—Fox-trot Jersey Collegians
- 036300 Farwell—Fox-trot Palace Garden Orch.
- 036300 Footloose—Fox-trot Palace Garden Orch.
- Since You Made Me Cry—Fox-trot Dauce Orch.
- 036287 Swoosh—Fox-trot with Vocal Chorus by Jack Pettey The Virginia Creepers
- Fatehina! Baby—Fox-trot, Piedmont Dance Orch.
- 036290 Silver Head—Fox-trot, with Vocal Chorus by Arthur Hall—Fox-trot, Palace Garden Orch.
- Alone at Last—Fox-trot, Palace Garden Orch.
- 036292 Sometime—Waltz, Piedmont Dance Orch.
- Just a Waltz With—Waltz, Piedmont Dance Orch.
- 036295 The Gonna Charleston Baby in Charleston—The Virginia Creepers (Charleston Rhythm)
- Charleston Baby of Mine—Fox-trot (Charleston Rhythm)
- 036296 I Know What It Means—Fox-trot, Dixie Birmingham Babies
- As Far as I'm Concerned—Fox-trot, Dixie Birmingham Babies
- 036298 Black Cat Blues—Fox-trot, with Clarinet Solo by Bob Fuller, Three Hot Eskimos
- Too Bad, Jim!—Blues—Fox-trot with Clarinet Solo by Bob Fuller, Three Hot Eskimos
- 036299 Bright—Fox-trot, Imperial Dance Orch.
- Millenberg Jigs—Fox-trot, Imperial Dance Orch.
- 036301 Loud-Speakin'—Paso—Fox-trot, Southampton Society Orch.
- So That's the Kind of a Girl You Are—Fox-trot, Southampton Society Orch.

POPULAR VOCAL RECORDS

- 023134 Because of You—Tennor, Jimmy Flynn
- Mighty Blue—Tennor, Jimmy Flynn
- 023143 Pretty Fluffy—Tennor, Arthur Fields
- Some other Bird Whistled a Tune—Tennor, Arthur Fields
- 023136 You Forget to Remember—Tennor Barton's Duo, F. Sterling C. Warren
- Let's Wander Away—Tennor Barton's Duo, F. Sterling C. Warren
- 026303 You Forget to Remember—Coconut Arrangement, Fabe Salon Orch.
- When You Get Me—Coconut, Coconet, Arrangement, Fabe Salon Orch.

NEGRO SPIRITUAL RECORD

- 021153 Who'll Be a Witness—Negro Folk Song, Middle University Quintet
- Heaven—Negro Folk Song, Middle University Quintet

HAWAIIAN RECORDS

- 021154 The Honestyukie and the Bee—Hawaiian Guit., Louise and Ferera Walk Orch.
- Pony Faces—Hawaiian Guit., Louise and Ferera Walk Orch.

Gennett Records

FOR DANCING

- 3118 Dream Garden—Fox-trot, Henry Tjiles & His Castle Farm Orch.
- Angr—Fox-trot, Henry Tjiles & His Castle Farm Orch.
- 3125 On a Night Like This—Fox-trot with Vocal Chorus by Arthur Fields, The Happy Collegians
- Kinky Kids Parade—Fox-trot, The Francis Carlton Orch.
- 3128 Let's Wander Away—Fox-trot with Vocal Chorus by Franklin Baur, The Vagabonds
- Normandy—Fox-trot, The Vagabonds
- 3138 Breesin' Alone (To George)—The Marigold Serenaders (You Forget to Remember—Fox-trot, The Marigold Serenaders)
- 3135 Speech—Fox-trot, with Vocal Chorus by Arthur Fields, The Happy Collegians
- Dreadnada (That King Ain't My Friend of Mine)—Seven Charleston, The Hollywood Night Owl
- 3136 The Tin Janna—Waltz, The Hollywood Night Owl
- 3121 Oh! Boy What a Girl—Fox-trot, Original Indian Five
- Oh, Lovely Be Mine—Fox-trot, The Happy Collegians
- 3137 Sweet Man—Fox-trot, The Vagabonds
- My Sweetie Turned Me Down—Fox-trot, The Vagabonds

