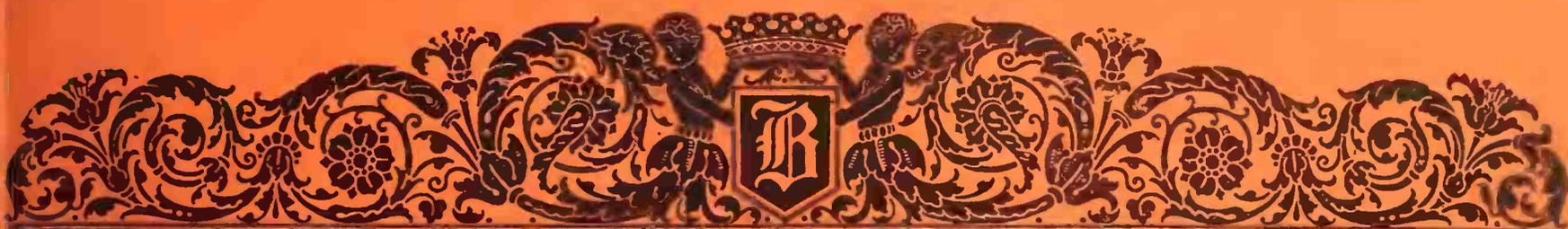


The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

Published Each Month by Edward Lyman Bill, Inc., at 383 Madison Avenue, New York, September 15, 1926



For the best fall business
in your history

The Brunswick Panatrope
Brunswick's New Musical
Instrument

Brunswick "Light-Ray"
Electrical Records (musical
photography)



Brunswick

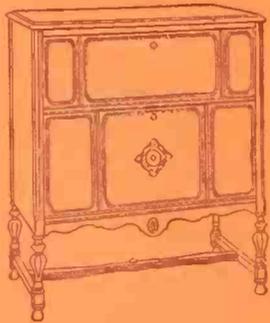
SONORA SHIELDED SIX
\$125



Deep Rich Tones never heard before in Radio—



SONORA SHIELDED SIX
STANDARD CONSOLE
\$185



SONORA SHIELDED SIX
DELUXE CONSOLE
\$225

The Sonora Shielded Six achieves an enchanting fullness of tone found in only one other instrument —The New Reproducing Phonograph. The sensational success of these new instruments is due to the fact that for the first time bass notes are reproduced in their full richness and depth.

And now these new depths are sounded in radio—ocean deep chords of majestic fullness, the vibrant pedal notes of the organ—these are the new and distinctive features of this great reproducer of music.

Sonora
CLEAR AS A BELL 

Shielded Six

The Talking Machine World

Vol. 22. No. 9

New York, September 15, 1926

Price Twenty-five Cents

C. Lincoln Advertising Manager of F. A. D. Andrea

Popular and Widely Known Advertising Executive Admirably Equipped for Important Post

L. C. Lincoln, one of the most popular and widely known advertising executives in the phonograph and radio industries, has been appointed advertising manager of F. A. D. Andrea, Inc., New York City, manufacturer of Fada neutrodyne products. Mr. Lincoln is ideally qualified for his new post, as his previous experience includes an active association with ad-



L. C. Lincoln

vertising and sales problems incidental to the music dealer.

For seven years Mr. Lincoln was associated with the Sonora Phonograph Co., Inc., occupying the important post of advertising manager a number of years and keeping in close touch with the company's jobbers and dealers throughout the country. Prior to the Sonora activities he was associated with the Starr Phono Co. and other well-known retail music concerns, where he gained an invaluable knowledge of retail merchandising conditions. Mr. Lincoln will be in complete charge of the Fada advertising campaign, which, this year, will be more extensive than ever and of tremendous value to Fada distributors and dealers.

RCA Starts Educational Meetings to Help Dealers

Purpose of Meetings Is to Value Service Problems of Retailers and to Acquaint Them With RCA Sales and Ad Policies

A series of dealer educational meetings has been inaugurated by the Radio Corp. of America to help dealers with their service problems and to acquaint them with sales and advertising policies of RCA. The first of these meetings was held recently at Syracuse, N. Y., under the auspices of the Robertson-Cataret Electrical Supply Co., and the H. C. Roberts Electrical Supply Co., RCA distributors. The gathering was addressed by Pierre Boucheron, advertising manager, and E. A. Nicholas, Eastern district sales manager of the Radio Corp. The dealers were assured that the present models offered to them will be the same in all essential respects for the next few years, as RCA engineers had decided that there can be no basic changes in the mechanism of a Radiola.

Edison and Walsh Leave on Transcontinental Trip

President of Thos. A. Edison, Inc., and Vice-President in Charge of Phonograph Division to Visit All Jobbing Centers and Meet Dealers

Charles Edison, president and chief executive of Thos. A. Edison, Inc., together with Arthur T. Walsh, vice-president and general manager of the phonograph division of the Edison interests, left Orange on September 12 for an extended tour of the entire country. Messrs. Edison and Walsh will visit all the Edison jobbing centers from Coast to Coast, and arrangements have been made for a gathering of Edison dealers at each point, to whom the executives will deliver a message of great importance.

Various new products have emanated from the Edison laboratories, some of which, including the dance reproducer, have already been offered to the trade and public, while others will be placed on the market in the near future. These new products will be demonstrated and explained to the dealers in detail and they will also be informed of the national advertising campaign planned for the coming months in the interest of the new Edison phonograph and records. Elaborate new merchandising plans will also be described.

It is expected that Messrs. Edison and Walsh will be away from the factory headquarters for a period of from three to four weeks, and it is believed that direct contact with the dealers of the country, developed through the medium of the trip, will prove a powerful factor in promoting the distribution of Edison products.

Ideal Phono Parts Co. and Buel-Lyons Combine

Pittsburgh and Cleveland Firms in Amalgamation—Capital Increased—New Officers

An amalgamation of considerable importance to the trade throughout the Pennsylvania, Ohio and West Virginia districts took place recently with the merging of the interests of the Ideal Phono Parts Co., Inc., Pittsburgh, with the Buel-Lyons Co., phonograph and radio wholesalers, Cleveland, O.

Plans have just been completed for the operation of the business in the future under the name of the Ideal Phono Parts Co., Inc., with a considerable increase in capital stock of the corporation, with offices and warehouses in both Pittsburgh and Cleveland. The officers of the merged corporation will be: Paul Susselman, Fred C. Schuyler, William C. McClelland and Edward B. Lyons, who will personally and through a sales force of eight additional representatives, working from both Pittsburgh and Cleveland, keep in close contact with the trade and be able to offer them the benefits of an increased buying power and a larger and more varied stock of merchandise made possible by this consolidation.

Among the more important advantages to the trade in these three States brought about by this latest move is the assuring of more efficient and prompt service on the Okeh and Odeon records, which are being merchandised by the company in Pittsburgh territory through an arrangement with the Everybody's Talking Machine Co., a wider and more efficient distribution of Carryola portables, Valley Forge main springs and parts, Symphonic and Ultraphonic reproducers, Melo-Art music rolls and Artone phonographs, a new type phonograph that has so far met with an unusual degree of success due to its excellent tonal quality.

Fred. P. Oliver Elected Vice-president and Gen. Manager

Of Boley-Oliver Co., New York, Distributor of Kellogg Products in Important Territory

D. H. Boley, head of the firm of D. H. Boley & Co., Inc., 1440 Broadway, New York, sales agent for the products of the Kellogg Switchboard & Supply Co., Chicago, Ill., announced on September 1 that Fred. P. Oliver, one of the most popular members of the wholesale trade, had become associated with his company. The



Fred. P. Oliver

firm has been organized as the Boley-Oliver Co., with Mr. Boley as president and treasurer of the company and Mr. Oliver as vice-president and general manager.

This new arrangement for the distribution of Kellogg products in the important territory served by the Boley-Oliver Co. reflects the rapid growth and popularity of Kellogg receiving sets. Mr. Boley has been identified with the Kellogg organization for several years and has established representative and successful dealers throughout his territory. Mr. Oliver's association with the company will undoubtedly enable the organization to build up an impressive clientele among the leading dealers in the East, for the quality of the Kellogg product will be reinforced by the fact that Mr. Oliver numbers among his close friends practically every well-known and active talking machine dealer in Eastern territory.

"Fred" Oliver needs no introduction to the trade throughout the country, for he has been identified with the phonograph and radio industry for the past thirteen years. For eleven years he was vice-president and general manager of the Blackman Talking Machine Co., New York, Victor wholesaler, and for over a year was metropolitan sales manager for the Music Master Corp. He brings to his new connection an exceptionally valuable merchandising and executive experience with a thorough knowledge of the retailers' problems.

An Important Correction

In the advertising of the Magnavox Co. appearing on pages 56 and 57 the circulation of The Talking Machine World is given incorrectly, through an error on the part of the engraver. The circulation of The Talking Machine World is 13,000 copies per issue, and not the figure given in this advertisement.

Fall Volume Depends on Sales Promotion

Retail Trade in Better Position Than Ever to Do a Profitable Business—Vigorous Sales Promotion Campaigns Will Be Rewarded

With the Summer drawing to a close and the Fall, with expected stimulation of business, in the offing, the retail trade must begin to make plans for the sales promotion drives of the last quarter of the year. Reports reaching *The World* from correspondents in the leading cities of the country, as well as the statements of dealers themselves, indicate that optimism over the outlook insofar as local prospects are concerned is justified. An analysis of the condition of the industry, taking into consideration the effect of new products on sales of retailers, indicates that there are many sound reasons for the expectations of the retail dealers regarding a busy Fall season.

New Instruments Will Effect Sales

The fine new lines of talking machines, embodying radical improvements; improved methods of recording, resulting in better records; new and improved radio receivers and speakers, all tend to aid the dealer, in that the talking machine merchant will have new talking points to strengthen his sales message. Not only will non-owners of talking machine and radio sets be prospects for these products, but those who already own the old-style instruments may be considered prospects and the dealer who makes a serious attempt to sell to these people during the Fall undoubtedly will be rewarded for his trouble by making sales that otherwise would never materialize.

Stabilization in Radio

While the talking machine situation has improved tremendously, great strides also have been made in radio. The chaotic condition that marked the industry a year ago has largely been eliminated and, comparatively speaking, the industry, at least from the angle of the retail dealer, is in a stabilized condition that can only react to the benefit of the trade as a whole. The retailers, too, have succeeded in profiting by past mistakes resulting from lack of knowledge of merchandising radio, and have revised their methods of operation to such an extent that many of the profit-killing practices of a year ago have been eliminated. This is particularly true of the service problem. Talking machine dealers now are not permitting service to devour profits on sales. Service plans have been evolved that create customer satisfaction and at the same time leave the dealer

with a profit. Some merchants have even brought the service department to the point where it is actually a profit-producer.

Better methods of selling have done much to stabilize radio retailing. Intelligent salesmen, who understand their product and, what is of equal importance, understand how to secure the name of the prospect to the dotted line without

Introduction of new products gives the retail merchant strong talking points which he can capitalize. Reports indicate that the country is in a prosperous state and the time is ripe for sustained campaigns. The people have the money and whether they will spend some of it for products handled by the talking machine dealer depends in a great measure on the sales effort put forth. . .

making all kinds of ridiculous claims for their line as regards distance reception, etc., have been instrumental, through right selling, in reducing the need for service.

Competition Demands Action

Competition will be keen this Fall between dealers handling new products. All of these lines have merit and it will be a battle of merchandising. Advertising, window displays and other forms of business promotion should be utilized by the dealer in building sales. The merchant who carefully makes his plans for a well-rounded drive and then carries out his campaign vigorously and in detail will profit. The merchant who, as usual, sits back waiting for the elusive customer to come into the store will do some business, but not enough to make the season a success. It is the same story each year: The intelligent go-getter will get the cream of the business.

There is no question but that this Fall will find the public in an excellent position to buy, but whether they buy talking machines, records

and radio depends upon the amount and quality of persuasion put forth by the dealer. By the time this issue of *The World* reaches the trade people will have returned from their vacations and will have settled down to the every-day routine of living. Consequently, it is the ideal time for the talking machine retailer to get busy among his prospects with the idea of making immediate sales as well as preparing for future business. Certainly, with the wealth of new machines and other products as the basis of a campaign the trade is in a better position to cash in on the buying power of the public than it has been in years.