POPULAR VOCAL

- 3119 Night Blue—With Orch. Accom., Termino Bros.
- On Rainy Days—With Orch. Accom., The Melody Man
- 3120 I've Got the Illies for Chattanooga, Tennessee, Happy Lawton & His Blue Use
- Two Pretty Eyes of Blue, Honey Lawton & His Blue Use
- 3110 You Gotta Know How—Tennor, Accom. by Leona Kaufman
- The King Ain't My Friend of Mine—Tennor, Banjo and Piano Accom., Jack Kaufman
- 3131 Breesin' Alone (To George)—Duet, with Orch. Acc., Mason Dixon
- Who Wouldn't Love You—Duet, with Orch. Accom., Irene May
- 3132 Want a Little Lovin'—Waltz, Buddy Lee
- Some Other Bird Whistled a Tune—Waltz, Buddy Lee
- STANDARD
- 3127 The Hard Girl's Dream—Piano-Violin-Cello, The Taylor Trio
- The Flower Song—Piano-Violin-Cello, The Taylor Trio

HAWAIIAN GUITAR

- 3126 Drowsy Waters (Waialua Waltz), Ferera-Franchini
- Isle of Paradise—Hawaiian Guitars-Nipponia, Honolulu Trio

MOUNTAIN TUNES

- 3124 Black Snake (Mountain Style)—Vocal-Guitar, John Henry Howard
- Harmonica, Vocal-Guitar-Harmonica, John Henry Howard
- Gonna Keep My Skillet Good and Greasy (Mountain Style)—Vocal-Guitar-Harmonica, John Henry Howard
- 3129 The Lightning Express—Tennor with Guitar and Violin Accom., Vernon Dalhart
- Blue Ridge Mountain Blues—Tennor, Vernon Dalhart and Violin Accom., Vernon Dalhart
- 3134 The John T. Scope's Trail—Guitar-Violin Acc., Vernon Dalhart
- Bryan's Last Flight—Guitar-Violin Acc., Vernon Dalhart

Vocalion Records

- 15105 Kinky Kids' Parade (Kahn-Donaldson)—Fox-trot, for Dancing, with Vocal Chorus, Ben Selvin and His Orch.

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- Charltonette (Rose-Whiteman)—Fox-trot, for Dancing, Ben Selvin and His Orch.
- 15106 Footloose (Cochran-Rupp)—Fox-trot, for Dancing, Tuxedo Orch. (Harry Rees, Dir.)
- Angr (Bleum-Cassard-Brumet)—Fox-trot, for Dancing, Tuxedo Orch. (Harry Rees, Dir.)
- 15107 My Sugar (Bink-Little)—Fox-trot, for Dancing, Night Club Orch.
- Some Day We'll Meet Again (Hoe-Van Loan)—Fox-trot, for Dancing, Night Club Orch.
- 15108 Miami (Ferra Al Jolson's "Big Boy")—Fox-trot, for Dancing, Peggy English
- De Sylvia-Courand)—Fox-trot, for Dancing, with Vocal Chorus, The Ambassadors (Louis Katzman, Dir.)
- Nobody But Benny (Ferra Al Jolson's "Big Boy")—Fox-trot, for Dancing, with Vocal Chorus, The Ambassadors (Louis Katzman, Dir.)
- 15109 Deep Elm (Robison)—Fox-trot, for Dancing, Ben Selvin and His Orch.
- Sweet Man (Turk-Pinkard)—Fox-trot, for Dancing, The Tennessee Tooters
- 15110 Brown Eyes, Why Are You Bawling (Bryan-Moore)—Fox-trot, for Dancing, Ben Selvin and His Orch.
- Yal Yal Amal (Miller-Fisher)—Fox-trot, for Dancing, with Vocal Chorus, Ben Selvin and His Orch.
- 15111 Plain Old Blues (Fulle-Meyer)—Fox-trot, for Dancing, with Banjo, Piano and Chorus, Three Jolly Miners
- Ketch Your Breath (Fulle-Meyer)—Fox-trot, for Dancing, with Banjo, Piano and Chorus, Three Jolly Miners
- 15112 Campanella de Plans (Saldor)—Fox-trot, for Dancing, The Castilians
- Oh, Bayaderal (Kollman)—Fox-trot, for Dancing, The Castilians
- 15113 Rigoleto Rigoleto (Arranged by Frank Blake)—Fox-trot, for Dancing, with Vocal Chorus, Carmen Capers (Arranged by Frank Blake)
- 15114 She Was Just a Sailor's Sweetheart (Burke)—Fox-trot, for Dancing, with Vocal Chorus, The Ambassadors (Louis Katzman, Dir.)
- Valeska (My Russian Rose) (Fain-Miller-Kahil)—Fox-trot, for Dancing, with Vocal Chorus, The Ambassadors (Louis Katzman, Dir.)
- 15115 If I Can't Have You (Lucas-Stern)—Hawaiian Players, Polaris Hawaiians
- Golden Dream Girl (Morse)—Hawaiian Players, Polaris Hawaiians
- 15116 Can't You Hear Me Callin', Caroline (Gardner-Roma)—Oleo-Chords and Guitar, Moore Freed
- Plantation Melody (Moore)—Oleo-Chords and Guitar, Moore Freed
- 15117 Remember (Dirling)—Tennor, with Orch., Irene Kaufman
- Close Your Eyes (Vincen-Voll)—Tennor, with Orch., Irene Kaufman
- 15118 You Can't Squash Kinky (Craus-Warren)—Comedienne, with Piano by Rubie Bloom, Peety English
- Don't Try to Cry Your Way Back to Me (Lilly-Wellins)—Comedienne, with Orchestra, Austin Wiley's Golden Pleasant Trio
- 15120 Irish Reel—Violin, Flute and Piano, McManara Trio
- 15097 I Want You All for Me (Fisker-Miller-Cohu)—Fox-trot, for Dancing, Night Club Orch.
- Who Wouldn't Love You (Danie-Burke)—Fox-trot, for Dancing, with Vocal Chorus, Night Club Orch.
- 15098 I'm Gonna Charleston Back to Charleston (Turk-Hamdan)—Fox-trot, for Dancing, Austin Wiley's Golden Pleasant Trio
- Charleston Baby of Mine (Grossman-Donaherty)—Fox-trot, for Dancing, Austin Wiley's Golden Pleasant Trio
- 15079 If I Had a Girl Like You (Henderson-Dixon-Rose)—Fox-trot, for Dancing, Ben Bernie and His Hotel Roosevelt Orch.
- Oh, Say, Can I See You Tonight? (Craus-Warren)—Ben Bernie and His Hotel Roosevelt Orch.
- 15099 The Death of Floyd Collins—Voice, Guitar and Mouth Harp, Charlie Oaks
- North Harp—Voice, Guitar and Mouth Harp, Charlie Oaks
- 15100 Many Times With You I Wondered—Vocal and Mouth Harp, Sid Harkreader
- Say, My Mother's Picture From the Gate—Voice and Banjo, Uncle Dave Macon
- 15101 Muddud Medley—Voice and Banjo, Uncle Dave Macon
- Roster Court Melley—Voice and Banjo, Uncle Dave Macon
- 15103 I Have No Mother Now—Voice, Guitar and Mouth Harp, Charlie Oaks
- Poor Little Joe—Voice, Guitar and Mouth Harp, Charlie Oaks
- 15104 The Kaiser and Uncle Sam—Voice, Guitar and Mouth Harp, Charlie Oaks
- Marching Through Flinders—Voice, Guitar and Mouth Harp, Charlie Oaks
- 15034 The Girl I Left Behind Me—Voice, Violin and Guitar, Uncle Dave Macon-Sid Harkreader

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- For a Girl Like You—Tenor Solo, with Orch. Accomp. Franklin Baur
- 1607 Silver Head—Tenor Solo, with Orch. Accomp. Franklin Baur
- Alone at Last—Tenor Solo, with Orch. Accomp. Franklin Baur
- 1608 My Sweetie Turned Me Down—Baritone Solo, with Orch. Accomp. Arthur Fields
- Say Your Sorrow for Tomorrow—Baritone Solo, with Orch. Accomp. Arthur Fields
- 1609 Normandy—Male Duet, with Piano Accomp. Bill Ryan
- Garland of Old Fashioned Roses—Male Duet, with Piano Accomp. Bill Ryan
- 1610 Cecilia—Baritone Solo, with Orch. Accomp. Arthur Fieffe
- Loud Speakin' Papa—Baritone Solo, with Orch. Accomp. Ernest Hare
- NOVELTY VOCAL RECORD
- 1611 Blue Ridge Mountain Blues—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- He Sure Can Play a Harmonica—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- NOVELTY INSTRUMENTAL RECORD
- 1612 Milenberg Joys—Clarinet Solo, with Piano and Banjo Accomp. Bob Fuller
- Black Cat Blues—Clarinet Solo, with Piano and Banjo Accomp. Bob Fuller