Profits From Parts

Another department of the talking machine store which if properly exploited is certain to bring large profits to the aggressive dealer is new talking machine parts and repair parts. But to secure the full benefits of selling these new parts it is not enough that a dealer stock them and await calls from the customer. He must advertise them in much the same fashion as the larger items of merchandise such as the talking machine or radio receiver. He must circularize the owners of old-type instruments and inform them of the invention and availability of the new parts which will add immeasurably to their enjoyment of the instrument in their home.

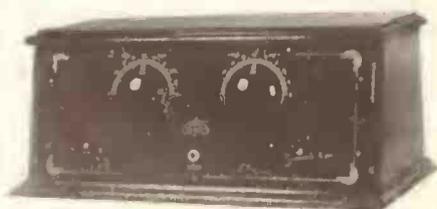
New Reproducers, Etc.

It may be that some dealers will hesitate in placing strenuous efforts behind this new merchandise on the ground that the sales of new reproducers, amplifying systems, etc., militate against sales of the new types of talking machines. On the surface this thought seems logical, but every dealer must realize that among the thousands of homes which he serves there are instruments purchased within the past few years which, having been used carefully and having been treated with consideration, are today in as perfect shape as when they left the dealer's warerooms and the owners of these instruments are and will be extremely loath to consign their talking machines to the scrap heap or to accept an extremely small payment on the instrument's value as a trade-in. It is to these customers that the new parts will have an appeal and it is up to the dealer to reach them and build his profits. In the last analysis intelligent merchandisers will be busy this Fall.

Introducing —
To You

Nyacco
Lyric

(2 Dial, 5 Tube Control Receiver)



This instrument has been designed with 3 major factors being considered:

1. PERFORMANCE
2. APPEARANCE
3. PRICE

Added to these features we emphasize the FACT that the LYRIC is sufficiently selective to meet congested broadcasting conditions in the Metropolitan areas.

The LYRIC is embodied in a Mahogany Cabinet. The front panel is bakelite, size 7 x 18, and very attractively lithographed in gold. The Rheostat and Tuning Knobs are also made of bakelite. Indicators and arrows engraved with gold. The condensers are of the S.L.F. type.

This receiver covers all stations ranging from 200 to 600 metres.

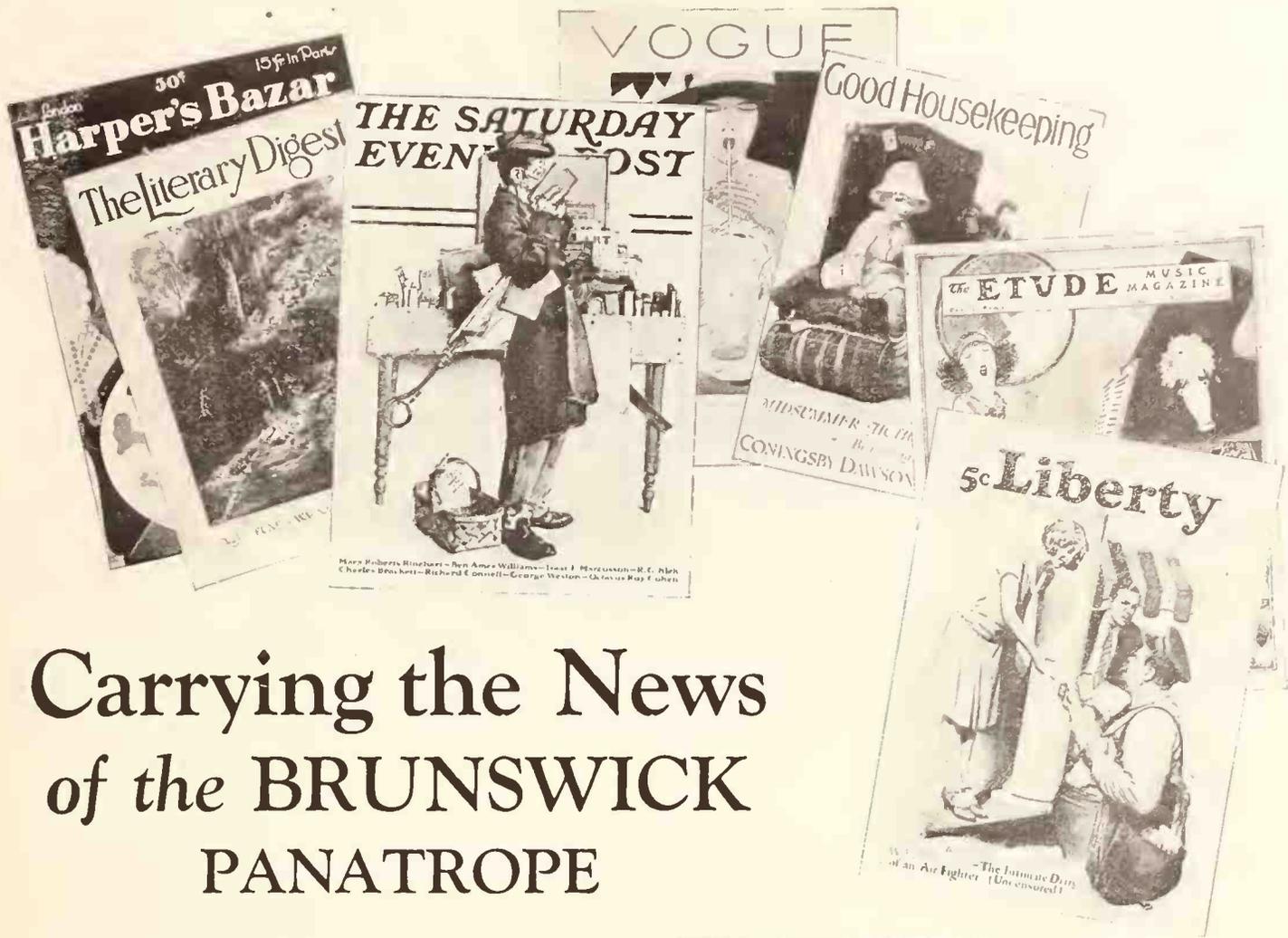
Mr. Jobber, write or wire us for detail on our exclusive territorial proposition.

Dealers are requested to inquire of their Jobbers regarding the LYRIC or Address:

New York Album & Card Co., Inc.

23-25 Lispenard Street, New York

(Established 1907)



Carrying the News of the BRUNSWICK PANATROPE

FIRST demonstrations of the Brunswick Panatrobe were the news of the day in the metropolitan newspapers the following morning. Now, knowing that when people hear this marvelous instrument they'll want to own it, Brunswick is carrying the news of the Panatrobe to the millions in the pages of the leading magazines, and in newspapers as well.

This advertising creates the sales opportunity of a lifetime for Brunswick dealers. Watch for it, tie up with it, and get the utmost in profits from this sales-creating publicity.

Watch September issues
of these publications:

Saturday Evening Post
Sept. 11

Literary Digest
Sept. 18

Good Housekeeping

Liberty
Sept. 25

Vogue

Harper's Bazar

Etude

Brunswick

PANATROPES • PHONOGRAPHS • RADIOLAS • RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., General Offices: CHICAGO

H. H. Roemer Appointed General Sales Manager of Bell & Howell Co., Chicago

Statement of Interest to Dealers by Prominent Executive Now Connected With Manufacturer of Motion Picture Producers Equipment and Filmo Cameras and Projectors

H. H. Roemer, former director of sales promotion and advertising of the Zenith Radio Corp., has been appointed general sales manager of the Bell & Howell Co., Chicago, manufacturer of 95 per cent of the world's consumption in professional motion picture producers' equipment and amateur FILMO cameras and projectors.

Mr. Roemer's activities in field organization and development in radio merchandising methods are well known to the music and radio dealer as well as the industry at large and his convictions in the substantial improvement in that industry's retail outlets are clearly manifested by the move he has just made. The Talking Machine World, ever anxious to pass on to its readers such constructive material as will encourage greater successes for the retail music and radio dealer, requested Mr. Roemer to prepare a paper incorporating the statements made by him during his recent visit to New York City, which is as follows:

"Many of my good friends in radio, hearing of my recent change, have expressed surprise in what they term as 'leaving the industry.' I have not stepped out of the picture—in fact, I will figure in it to a much greater extent since it will not in any sense be in competition with any radio or musical line—but in solving one of the dealer's greatest problems and bringing to the retailers of any and all makes of radio and music lines a much-sought-for support. Manufacturers and dealers alike appreciate the financial difficulties brought about by off-season sales slumps. It is a condition which, until overcome, will never render retail merchandising of these lines an attraction for investment—much less a continuance of those who are at present engaged in them exclusively.

"The success of an industry depends upon the successful distribution of its product—and, by this same token, the success of distribution

is wholly dependent upon the success of its retail outlets. If a dealer fails to make a profit obviously he cannot continue in business. A dealer may show a profit over a certain period of time—but, if sales are permitted to fade out during off-seasons, the profits of his peak months are absorbed by the upkeep expense of non-productive months and seasons. There is a very practical moral to the old story about



H. H. Roemer

the salesman who sold bibles in one town and playing cards in the next. In the average community the ice man in the Summer is the coal man in the Winter and in smaller communities we find the undertaker selling go-carts and renting his funeral carriages out for parties and weddings. It's a case of getting them 'going and coming.' And why is the department store a success? Is it not because of their ability to 'peak' all seasons, fads and fancies?

"What I have here said is a condition not unknown to the music and radio dealer. We have all figured and planned on ways and

means to assist the dealer over the terrors of that Summer slump and by such means as would hold his selling forces intact and not carry him too far away from his vocational endeavors—to keep his entire organization in the same sales-roads he has been traveling and in contact with the same type of patron. Practically every music and radio dealer in the entire country realizes that the quick profits of a short season dwindle away during the late Spring, Summer and early Fall months.

"The answer to this problem rests in the analysis of his own setup. First, the music and radio dealer is merchandising entertainment for the home. An additional line of kindred purpose, therefore, is most applicable to his business. Second, his merchandise appeals to the finer senses. He will cash in biggest by observing the importance of this factor when selecting merchandise of like appeal for 'off-season' selling. Third, his method of merchandising involves a thorough understanding of selling 'in-the-home' and he is particularly equipped to sell by demonstration. He should capitalize on this highly specialized form of selling by taking on such a line as will offer continuance of this method of selling in order that his sales force remain in good training throughout the entire year and from year to year.

"There is a fraternal relationship between the phonograph customer and dealer through that contact produced by the constant sale of records—likewise between the radio customer and dealer through the sale of accessories and service. But there's that inevitable break of these contacts during those dread Summer months when even the best in music will not keep people indoors.

"The dealer who will add a line possessing a genuine 'outdoor-appeal' for the Summer season and carrying with it promise of greater 'indoor-entertainment' for the Winter months will make possible the bridging of the non-productive gaps and will enjoy an all-year-round business. And as a result, not only do his Winter profits remain intact, but his Summer months likewise build up a profit. And by this continuous consumer contact he builds up a growing patronage. New customers whose first purchase was on the Summer article become potential prospects for radio or musical instruments in the Fall and the old customer who has a radio or phonograph becomes a potential prospect for the Summer article.

"From the very start of radio I could not help but notice its seasonal tendencies and as the industry progressed and the field became more and more organized this same condition seemed to become even more pronounced. Many dealers were forced out of business because of this condition—others attempted 'side lines' with but little success for their effort. The problem cannot be solved via the 'side-line route.' Whatever the additional line selected it must be in a manner kindred, as I have explained before. It must not stop off suddenly. On the contrary, it must blend in and out and interlock. It must carry the same appeal that music attracts and it must possess that same dignity. It should be of such character as does not require much space for storing and stocking and it must be in approximately the same price class to prevent affecting the price-trained mind of the sales force. It must be an article requiring the least possible servicing. And more particular than all else, it must avoid anything of the 'annual model' idea.

"Quite naturally (since radio made its bow to public popularity) my work brought me in direct contact with the condition here at hand and the problem meant as much to me as it did to all others responsible for radio merchandising. Article after article presented itself, but not until I came in direct contact with FILMO products did I realize that the amateur motion picture camera possessed all of the requirements and advantages essential to meet practically every condition involved in the problem.

"In 1923 amateur motion picture cameras began to attract public attention and 1924 brought with it an interest which heralds another great tidal wave of public appreciation not unlike that which swept radio across the continent and into more than three million homes; 1925 reports indicate that the present amateur film consumption of motion picture film equals 50 per cent of that used by professional producers.

"Investigating the source of supply in this new industry I found that the Bell & Howell Co. was in 1924 and 1925 oversold far beyond their production capacity, which led to the erecting of their new factory in Chicago, which provides an increased capacity to meet any possible demand for the next ten years, and I found further that the cause of their tremendous success was the fact that FILMO cameras and projectors were built upon the same principles as are incorporated in all their

(Continued on page 18)

**Sure
Safe
Sales**

SURE: You are interested in Radio Receiving Sets as merchandise—merchandise that will move easily and cause no grief. The radio business is recognized as being seasonal, and with the trend for constant improvements in design and construction, your stock at the end of the season is a most important matter. *Case Radio Receiving Sets* are sure because they mean the biggest stock turnover possible with a minimum investment.

SAFE: *Case Radio Receiving Sets* are manufactured to faithfully perform and serve the ultimate consumer. The CASE line is built around a standard



MODEL 60A
6 Tubes, 2 Controls
¾-in Solid Mahogany Cabinet - - **Only \$75.00 List**

six-tube design and circuit, the foundation for our entire line of ten complete models. Reception from the most distant stations is reproduced in quality tones and volume, with selectivity in the separation of stations unexcelled by any line on the market.

SALES: Sales result readily because of the extremely satisfactory sets, beautiful appearance of all cabinets, ruggedness of construction (built for a lifetime of service) all at low popular prices made possible by being built entirely in our own plant.

Write for further facts TODAY!

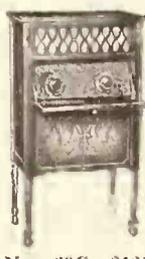
See Our Exhibits—Booth FF7, Third Annual Radio World's Fair, New Madison Square Garden, New York, Sept. 13 to 18. Booth DD8, Fifth Annual Chicago Radio Show, Coliseum, Chicago, Oct. 11 to 17, incl.

Indiana Mfg. & Electric Co.
Marion, Indiana

CASE
RADIO PRODUCTS
VOLUME - SELECTIVITY - QUALITY



No. 60D, \$170



No. 60C, \$135



Vocal by
NICK LUCAS
The Crooning Troubadour
"Looking at the World Thru
Rose-Colored Glasses"
"Let Me Live and Love You
Just for Tonight" 3283



Fox Trot by
ABELYMAN
and his orchestra
"Looking at the World Thru
Rose-Colored Glasses"
"Cryin' for the Moon" 3268

Looking at the World Thru Rose-Colored Glasses

On Brunswick's "Light-Ray" Electrical Records

(Music by Photography)

THESE two masterly recordings of this popular number — vocal by Nick Lucas; instrumental by Abe Lyman and his Orchestra—are without question the finest being offered the public. Every Brunswick dealer will find an extraordinary sales opportunity in these two records.

New Brunswick Records are now on sale every Thursday

Brunswick
PANATROPES · PHONOGRAPHS · RADIOLAS · RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., General Offices: CHICAGO

H. S. Schott Appointed Eveready Gen'l Sales Mgr.

Has Been Connected With the Industry in Manufacturing and Jobbing Branches for Twenty-five Years—Well-known to Trade

Announcement of the appointment of Harry S. Schott as general sales-manager of the National Carbon Co., Inc., manufacturer of



Harry S. Schott

Eveready radio batteries, flash lights and dry cells, has been received by his friends in the trade with a great deal of interest. Mr. Schott goes to his new responsibilities from the post of assistant general sales manager of the National Carbon Co., which he has occupied for the past two years. Mr. Schott is a widely known figure in the industry, with which he has been identified in both the jobbing and manu-

facturing ends of the business for almost twenty-five years. During most of this period he was actively engaged in selling and sales direction in the Eastern States and Canada.

His first association with the well-known Eveready trade-mark was in 1913 when he went with the old American Eveready Works to assist in launching the first advertising campaign undertaken for Eveready flash lights. Mr. Schott then entered the Canadian branch of the American Eveready Works, which was established in 1914, when the Canadian branch was absorbed by the Canadian National Carbon Co. in 1918. He was named assistant sales manager. He returned to New York in 1920 as Eastern sales manager of the American Eveready Works, and when that organization was taken over by the National Carbon Co. in 1921 he became Eastern district manager of the concern. He was appointed assistant sales manager of the National Carbon Co. in 1924, and continued in that capacity until his recent appointment as general sales manager.

American Bosch Magneto Corp. Issues Statement

Net income of \$243,752, after charges and depreciation, but before Federal taxes, has been reported by the American Bosch Magneto Corp. of Springfield, Mass., for the first six months of this year. This equals \$1.17 a share on 207,399 shares of no par stock. In the first half of last year the income was \$241,895 or \$1.75 a share, earned on 138,266 shares of no par stock.

J. B. Meyers With Liberty

J. B. Meyers, formerly manager of the music department of Namm's department store, Brooklyn, N. Y., recently joined the sales staff of the Liberty Music Store, Messrs. Hill and Kosowitz, proprietors, New York. Mr. Meyers is succeeded by H. Busloff at Namm's.

E. R. Fiske Made C. E. Co. Assistant Sales Manager

Assistant Director of Sales of CeCo Tubes Has Had a Wide and Varied Experience in the Radio Trade and Industry

PROVIDENCE, R. I., September 6.—Edward R. Fiske, formerly Eastern sales manager of the Waage Electric Co., of Chicago, has recently joined the staff of the C. E. Manufacturing Co., Inc., of this city, as assistant director of sales.

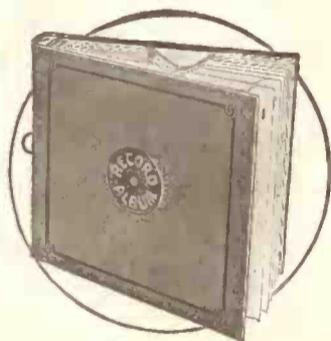
Mr. Fiske has long been associated with radio sales work and activities, having managed the Eastern field for the Waage Electric Co. for the past two years. Prior to that time he was buyer for the radio section of the John Wanamaker Store, New York City. From shortly after the war up until he entered the Waage Electric Co. he was identified with that organization, and during the World War he was on active duty in the Radio Communication Department of the U. S. Navy.

This wide, varied and successful experience in the radio field makes the new sales executive of the C. E. Mfg. Co. capable of riding to success with the "CeCo" tubes. The C. E. Mfg. Co. is said to be one of the largest exclusive radio tube manufacturers in the United States.

Jackson Music Store Moves

SANTA MONICA, CAL., September 7.—The Arthur E. Jackson Music Store recently moved to new quarters at 1447 Third street, where additional floor space is available for the constantly increasing business. This establishment is one of the oldest established in this city, having been founded by Mr. Jackson thirty-two years ago. Mr. Jackson is one of the oldest inhabitants in Santa Monica, coming here forty years ago when the total population of the city was in the neighborhood of 250.

PEERLESS ART MISSION ALBUMS



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

And Now — THE PEERLESS PORTABLE

A \$25.00 machine in value — to retail at \$15.00. Covered with either Brown or Blue two-tone Fabricord—Piano hinge—Brass drawn, one-piece tone arm. Send for sample and if you don't think it's the finest portable phonograph at anywhere near the price—Send it back.

A Peerless Quality product throughout.

PEERLESS—All that the name implies—known the world over

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

A Broader Field for Stromberg-Carlson Dealers

The recognized value of the Stromberg-Carlson franchise is markedly enhanced by the addition of two new 5-tube Shielded Receivers. The power and prestige of Stromberg-Carlson reputation in Radio can now be fully utilized in both the 5-tube and the 6-tube market.

Through the broadening of the Stromberg-Carlson line, possessors of the Stromberg-Carlson franchise are in the enviable position of being able to concentrate their efforts on the products of a limited number of manufacturers—an obvious advantage in radio merchandising.

No. 502 Receiver, Art Console Model (Illustrated below) American Walnut cabinet; coils shielded; equipped with voltmeter; operates with battery power or house current; space for batteries, etc. Price, less accessories; East of Rockies, \$290; Rockies and West \$315.

No. 501 Receiver, Treasure Chest Model. Operating unit identical with No. 502. Solid Mahogany cabinet. Price, less accessories; East of Rockies \$180; Rockies and West \$192.50.

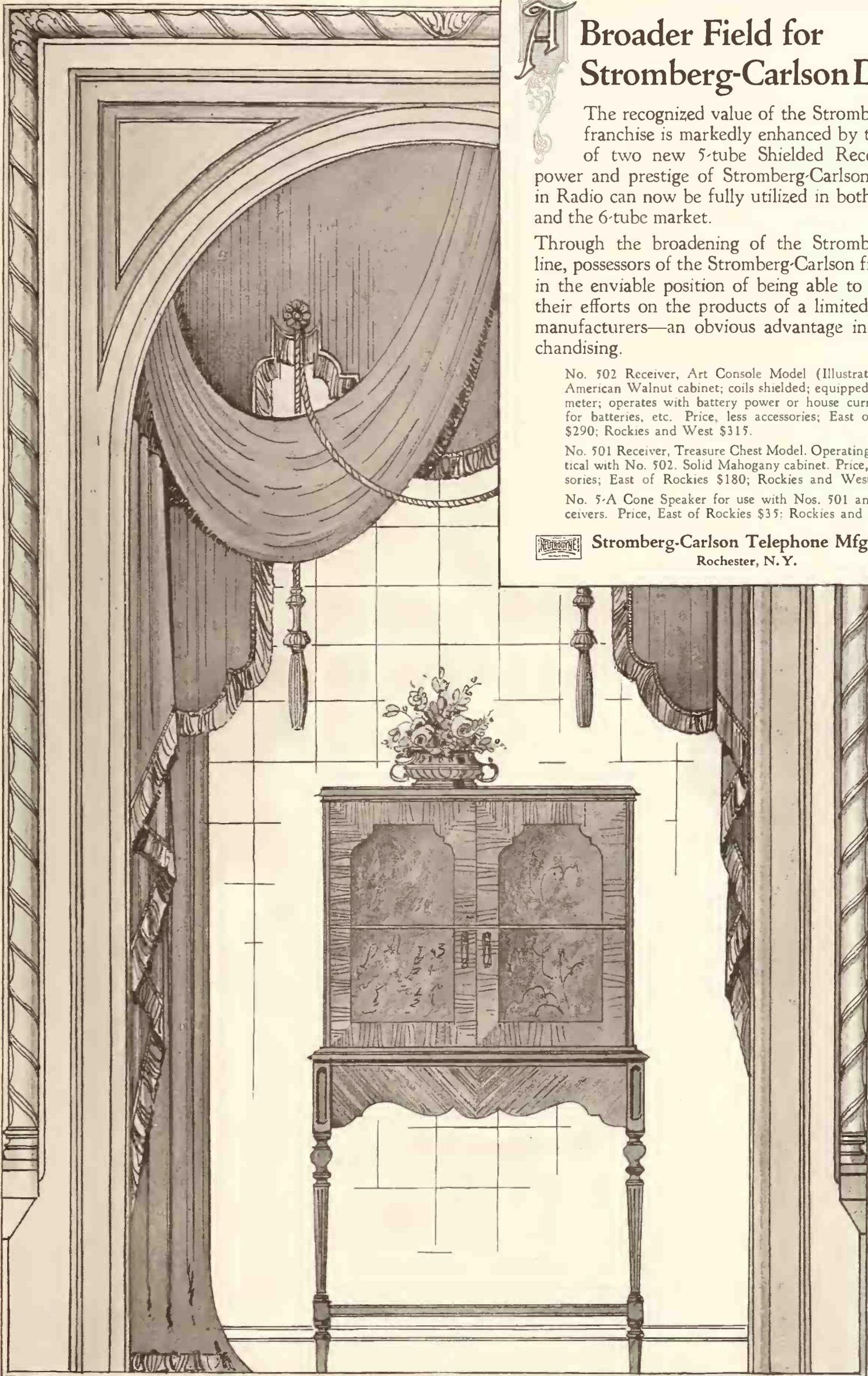
No. 5-A Cone Speaker for use with Nos. 501 and 502 Receivers. Price, East of Rockies \$35; Rockies and West \$40.



Stromberg-Carlson Telephone Mfg. Co.



Rochester, N. Y.



*A
Stromberg-
Carlson
never
disturbs
your
neighbor's
receiver*

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than 30 years



(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; Assist. Secretary, L. E. Bowers; Asst. Treasurer, Wm. A. Low.