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Hospe Makes New Lease

OMAHA, NEB., October 5.—The A. Hospe Co., large local music house, has secured a fifteen-year lease of the Electric Building, on the southeast corner of Fifteenth and Farnum streets, and will occupy three-fourths of the ground floor, second floor and basement. The lease takes effect next February, although the present lease on the Hospe quarters at 1513-15 Douglas street does not expire until November 1, 1927. The new location is considered by A. Hospe, head of the business, to afford numerous advantages, and the store will have two large entrances, one on Farnum and another on Fifteenth street. The Douglas street store has served as the headquarters for the concern for the past forty-two years.

Open New Branch Store

OKLAHOMA CITY, OKLA., October 3.—A branch of the Chestnut Bros. Music Co., of Guthrie, has just been opened on Main street, this city, and was dedicated with a reception and music program on the opening day. The concern will carry a full line of pianos, phonographs and small goods, and also will handle the agency for a well-known pipe organ for this section. The proprietors of the company are O. G. C. and E. W. Chestnut, who began business in Coyle about twenty-five years ago. They moved to Guthrie about 1911, where the growth of their business enabled them in 1918 to purchase three competitive music stores, which they later consolidated.

Poling's Plans for Concerts

AKRON, O., October 6.—Earle G. Poling, well-known local music dealer, and who for several years has presented a popular artists' concert course here, has announced his program for this winter. He will offer six world-famous artists, the concerts to be held as usual in the Akron armory.

Artists who will appear and the dates of their presentation follows: Margaret Matzenauer, contralto, October 13; Reinald Werenrath, baritone, November 17; Cecilia Hansen, violinist, December 15; Olga Samaroff, pianist, January 12; Hilda Lashanska, soprano, February 16, and Edward Johnson, tenor, March 2.

J. A. Morris Co. has just opened the Music Temple at 27 Branford Place, Newark, N. J. Radio is handled.

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204-6-8-10 CLAY STREET, BALTIMORE, MD.

Indiana Association Meet to Be Held October 28-29

INDIANAPOLIS, IND., October 7.—W. J. Baker, president of the Indianapolis Music Dealers' Association, has announced that the date of the proposed meeting planned for the formation of a State Association in Indiana has been postponed until October 28 and 29. An interesting program for the session is now being drawn up and it is expected that several speakers of national prominence in the trade will attend.

Tom Butler, proprietor of the Butler Music Store, Wabash, Ind., for the past twenty-six years, has sold the business to Mr. and Mrs. Eugene Marks, who will operate the store in the future.

SOUTHERN VICTOR WHOLESALE
The Corley Company
RICHMOND VIRGINIA

CORRESPONDENCE FROM LEADING CITIES

Cleveland, 67—Cincinnati, 70—Akron-Canton, 72—Milwaukee, 78—San Francisco, 86—Indianapolis, 94—Toledo, 98—Minneapolis and St. Paul, 102—Pittsburgh, 106-108—St. Louis, 110—Kansas City, 112—Richmond, 132—Baltimore, 136-137—Chicago, 141-159—Detroit, 160—Salt Lake City, 161—Boston, 168-169—Canada, 174—Buffalo, 176—Los Angeles, 180—Philadelphia, 197-199—News From The World's European Office, 217-218.

INDEX TO ADVERTISERS

Table listing various companies and their page numbers, organized by letter (A through Z). Includes entries like 'Aberdeen Specialty Co.', 'Acoustic Specialty Co.', 'Adler Mfg. Co.', etc.



The Cheney line embraces a wide range of upright, console and wall cabinets. The Luxe model, electric and radio combination model, both equipped with or adapted for radio installation. The CARLYLE is illustrated above.

\$135



THE CAROLEAN
American Black Walnut contrasts with rich black ebony applique. Doors of Berry Walnut with Mar quette panels of lacquered ebony and hickback walnut. 34 1/2 in. high, 21 1/2 in. wide, 24 in. deep. Electric. Double resonators. Albums.

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The most perfect music-reproducing instrument

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The Abbotford—Style 111. A Queen Anne period design in Billmore Mahogany. Gold plated metal parts. Six record albums.

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Early English Model—Style 120. American Walnut stained to an English finish. Exposed metal parts plated in Roman gold. Six record albums.