J. B. SPILLANE, Editor

RAY BILL, B. B. WILSON, BRAID WHITE, Associate Editors

C. R. TIGHE, Assistant Editor

LEE ROBINSON, Business Manager

FRANK L. AVERY, Circulation Manager

Trade Representatives: VINCENT D. WALSH, E. B. MUNCH, VICTOR C. GARDNER, V. E. MOYNAHAN, ROYCE CODY, A. J. NICKLIN

Western Division: Republic Building, 209 So. State Street, Chicago, Ill. Telephone, Wabash 5242. LEONARD P. CANTY, Manager.

Boston: JOHN H. WILSON, 324 Washington Street

London, Eng., Office: 2 Gresham Building, Basinghall St. W. LIONEL STURDY, Mgr.

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

Published the 15th of every month at 383 Madison Ave., New York

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

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

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

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

Long Distance Telephones—Numbers 2642-3-4-5-6-7-8 Vanderbilt
Cable Address: "Elbill," New York

NEW YORK, SEPTEMBER 15, 1926

Canvassing an Important Factor in Merchandising

IT is the business that lurks in the highways and byways and must be dug out through the medium of personal visits that keeps the red ink off the ledger of more than one talking machine and radio dealer, and as time passes the real need for some form of canvassing effort becomes steadily more apparent as retailers in other lines, in increasing numbers, go into the homes for their sales.

Many dealers are inclined to neglect canvassing and outside selling on the plea that it proves a very expensive method of getting business. And it is an expensive proposition if the dealer goes after it haphazard and does not lay down a definite campaign that, judged from the caliber of the people to be approached and the product to be offered, appears to give some assurance of success. Some dealers have even gone so far as to declare that with so many distributors operating on a house-to-house basis the housewife becomes wary and cannot be readily approached. Yet it is this very activity on the part of vacuum cleaner, washing machine, underwear, hosiery and even furniture salesmen that makes it necessary for other dealers to go direct to the home in many instances, if at least a portion of the available funds is to be garnered for their products.

The canvassing salesman is not of necessity a doorbell ringer, but he does see to it that the names on the prospect list are followed up personally, as well as by mail and phone. The best-intentioned prospect, who may have promised to buy on a definite date, is very likely to succumb to the sales talk of some persuasive individual on his own doorstep and spend his money for something other than a talking machine or radio unless the salesman for those lines is in sufficiently close touch to get in his innings first and capture the prize.

Certainly the proportion of those prospects who walk into the store voluntarily to make purchases, whether in response to advertising or direct-mail campaigns, is steadily on the decrease. When the big and well-organized department stores of the country complain loudly of the inroads of the outside salesmen, it is quite evident that the smaller dealer in the specialized line is suffering

just as much and probably more. In the latter case it becomes a matter of necessity to fight fire with fire.

Many dealers have found ways and means for conducting their canvassing and outside selling on a distinctly profitable basis, particularly in suburban and rural communities. In almost every issue of *The World* there are articles describing the methods which may be adopted by the ambitious retailer without the necessity of carrying on his own experimenting. The main thing is that it is a day of hard selling. With competition keen and persistent, it is the salesman who gets to the family pocketbook first who wins the prize. What he has to sell, frankly, does not much matter.

The Dealer Must Not Ignore His Responsibility

IN a surprisingly large number of talking machine stores of the country, as investigation shows, the new machines are being bought by the customers rather than sold by the dealers, painful as that statement may be to some of those who believe that they may be properly classed as merchants. The trouble appears to be that too much dependence is placed upon the ability of the factories, through widespread advertising, to develop public interest in the new instruments, to keep that interest at high pitch and thereby bring customers into the stores without direct dealer effort.

What success has attended the sale of the new machines and records is in a great measure due to the factory publicity, but that publicity can be expected to scratch only the surface in developing profitable sales. The greatest volume of business will be done by those dealers who realize that they have something revolutionary to offer, that the public is inclined to be skeptical and that direct means must be developed for bringing the prospective customer and machine and records together, so that positive proof of the excellence of the latter may be offered.

The printed word should do much to keep the public informed of what the new products offer, but no printed message can convey properly the excellence of the tonal qualities of the new instruments and their records. Nor can it be assumed that the newspaper reader will take the trouble to visualize for himself that quality of tone.

Dealers who are really going after business can cite many instances of customers who have absolutely refused to be sold by word of mouth, insisting that their machines of the old type were thoroughly satisfactory. When an intelligent demonstration was offered, however, these same stand-patters proved most enthusiastic. It is a question of comparison demonstration, and the work of selling has quite as much to do with influencing the prospect to hear the demonstration and be convinced himself as it has with the actual signing of the buying order.

Establishing Definite Policy Governing Trade-ins

THE efforts of the Pacific Radio Trade Association to establish a definite policy governing trade-ins should receive the enthusiastic endorsement of radio dealers throughout the country, and the plan that is finally evolved should be studied carefully by the retailers, both as individuals and through the medium of their local associations, for upon the proper handling of trade-ins will depend an important share of future retail profits.

It is conceded that it would be practically impossible to establish a fixed schedule of trade-in valuation to be adhered to strictly by all dealers, but it is possible to draft a schedule to be used as a guide in the making of allowances on used receivers. Such schedules have been adopted in other industries, as for instance by the automobile and the piano men, and although each transaction is handled more or less on its own merits, the schedule affords the dealer a definite starting point from which to operate, and he can increase or decrease the allowance as he sees fit.

The dealer who is building for business volume cannot dodge the trade-in question, for if he is going to meet competition on an equal basis he must handle a certain amount of replacement business. It is but natural that the owner of a receiver, which is two or three years old, who is financially able, should desire to place in his home the latest apparatus with such improvements as have been developed during the past year or so. It is also natural to assume that he will hesitate about throwing away his old receiver and write off as a total loss the amount of money he has put into it. This means that the dealer to sell an improved set must make some

This one plan appeals alike to jobbers and dealers

IN our contact with our distributors this season, we emphasized just one thing: **“We make no claims. Satisfy yourself.”**

Our distributors took this cue in talking to their dealers. They said: **“We make no claims. Satisfy yourself.”**

Why this plan? Merely because every claim we may

PAGE
TWO

make can be outclaimed. **We are not making or selling claims.**

Neither are you in the business of buying or selling claims. Your customers are buying performance this season.

Performance, that is, selectivity, sensitivity, volume, tone quality, ease of control, value per dollar, etc.—are these words for salesmen to use or will the set and the reproducer prove their existence?

We are so confident of the

ability of Kolster Sets and Brandes Reproducers to prove their own superiority that we rest our case completely on a demonstration.

PAGE
THREE

Our jobbers will be glad to lend you a Kolster Set and a Brandes Reproducer to prove their superiority to you—in your store or in your home—alone or with others. You are the sole judge. We say: “We make no claims. Satisfy yourself.”

Make our products prove their case. Convince yourself that they are easy selling—because outstanding in value.

PAGE
FOUR

Send coupon for the name of your nearest Kolster-Brandes distributor. We'll notify him that you'd like to hear a Kolster Set and a Brandes Reproducer. We'll send you a description and picture of our new line.

Kolster-Brandes

FEDERAL-BRANDES, INC.

Woolworth Building
NEW YORK, N. Y.

Federal-Brandes, Inc.
Woolworth Building
New York, N. Y.

Please arrange a Kolster-Brandes demonstration. It is understood that this does not obligate me.

NAME.....

STREET.....

CITY..... STATE.....

allowance for the old equipment, an allowance that will permit of him again disposing of it on a basis that will at least give him an even break, even though it may not show any profit.

The sale of a used receiver, properly handled, means the realizing of a fair profit on batteries, tubes and other equipment necessary to operate it. It means also the lining up of a new customer for the house, perhaps one who could not be persuaded at the moment to make the necessary investment to secure a new apparatus of the latest model. As his enthusiasm over radio develops, there opens the way for more accessory and equipment sales and very likely the opportunity for a profitable replacement.

In gathering general information regarding the trade-in problem, and as a result thereof developing sound suggestions for its handling, the Pacific Radio Association is rendering a definite and valuable service not only to its own members but to the industry at large. The trade-in can be made the medium for developing new business, or it can prove a tremendous profit eater, according to the manner in which it is handled.

Profits From Accessory End of Radio Business

THE dealer who, handling radio receivers, is inclined to regard the accessory end of the business as a necessary evil is most likely suffering from lack of knowledge of the importance of this factor of the business, not alone as an income producer, but as a builder of goodwill and patronage. Just as the owner of a talking machine expects to be able to buy needles, record brushes, lubricants, and other essentials for the operation of the machine from the dealer from whom he bought his outfit in the first place, so should the purchaser of a radio receiver expect to get adequate service in the matter of accessories for replacement purposes from the dealer who supplied his set.

Naturally, the dealer keeps on hand a stock of tubes, batteries, eliminators, etc., with which to equip the receivers he installs, but he is inclined to disregard the accessory department as a separate division of his business, in the belief that he cannot compete successfully with the price cutters, who are still with us, even though in smaller numbers than heretofore.

In the first place he can refuse to compete on a cut-price basis and still do a surprisingly large volume of business with those who demand standard products and expect to pay a fair price for them. On the other hand, even though the net profit on accessories may not arouse his enthusiasm, the department is bringing into the store regularly those who are potential buyers of new receivers or are in a position to recommend the store and its service to their friends.

In the early days of the business, when home-made sets were the vogue, a number of dealers ran into grief by trying to build up a profitable trade in parts, for it was soon found that not only was the unit sale small, but meant so much time spent in explanation and in instructing the amateur that there was a loss rather than a profit at the end. This does not apply, however, to present-day standard accessories, such as tubes, batteries, antenna equipment, etc., designed chiefly for replacement purposes. It is a cash-and-carry business that can be developed to a most satisfactory point, as witness the experience of various dealers set forth in the columns of The World.

Price Maintenance Again to the Fore

ONCE again the question of legalized price maintenance comes to the fore as a subject for national legislation, and according to Senator Arthur Capper, of Kansas, author of a bill introduced in the Senate's last session for that purpose and similar to a measure introduced in the House by Representative Kelly, of Pennsylvania, there will be a determined effort in the next Congress, which meets in December, to have some measure granting price protection on patented and trade-marked articles passed by that body.

It was quite evident during the hearings held in the last Congress, on the Capper and Kelly bills, that there was strong organized opposition to any measure designed to fix the retail price at which an article must be sold. Nor was this opposition confined to consumers, for the department store and chain store interests were prominently to the fore in the fight. It means that if the price maintenance measure is to be passed during the coming Congress this strong opposition must be fully recognized and every effort made to combat it.

There are certain fixed arguments that the opposition uses frequently. First, that the merchant, having bought the goods and paid for them, comes into full ownership and consequently can do as he pleases with his own property. Another is that the public benefits when merchants through superior ability, so-called, can afford to lower prices and take a smaller profit. Then there are those who raise the cry of monopoly when the manufacturer seeks to take advantage of rights believed to be granted to him when he secures a patent.

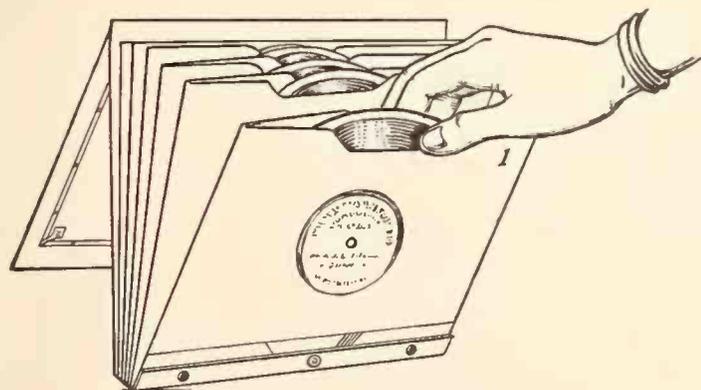
Regardless of the soundness of these arguments they must be combated in a manner that is convincing, and no better proof of the value of price maintenance in the building up of a sound industry is to be found than that offered by the history of the talking machine trade. The wide distribution of its products in small stores, as well as large ones, was built up primarily through the protective influence of fixed prices that were admittedly fair to the customer as well as to the manufacturer and dealer.

Reawakened Interest in the Talking Machine

ONE of the effects of the widespread advertising and demonstration of the new talking machines and records, in a measure unexpected, has been the tendency of owners of old-model machines to take a greater interest in their instruments, even though they may hesitate about investing in one of the new types. This fact was brought out by the experience of dealers who make a practice of handling live repair departments and selling repair parts and who report a greatly stimulated demand for repair work.

This reawakened interest in the talking machine means an increased market for record sales, and probably accounts in no small measure for the improvement in record business reported from various localities. When one dealer can report a repair business averaging \$300 a month, with single items running up to as much as \$20, there is reason to believe that the talking machine, even of the old type, is again coming into its own. It augurs well for the record business during the coming Fall and Winter.

National Record Albums



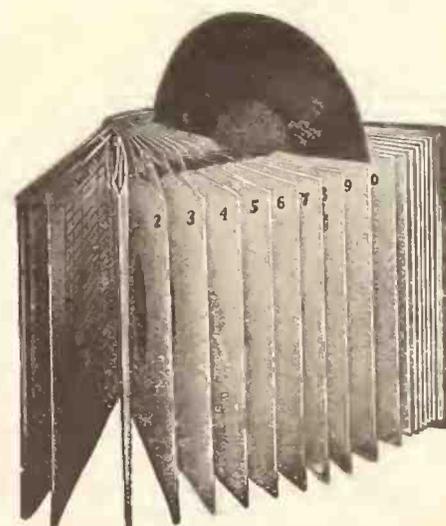
NEW PORTABLE ALBUM

are Good Albums

Nationally known because they give real satisfaction.

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

Write for our list of 1926 styles and prices



THE PERFECT PLAN

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

Store Door Playing in Certain Localities Is Unbeatable Stimulus for Record Sales

Much Discussed Practice of Attracting Customers Into Stores by the Playing of Late Releases at Door Builds Record Sales—How One Store Has Developed Its Record Department

Does the talking machine dealer located in a neighborhood or on an avenue which has a transient population get the full benefits of the store's situation? Many of them do, of that there can be no doubt for in past issues of The World there have appeared instances of dealers selling as many as 15,000 of one record through the medium of store door playing. But does the average dealer realize the profit-making possibilities of regularly putting before the public the latest releases through the constant playing of a new hit? Store door playing can be one of two things, depending entirely on the location of the store. In a residential section the constant repetition of one selection, played at the door and, as is done in many instances, amplified many times through loud speaker devices with the attendant distortion, can be a nuisance and there have been many moves made by harassed home owners and businessmen to have a law passed to forbid such playing. On the other hand, in a section where the adjoining buildings are given over to shops and similar establishments, the practice is not objectionable if kept within reasonable bounds. Countless instances can and have been given in the columns of this magazine where dealers are making large profits in their record departments and the medium through which they reach their purchasers has been that of placing a talking machine with a record repeater at the door or just inside the door.

A concrete example might best illustrate this practice. A large drug store situated in the neighborhood of the Grand Central Station, New York, has in addition to its drug department countless other departments, as have most drug stores of the present day. Included among them is a small music department, carrying three-for-a-dollar records, sheet music and small musical instruments such as harmonicas, inexpensive ukuleles, etc. This department does not face on the street but occupies a corner of the store about twenty by twenty feet. Aside from an occasional window display the only means of attracting trade is through having a record played continuously. Yet the average daily sales are in the neighborhood of \$100, of

which 65 per cent represents the sale of records. When it is taken into consideration that the only trade drawn upon are those people who have entered the store to purchase some other article of merchandise and who are attracted to the music department through the playing of a record it can be seen how powerful a sales lever this method of selling is. A dealer which 65 per cent represents the sale of passers-by each day, who is failing to cash in on his natural advantage will also see that he is overlooking a definite profit.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for the Month of June Most Interesting

WASHINGTON, D. C., September 7.—In the summary of exports and imports of the commerce of the United States for the month of June, 1926 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during June, 1926, amounted in value to \$54,118, as compared with \$38,865 worth which were imported during the same period of 1925. The twelve months' total ended June, 1926, showed importations valued at \$357,151; in the same period of 1925, \$458,345.

Talking machines to the number of 10,008, valued at \$309,255, were exported in June, 1926, as compared with 7,040 talking machines, valued at \$187,969, sent abroad in the same period of 1925. The twelve months' total showed that we exported 93,263 talking machines, valued at \$2,651,744, as against 74,364 talking machines, valued at \$2,459,159, in 1925.

The total exports of records and supplies for June, 1926, were valued at \$169,808, as compared with \$128,723 in June, 1925. The twelve months ending June, 1926, show records and accessories exported valued at \$1,949,999, as compared with \$1,687,283 in 1925.

The countries to which these instruments were sent during June and their values were as follows: United Kingdom, \$585; Other Europe, \$6,385; Canada, \$17,106; Central America, \$34,051; Mexico, \$50,772; Cuba, \$31,474; Argentina, \$19,308; Chile, \$3,915; Colombia, \$31,384; Peru, \$5,660; Other South America, \$37,334; China, \$12,030; Japan, \$3,092; Philippine Islands, \$7,529; Australia, \$22,422; New Zealand, \$5,893; Other Countries, \$20,316.

Sparks-Withington Co. Adds to Factory Space

Manufacturer of Sparton Radio Receivers Increases Facilities by Addition of Factory Devoted Entirely to Radio

JACKSON, MICH., September 4.—Manufacturing facilities of the Sparton Radio Division of the Sparks-Withington Co. here have been greatly



William Sparks

increased by the addition of a large three-story factory in eastern Michigan, formerly occupied by the Jackson Automobile Co. This factory has been laid out and equipped for exclusive radio production and assembly. It is now in full swing of volume manufacture and shipments.

The Sparton line now consists of four models. To the two table types which formed the original offering last Spring the company has added a console type, housing all accessories and including a reversible speaker shelf, and a console with a large built-in cone reproducer.

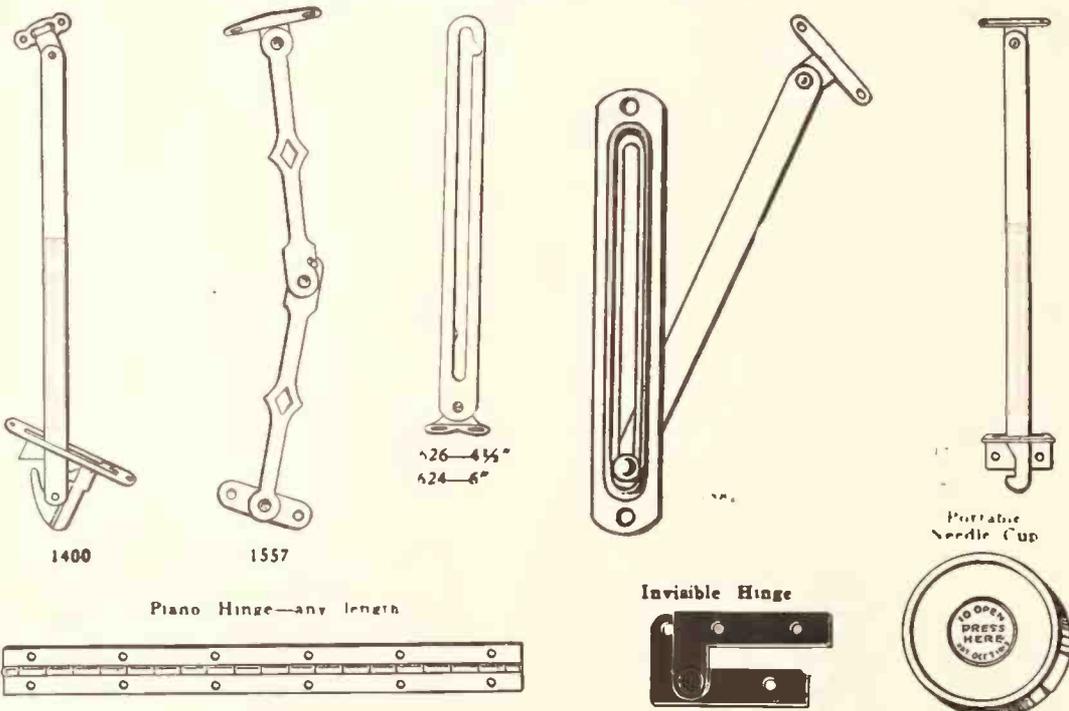
Cabinet work, as well as the radio essentials, is handled complete in the company's own plants, adding a highly interesting phase to the industry for which this section of Michigan has long been famous in the fine furniture markets of the world.

Coil winding operations are another interesting manufacturing operation. In this department, as in several others, the company has introduced methods of accurate and efficient production, which are the direct results of its long experience in the precision manufacture of other electrical equipment.

William Sparks, president of the Sparks-Withington Co., is giving his personal attention to the production and distribution of the Sparton line and he anticipates the products of the company taking a prominent position in the Fall and Winter radio offerings as indicated by the growing popularity of the line.

Kenneth Curtis, chairman of the board of control of Curtis Lighting, Inc., makers of X-Ray reflectors and lighting experts, together with other executives of the concern, recently completed a series of fifteen radio talks on phases of indirect lighting. The talks included the latest information on flood lighting and show window lighting, with particular attention being given to the use of colored lights in motion.

FULL LINE of HARDWARE For Radios and Phonographs



H. A. GUDEN CO., Inc.

87 WALKER STREET

NEW YORK, N. Y.

Our Sincere
 Congratulations to
James K. Polk, Inc.
 on their
Fifth Anniversary

in business—and
 as distributors of



Everybody's
 TALKING MACHINE CO. INC.

PHILADELPHIA., PA.

Creating Sales Through Proper Lighting

Modern Methods of Window and Store Lighting Give the Talking Machine Dealer Opportunity of Making Eye-Arresting Displays

By Richard L. Brown

[Richard L. Brown, the author of the article herewith, is associated with Curtis Lighting, Inc., experts on lighting and makers of X-Ray reflectors. Mr. Brown is an authority on lighting and what he has to say in this article should be of value and interest to dealers.—EDITOR.]

The buying public has recently shown a decided bent toward taking a good deal for granted. Consistently advertised goods are bought on sight without much question. In many lines, and particularly in music and radio stores, this new turn of the public mind is having a tremendous effect, either to produce sales or to lessen them.

Appearance as a Sales Factor

Mechanical accuracy is naturally assumed by the average buyer nowadays, and the finish, color, grace of line and distinctive qualities of the talking machine or radio cabinet are the chief factors in the sale. The mere appearance of the cabinet should not matter so much in the sale, perhaps, but it does matter. Isn't it true that it exerts a significant pressure upon the number of your daily sales? If it doesn't you are not making use of the most powerful force for producing more sales that you have at your command to-day.

By following a few general principles of good show window merchandising, you can display your cabinets so that the graceful beauty of the construction, the handsome wood finish and the distinctive appearance of the models will be brought out to their fullest advantage. When you accomplish this, the greatest public interest in your windows will be excited and you cannot fail to increase your turnover and repay your efforts many times over.

Window Is a Stage

The music and radio store manager who regards his window as a stage will adopt the best methods of attracting attention to his displays. Would an impresario hide his prima donna in a crowd of lesser artists during the high points of a musical performance? In doing so, should he "sell" his star to the audience so that the demand for her future appearance would always be greater than she could fill? Do the "prima donnas" in your window have the stage to themselves, or are they surrounded by miscellaneous products? Unless you make your cabinets stand out by the sheer force of their attractive power, the majority of your prospective customers will pass by the window without noticing them.

Beauty and simplicity should feature every display of your cabinets. Each buyer will see only one model in his home, and his decision to buy will be helped considerably if you allow him to imagine the cabinet in your window already purchased and installed in his living room. You can form this impression by giving the cabinet a simple setting in good taste. A centralized display with one, two, or, at best, three attractive talking machines or radio sets can be made a sure producer of more sales if you put enough time and thought upon the essentials of modern show window merchandising.

A harmonious background of rich plush or of wood paneling with a dull, light-colored finish will help to create the desired atmosphere of luxury and refinement. It will also eliminate shiny surfaces in the window and will help to brighten the window with the aid of lighting.

Similarly, X-Ray floodlights are used to concentrate attention on the cabinets themselves. With color screens, the X-Ray floodlights are many times more effective in the window than when the beam is clear white light. Money spent in this equipment is a good investment.



Fine Example of Correct Lighting in Display Window

The most important single sales-producing factor in the window is the lighting, and here the close similarity between stage and window illumination is obvious. The appeal of light and color is just as strong to the throngs of your prospective buyers outside the store as it is to them when they are drawn into the neighboring theatres. Modern motion picture theatre managers are using light and color to pack their houses, as everyone knows. Passers-by will be attracted to your windows by a skillful and practical use of the methods they employ.