\$250



The Salisbury—Style 118. After the work of Sheraton and Shaver. In Mahogany and Walnut. Exposed metal parts gold plated. Albums.

\$200



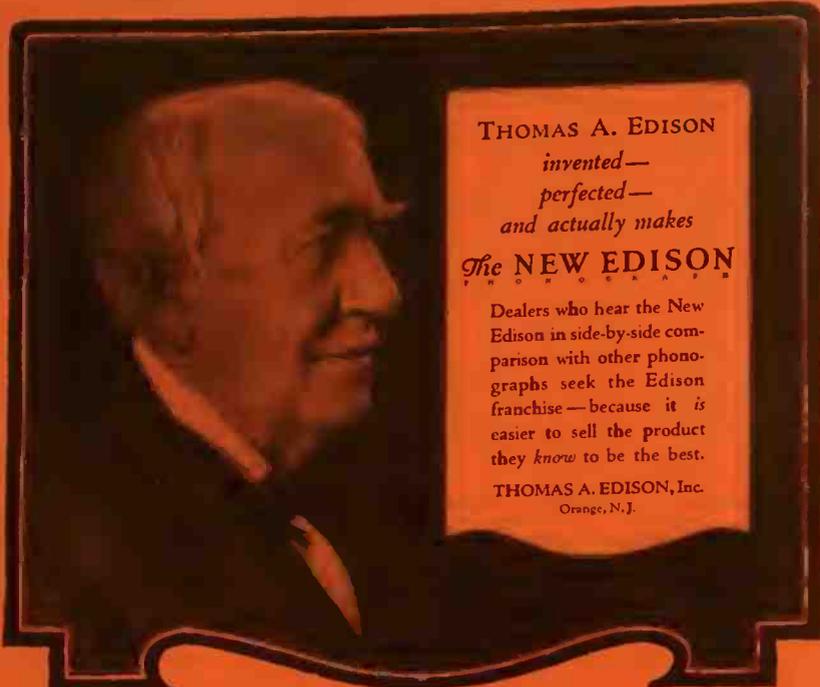
The Buckingham made in both Mahogany and Walnut. Length, 39 1/2 in.; depth, 17 1/2 in.; height, 42 in. Equipped with two resonators. Plays all records. With electric or spring motor.

\$315



The Shaltesbury made of Newer Walnut, in hand-rubbed varnish. Length, 40 in.; width, 20 1/2 in.; height, 47 in. Electric motor, two reproducers, completely equipped. Five de luxe albums.

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THOMAS A. EDISON, Inc.
 Orange, N. J.

8-5
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Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records

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 San Francisco—Edison Phonograph Distributing Co.

COLORADO
 Denver—Edison Phonograph Distributing Co.

GEORGIA
 Atlanta—Phonograph, Inc.

ILLINOIS
 Chicago—Edison Phonograph Distributing Co.

LOUISIANA
 New Orleans—Diamond Music Co. Inc.

MASSACHUSETTS
 Boston—Hardee-Ellenberg Co. Inc.
 Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
 Detroit—Phonograph Co. of Detroit.

MINNESOTA
 Minneapolis—Laurence H. Lucker.

MISSOURI
 Kansas City—Edison Phonograph Distributing Co.
 St. Louis—Silverstone Music Co.

MONTANA
 Helena—Montana Phonograph Co.

NEW JERSEY
 Orange—Edison Phonograph Distributing Co.

NEW YORK
 Albany—American Phonograph Co.
 New York City—J. F. Blackman & Son (Amberola only).
 Syracuse—W. D. Andrews Co. (Amberola only).

OHIO
 Cleveland—The Phonograph Co.

PENNSYLVANIA
 Philadelphia—Grand Phonograph Co.
 Pittsburgh—Buenn Phonograph Co.
 Williamsport—W. A. Myers.

RHODE ISLAND
 Providence—J. A. Foster Co. (Amberola only).

TEXAS
 Dallas—Texas-Oklahoma Phonograph Co.

UTAH
 Ogden—Proudfit Sporting Goods Co.

VIRGINIA
 Richmond—The C. B. Haynes Co. Inc.

CANADA
 St. John—W. H. Thorne & Co. Ltd.
 Toronto—R. S. Williams & Sons Co. Ltd.
 Vancouver—Kent Piano Co. Ltd.
 Winnipeg—R. S. Williams & Sons Co. Ltd.
 Babson Bros. (Amberola only).