A comparatively simple lighting system in your window can furnish you with a highly flexible means of creating, by the use of light and color, an atmosphere of good taste and refinement and a means of emphasizing the outstanding and most easily salable qualities in your cabinets.

Adequate and properly controlled lighting in music and radio store show windows is taken for granted. The light sources are hidden from the view of the passers-by so that their reaction to the window is centered upon the cabinets themselves and they are not conscious of the light which attracted them. First, the X-Ray reflectors should be concealed in the upper front part of the window, preferably recessed in a false ceiling, or at least placed behind the valance near or on the transom bar. Then, particularly in corner windows or those having more than one side open to view, the X-Ray reflectors may be shielded by louvers or diffusing glass plates over the bottoms of the reflectors.

When the prima donna is given the center of the stage, as she is at every opportunity, a spotlight is invariably used to rivet attention to her.

The psychology of color is becoming more and more a means of profit-making for enterprising merchants. Color lighting secures the attention of prospective buyers from a long distance. It plays upon their sensibilities and emotions exactly as it does in the motion picture theatres. Each color and combination of colors has a definite human appeal. You can make use of color to such an extent that it will

have a direct bearing on the number of sales of your talking machine and radio cabinets. The message and spirit of your display can be enhanced many times by the proper and judicious use of color light.

From the colors of nature we have developed color senses. Orange, for example, suggests warmth and gives an air of good taste and beauty. Amber denotes contentment, cheer and prosperity. Rose is soft and inviting and suggests health. Green is refreshing and soothing. Blue gives an air of stability and refinement. Purple suggests luxury and splendor. Deep red gives an atmosphere of striking beauty and mystery. These colors are easily procurable by placing inexpensive color screens over your X-Ray reflectors and floodlights.

Purpose of Color Lighting

The main purpose of color lighting is to set off an already appealing display and give it a finished tone. When it is well applied, the passers-by are scarcely conscious of it. Instead, they merely feel that the cabinets appear particularly attractive. For this reason, the deeper colors, such as red, blue and purple, are not as effective, when used singly, as they are when used more sparingly in connection with a clear or modified color of a lighter hue.

For instance, when there is one predominating color in the window, such as amber, orange, or light green, slight tints of red and blue from the X-Ray floodlights will accentuate the richness and superior qualities of the cabinets far more than predominant colors of red or blue in the window. A color thrown upon an object of a similar color, such as amber on oak or

(Continued on page 16)

STARR PIANOS STARR PHONOGRAPHS

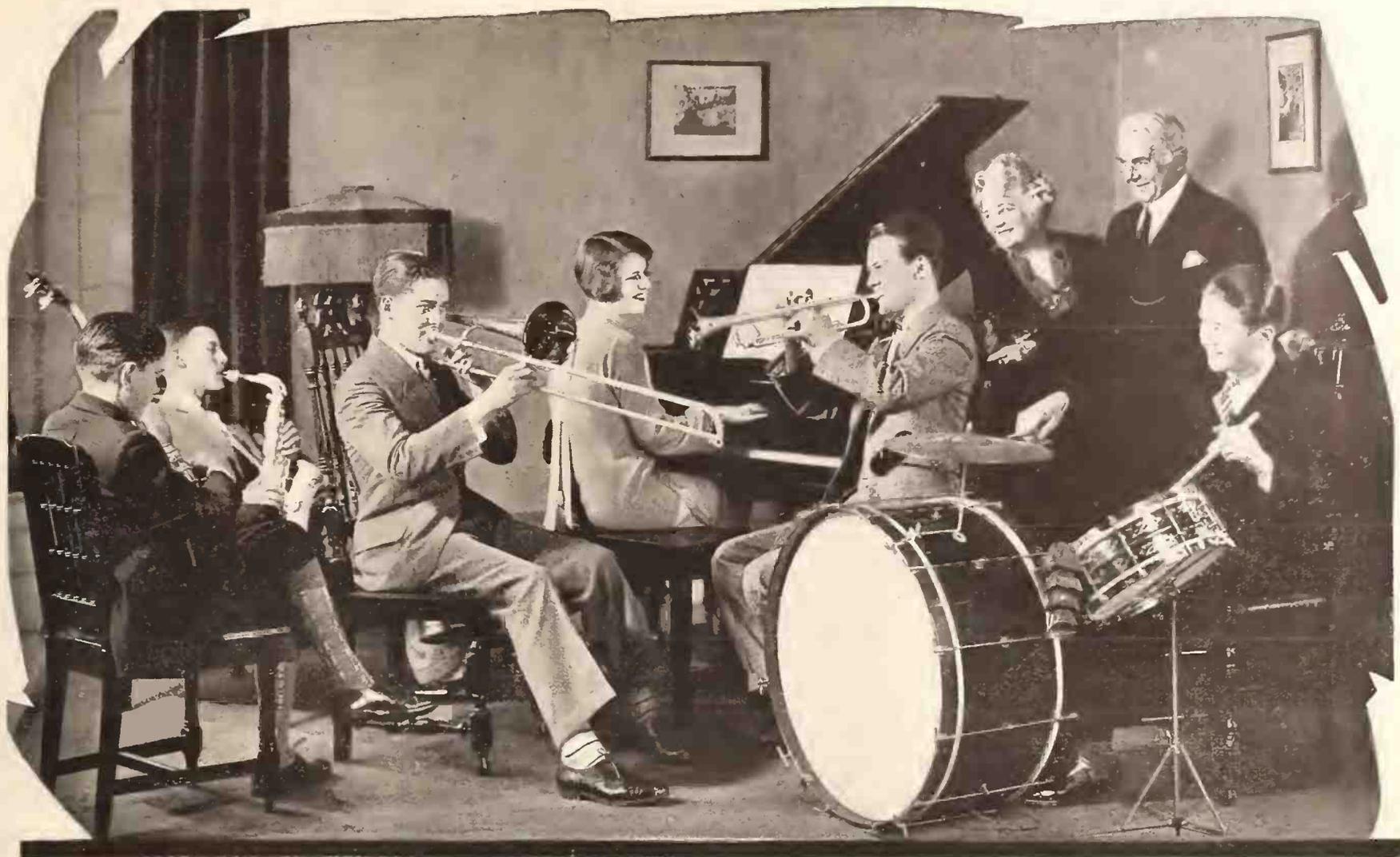
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



Are You Selling the Whole Family?

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

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

This "something" is a line of band instruments.

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

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

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

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

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



THE H. N. WHITE CO.

5217-79 Superior Ave.

Cleveland, Ohio

Manufacturers of



THE H. N. WHITE CO., Makers of King Band Instruments
5217-79⁷ Superior Ave., Cleveland, Ohio

Send your latest catalog and discount sheet—along with complete information on the "King" Agency.

Also send information about your Plan for Financing payment sales.

Name of Firm.....

Individual.....

Address.....

City..... State.....

New Models Create Need for Salesmanship

Demonstrations, Advertising and Other Forms of Sales Promotion Necessary to "Sell" Public on Latest Talking Machine Products

Most of the large companies making talking machines have now introduced their new and greatly improved models, and retail dealers throughout the country have these instruments on their floors. Although recent developments in the talking machine represent startling improvements, making the new instruments so far superior to the old that there is no comparison, the fact remains that dealers as a whole do not seem to realize the wonderful talking points which they can use to create widespread interest in these products.

Sales Through Demonstrations

The public demonstrations that have been held in various parts of the country through the co-operation of manufacturers, jobbers and dealers have merely scratched the surface. It is a pretty safe bet that a great many more people know nothing at all about the merits of the new instruments than those who do. Another point that must be remembered is that while demonstrations merely brought the fine new machines to the attention of a small part of the public, it is up to the dealer to follow up the interest generated at these events. The dealer must do the merchandising. He must hammer away to keep alive interest. He must advertise—make the best use of his window displays. He must circularize. In short, he must bring all the guns of sales promotion to bear if he expects to get volume business. Competition is just as keen as it was in the old days, there is no question about it, and it will be keener this Fall, when every dealer is going to fight for business, and the talking machine dealer in particular is going to compete with merchants handling all kinds of other products suitable for holiday gifts. There is no doubt about it, the talking machine dealer to-day has something which he can be proud to handle in a big way. He has a product that will make money for him if he uses ordinary common sense in sales promotion.

A Wide Open Market

The talk of a few years ago that the talking machine business had reached the point of saturation has been eliminated entirely by the introduction of the new instruments and

records. An entirely new market has been opened to the dealer. Not only those people who do not now own talking machines may be classed as legitimate prospects, but also those who are the owners of old type instruments can certainly be sold. This is so evident that there is no room for argument when the fact

Introduction of vastly improved talking machines, records and other devices designed to better the tone of old instruments now in homes has opened a wide market for sales which the dealer can profitably exploit. There is a vital need at this time for real salesmanship in order to present the new instruments in a manner fitting their quality. There is also a need for more aggressive methods of retail talking machine sales promotion.

is taken into consideration that the new machines and records combined are incomparably superior to the old machines. Tones which were never before reproduced through the medium of the talking machine now give added pleasure to the owner of an instrument.

Problem One of Salesmanship

The whole matter resolves itself down to one of salesmanship. It is up to the dealer to get the right kind of men and make it worth while to go for business. Twenty-five-dollar-a-week clerks produce results commensurate with their salaries. A poor salesman can do more harm than good. He can kill sales, create a condition where the dealer loses valuable good will and patronage often built up through years in business and at great expense. It is far better to carefully select men, and to build up a

sales organization of the highest character. Bear in mind always that the talking machine to-day is an art product and it must be handled as such. It is more than merely a provider of entertainment, and the man who is in the selling end of the game must know how to present the new lines in a manner befitting their quality.

Prospects the Basis of Sales Volume

It is up to the dealer or sales manager to make a determined drive for prospects, and then resort to the most vigorous follow-up through his sales organization. Give a good salesman a fairly live prospect and the chances are pretty good that a sale will result sooner or later. The whole situation can be summed up in a few words—it is up to the dealer!

And having successfully concluded the sale of a new type talking machine, the dealer must not be content to rest on his oars. He must keep up a vigorous mailing campaign to secure that cash business which is a logical result of the sale of an instrument, record sales. Listings of the new record releases should be sent promptly upon receipt from the record manufacturers or jobbers. Special releases should be given fitting publicity and advertising. Remember, record sales are cash sales.

Creating Sales Through Proper Window Lighting

(Continued from page 14)

maple, does not alter the color of the cabinets but tends to enhance and beautify their appearance. Amber on mahogany or chestnut does not change the color of the cabinets either, but it invests them with a much deeper and richer tone. The stronger colors, when thrown on light-colored woods, have a tendency to change the tone, as red on a dark-green object will make it appear red-black. Care should be taken that the deeper colors do not have this effect on the various finishes of the cabinets.

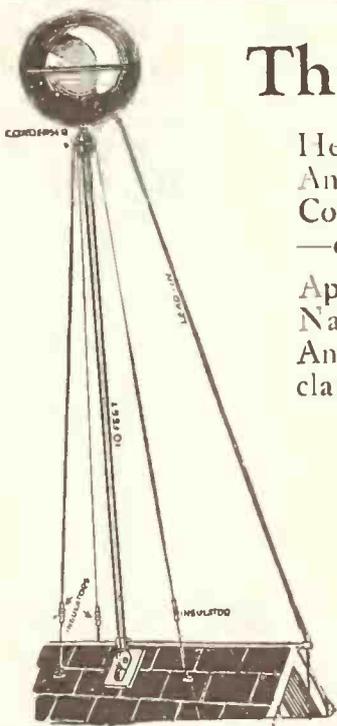
Whether only a small part of the show window is color lighted or the entire display is tinted and colored, the difference in the appearance and attracting power of the window compared with the same display lighted with clear, unmodified white light is astonishing. Color equipment is easily available, and it will repay for itself and the time and care taken in bringing out the desired effects many times over.

Backgrounds to take color lighting effects are coming rapidly into favor. Neutral tones of plush, such as gray, and silver and gold metallic curtains make splendid settings for countless beautiful combinations of color light.

Color Light in Motion

The newest and most appealing advancement in show window and show room lighting is color light in motion. X-Ray reflectors and color equipment on flasher or dimmer arrangements have been adopted with great success. By this means a great variety of intermittent color flashes and steady color lighting effects are made possible, with almost any color combination desired. The separate floodlights in the windows and any given number of the reflectors may be so wired that they will be lighted steadily or by flashes, and in exciting the interest of the public this type of show window and show room merchandising commands the attention that a costly newspaper campaign does.

Whether on a large scale or small, the cost of installing color lighting in your show window will be repaid many times over in a very few months, and it will be the greatest material help you can find for bringing out emphatically the message of your window and the popular selling points of your cabinets.



SUPER-BALL ANTENNA
Ten inches in diameter. Price \$10.00. West of Rockies \$10.50

National and International Distributors

YAHR-LANGE, INC.
Milwaukee, Wisconsin

This Way For Bigger Sales!

Here's the opportunity in radio—let the Super-Ball Antenna bring big sales for you. A wonderful New Condenser gets 40 per cent to 60 per cent more volume—every buyer is a booster.

Approved under the National Electric Code and by the National Board of Fire Underwriters, the Super-Ball Antenna receives all wave lengths, increases selectivity, clarifies tone, is easy to install, lasts a lifetime.

A special feature is the New Super-Ground Clamp — "with the grip of a grizzly"; it can be applied in a few seconds, reduces high resistance in the ground wire, saves batteries, increases volume.

Team up with the winners who are cashing in on these popular radio accessories — write today for terms and territory.



SUPER-GROUND CLAMP

Don't forget your Old Customers!

You, Mr. Music Dealer, sell a phonograph fully equipped and then look ahead for repeat sales of records and needles to that customer. Why not apply that selling scheme to radio apparatus? Don't forget the old customer who purchased a radio set from you last year or the year before—sell him a

Majestic "B" Current Supply delivers pure direct current from your light socket

Majestic Standard-B Current Supply

Especially adapted for sets having not more than seven 201-A tubes, or six 201-A plus one 135-150 volt power tube. Popularly priced for the average set. Improves tone—better reception.

Price \$32.50
West of Rocky Mts.... 35.00

Majestic Super-B Current Supply

Capacity 1 to 12 tubes, including the use of 135-150 volt power tubes. Complete with switch to control current from light socket.

Price \$35.00
West of Rocky Mts.... 37.50

Majestic Master-B Current Supply

Particularly adapted for Radiola 25, 28 and 30 and super heterodynes. Will operate all power tubes, also the new super power tube UX-171 (150 volts). Unequaled for sets having a very heavy current draw. Rating about 60 mils at 150 volts.

Price \$42.50
West of Rocky Mts.... 45.00

at a low average cost of about one-tenth of a cent an hour. You have access to that customer's home—enter it with a Majestic Unit—attach it to his set for seven days. Tell him if he is not satisfied he gets his money back. Show him how the Majestic Unit works—smoothly—without hum or noise—cheaply—without upkeep expense. Explain how it relieves him of the annoyance of buying new "B" batteries, hooking them up to the set, and littering the room with wires and adjustment screws. Your old customer is far easier to sell than a new prospect. Capitalize upon your acquaintance and former contact with him and make him even more satisfied with your store and its service by increasing his radio enjoyment with the addition of a Majestic Unit to his receiving equipment.

Sell your new receivers equipped with the Majestic Unit and boost your profit on the initial sale. Incidentally, you will have made a pleased customer and a satisfied set owner, for you relieve him of battery troubles and replacement worries.

Sell your old and new "B" customers Majestic Units on the easy payment basis. The small amount of money involved makes the collecting a simple task, the long life of the unit keeps the customer satisfied. That's the way to do a big business, and make big profits. You know Majestics are "staple merchandise," guaranteed by us to the point that YOU can guarantee each Majestic will make good, or we, the manufacturers, will. Therefore, it's easy to collect the installments, as they fall due. The customer is bound to keep satisfied, and you experience no trouble in having him continue paying for his purchase. The full profits are in your hands in a few months' time. You will increase your turnover at least 100 per cent, as hundreds of other dealers are doing. Three models take care of practically all receivers sold.



The best reproduction from your receiver is obtained by delivering to the set the exact voltage required—neither too little, which results in weak signals, nor too much, which causes "blasting."

Because of a constantly changing voltage it is impossible to provide exact voltage input by using batteries.

In B-Power Units this control is likewise essential because of the different line voltages prevalent in different districts. A power unit without means of voltage control cannot give uniform satisfaction. Best results require at least two controls, viz., that on the Detector and Intermediate circuits (or, in the absence of the latter, on the Amplifier circuit).

Note the two voltage regulators on the Majestic Standard-B and Super-B models, and the three controls on the Master-B, the latter designed specially for those sets having heavily biased circuits with resultant low current draw.

Remember the Above When Selecting Your B-Eliminator

New York Show, Booth 10, Section B

Chicago Show, Booth 6, Section F

GRIGSBY-GRUNOW-HINDS CO.

4558 Armitage Avenue

CHICAGO, ILL.

H. H. Roemer Appointed General Sales Manager

(Continued from page 6)

standard professional motion picture apparatus, which for the past twenty years has supplied 95 per cent of the world's consumption in the professional field. With the radio and music dealer problem as an objective to capitalize upon and this being my motive of making the move, I naturally selected the manufacturer who stood foremost in the line.

"Further investigation developed the interesting fact that in this line two pronounced 'sales peaks' were experienced by dealers throughout all sections of the country. The two-months-peak of November and December accelerated by the holiday season—short but unusually heavy in sales—and the April to October full season covering week-end trips, vacations and such other events occasioned by the automobile and other lures of outdoor life. Nine full months of good sales. Here was a business that filled in exactly those months most needed by the radio and music dealer. Not a side line. A line possessing individuality, a non-competitive product carrying every kindred attraction that would fit in exactly with this type of dealer set up and sales organization.

"Aside from the figures I have already given with regard to public demand, we have but to consult our own surroundings to more clearly understand the extent of this new means of entertainment. With the hundreds of thousands of automobiles in use today, hardly one starts out on a trip, no matter how short the journey, without a camera. A visit to any park will bring to view hundreds of cameras carried by the pedestrian. Practically every corner drug store in every city or hamlet bears the sign 'Films developed here'—all mute evidences of the public's appreciation of a photographic record of happy hours. These have all served an admirable purpose. Each has required an explanation of what happened before and after the 'snapping' of those 'stills.' How often you and I have wished those we have shown those snapshots to could see the real beauties surrounding that scene. To see how 'Bill Tee'd off' or 'how cute the baby acted,' or this and that event in real action. The amateur motion picture camera, at comparatively very small expense, makes possible the re-enactment of each event over and over again on the silver screen within our homes—each telling a story far beyond the eloquence of words—a form of entertainment effervescent in its contagious appeal to others—it sells itself—and it sells during those months when radio and music dealers' sales curves are low—when 'everything-is-going-out-and-nothing-coming-in.' The amateur motion picture camera belongs to the radio and music dealer—he will soon realize the importance of this message.

"I am certain those of my friends in radio and the music field will agree with me—those of us who have served in the executive chairs of national distribution and merchandising owe to the industry the benefits of our experiences when such experiences will assist the retail dealer in the solution of the problem which has thus far confronted him—'How to Save the Profits in Radio and Music Merchandising.'"

Hardman, Peck & Co. Add Stewart-Warner Radio Line

George Armstrong, manager of the New York radio division of the Stewart-Warner Speedometer Corp., reports that business is most satisfactory and a number of new accounts have recently taken on the Stewart-Warner line of radio equipment. These new agencies are of the highest type and include Hardman, Peck & Co.'s stores. Mr. Armstrong reports many orders for the Stewart-Warner line.

J. A. Fischer Co. Purchases Aeolian-Vocalion Materials

Manufacturer of Valley Forge Products Buys
Parts and Replacement Material From Aeolian Co. to Serve Vocalion Owners

PHILADELPHIA, PA., September 7.—The J. A. Fischer Co., of this city, maker of Valley Forge main springs and talking machine replacement materials, has just consummated a deal with the Aeolian Co. whereby it purchased parts and replacement materials on hand used in the construction of the Aeolian-Vocalion.

The magnitude of this deal, which was negotiated between J. A. Fischer and C. M. Estes, purchasing agent of the Aeolian Co., is to be



J. A. Fischer

found in the fact that over three carloads of materials were sent from Meriden to the Fischer headquarters in this city. The inventory value of the merchandise purchased is said to be \$180,000.

From the very beginning of the organization the policy of the J. A. Fischer Co. has been service to its customers. While half of the organization has been busy selling and servicing merchandise the other half has been equally busy securing the proper goods to sell. This well-balanced concern has therefore met with considerable success in a brief period of time.

J. A. Fischer, in commenting on the deal, stated that the motive which prompted this purchase was the opportunity to render good service to the owners of over 100,000 Aeolian-Vocalion machines in this country. This large shipment, in addition to the regular stock on hand, has forced the J. A. Fischer Co. to secure outside storage facilities.

Federal Corp. Announces Two New Distributors

BUFFALO, N. Y., September 7.—The Federal Radio Corp., of this city, manufacturer of the Federal Ortho-sonic line of radio sets, recently announced the addition of two wholesale houses

to its list of distributors. Cincinnati and adjacent territory will be served by the Cincinnati Ignition Co., and in Colorado the Whitney Sporting Goods Co., Denver, will distribute the Federal line from its headquarters in the Kittredge Building. Both of these firms are strongly established in their respective localities and have a following that gives assurance that the Ortho-sonic line will be maintained at its usual high standards.

Columbia Plans for Biggest Season in Business History

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., stated this week that the company's record business for August was substantially ahead of January, which represents a remarkable sales volume indicative of the tremendous popularity of Columbia records. The company is making plans for the biggest season in its history, and the factories are now working to capacity to take care of the requirements of Columbia dealers.

The Columbia Viva-tonal phonographs, which have been received with marked favor by dealers throughout the country, are being shipped to Columbia branches in considerable quantities, and Mr. Fuhri expects that by the end of September shipments will be going forward at a very satisfactory pace. Wherever the Viva-tonal phonographs have been introduced they have received the enthusiastic endorsement of the trade, and the Columbia Phonograph Co., Inc. has received many letters from representative dealers commenting in the highest terms of praise upon the acoustical qualities of the new instruments, as well as the attractiveness of the cabinet designs.

Blackman T. M. Co. Becomes Radiotron Tube Distributor

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, wholesaler of Victor products, Fada and Crosley radio sets and Pathex motion picture cameras and projectors, announced this week that the company had been appointed a distributor of Radiotron tubes, manufactured by the Radio Corp. of America. This tube, which is the standard of the industry, is now the subject of one of the most interesting and impressive advertising campaigns that have ever been inaugurated in the radio industry, and the appointment of the Blackman Talking Machine Co. as a Radiotron distributor emphasizes the importance of the talking machine dealer as a sales outlet for these products. The Blackman organization is one of the most efficient and successful in the East, and is ideally qualified to distribute effectively Radiotron tubes.

Prominent Mohawk Jobbers

Otto Frankfort, general sales manager of the Mohawk Corp. of Illinois, manufacturer of Mohawk receiving sets, was a recent visitor to Eastern trade centers during the course of a trip which included Philadelphia, Pittsburgh, Montreal and Toronto. Mr. Frankfort stated that during the past few weeks his company had appointed prominent jobbers in practically every trade center throughout the country, a recent appointee being the George C. Beckwith Co., Minneapolis, Minn., one of the leading Victor wholesalers in the Middle West. Mr. Frankfort will announce in the course of the next ten days the complete list of Mohawk jobbers who have been established recently.

For the Better Merchant

High-grade Dry Cell CERTIFIED B. & C. Batteries and Dry Cell B. & C. Success Batteries

Manufactured by

SUCCESS BATTERY MANUFACTURERS
35 Broadway Brooklyn, N. Y.



PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

**The Standard Case for Talking
Machines and Radio Sets**

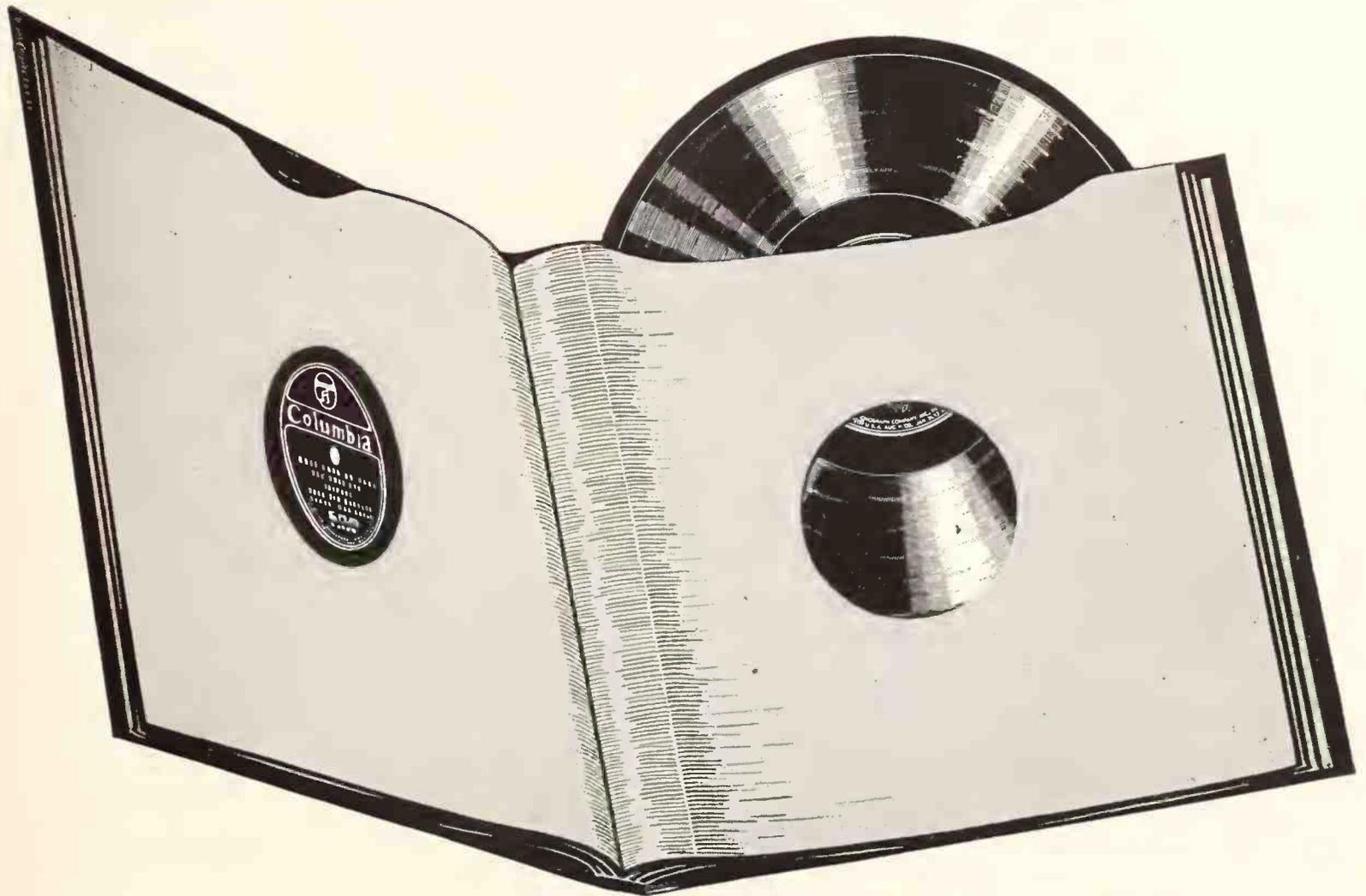
Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.

FINE ART SERIES OF MUSICAL MASTERWORKS

Columbia



Recent additions to the Columbia Fine Art Series of Musical Masterworks by world-famous musicians include the following:

- No. 41 Schubert, Symphony No. 8 (unfinished)
- No. 39 Beethoven, Symphony No. 9 (Choral)
- No. 34 Berlioz Symphonie Fantastique and others

Nothing so emphasizes the importance of Columbia's position in the music trades as these amazingly brilliant, imported, electrical recordings.

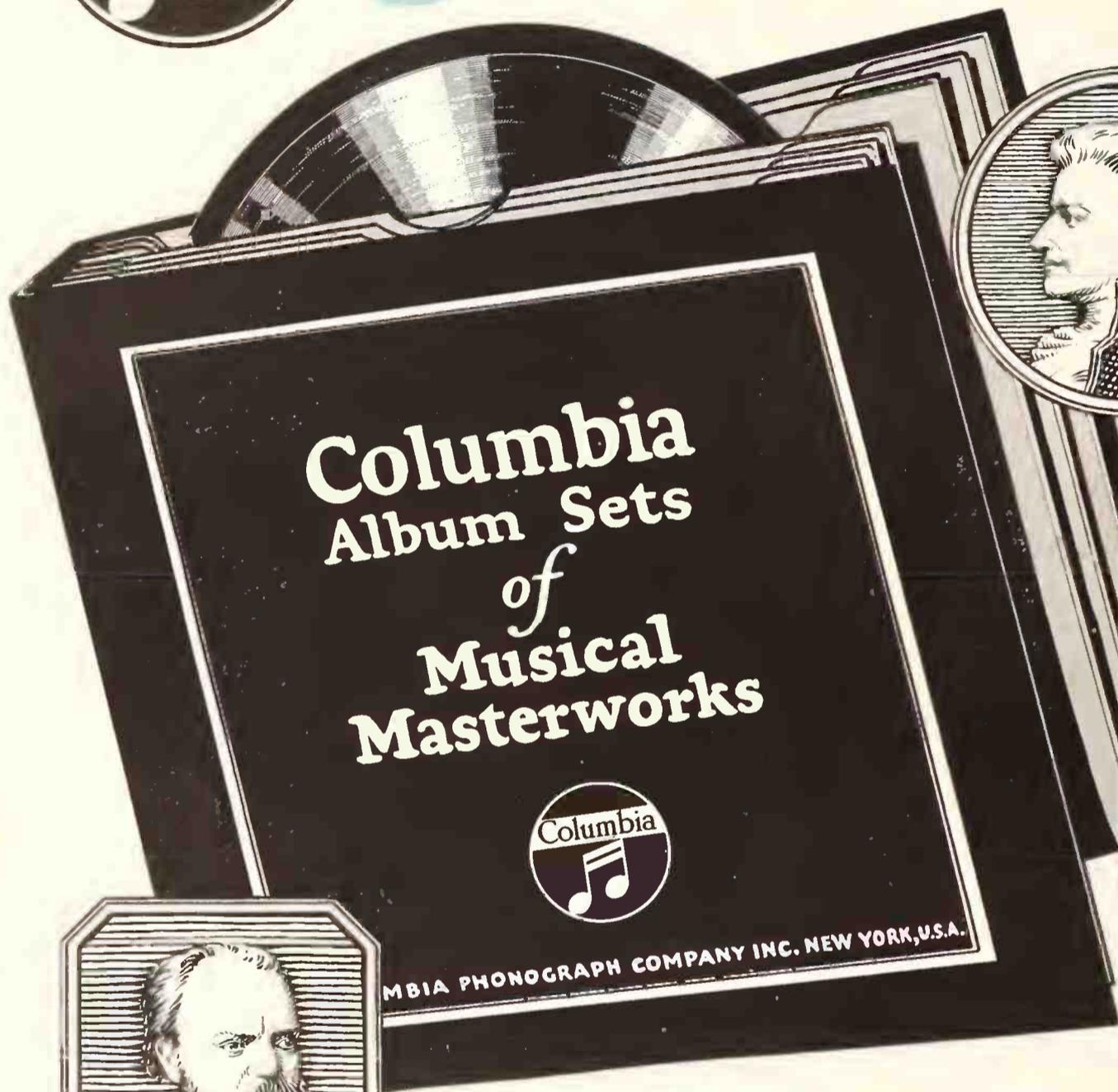


Columbia



COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York

Columbia of Musical



MOZART



HAYDN



DVORAK

Columbia Album Sets of Musical Masterworks have proved that they sell readily and without resistance to a certain, wide group of musical enthusiasts. They are captivating in their brilliance and tone-quality. The hearer is frequently surprised and delighted to know that such remarkable recordings are available.

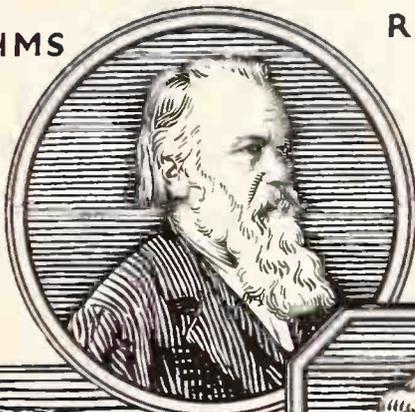
Columbia



Album Sets Masterworks



BRAHMS



RICHARD STRAUSS



WAGNER



CÉSAR FRANCK



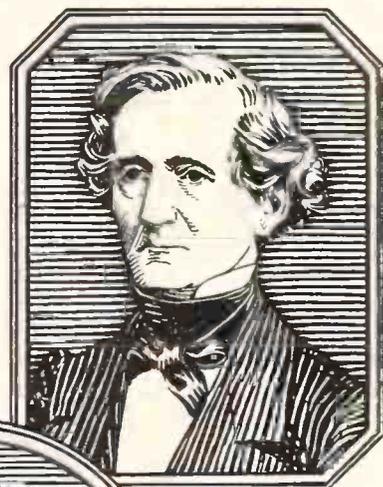
BACH



TSCHAIKOWSKY



BEETHOVEN



BERLIOZ



SCHUBERT

The opportunity to locate and stimulate this vastly important and remunerative market awaits every alert dealer. The desire for such music as may be had with these exquisite record-sets already exists. With but slight cultivation, this desire can be effectively capitalized without *interference with*, or *substitution for* the usual market for other types of records. Let the Columbia Salesman give you full details.

Records



The New
Viva-tonal
COLUMBIA

Like Life Itself

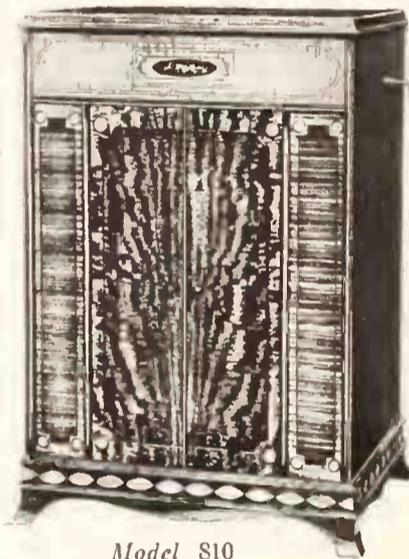
In every Viva-tonal Columbia there is the utmost attention to each detail, seen or unseen, whether it be for ornament, convenience or service. For example: every Viva-tonal Columbia is set off with a harmonious golden bronze silk grill cloth that screens the tone-amplifying section; every Viva-tonal Columbia is equipped with four removable needle cups.

When you first see these Viva-tonal Columbias you will at once realize that they embody an expertness of design, decoration and finish, rarely, if ever before, attained.

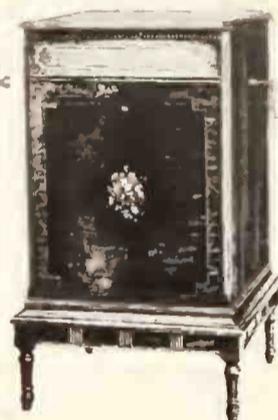
The selection, fashioning and polishing of the woods and the whole delightful ensemble make them both an outstanding achievement in fine quality cabinet work, as well as masterpieces of lasting and artistic beauty.



Model 710



Model 810



Model 611

You can play any record of any make on the Viva-tonal Columbia, but your customers will prefer Columbia New Process Records because of their perfect interpretation and because they are "The ONLY records WITHOUT SCRATCH."

Columbia Phonograph Company

New York

Why One Store Reported That Radio Business Suffered From a Summer Slump

Prospect Asks Prices of Radio—Salesman Too Lazy to Demonstrate—Customer Leaves Without Further Words—Salesman Reports "Business Rotten"—End Scenario

A customer entered the store of the Blank Phonograph Shop, after first having looked at the window display of radio sets.

"What is the price of that set?" she asked, pointing to a well-known receiver—an expensive set.

"Two hundred and fifty dollars," declared Em. T. Head, the salesman, who was alone in the store at the moment, not deigning to move from his comfortable position behind the counter where he had a good backrest.

"And what is the price of that console model?" asked the prospective customer, indicating another set shown in the window.

"Three hundred and eighty dollars," drawled the salesman, yawning and then looking out to the street, his whole attitude one of bored disgust.

The woman hesitated a moment at the door of the store and then with a "Thank you" she stepped out and was gone.

The incident related above it not a figment of the imagination. It actually happened and the guilty person was the manager of one of a chain of stores. This is certainly an excellent example of how not to sell. Perhaps the salesman felt indisposed. The writer happened to be in the store at the time and the prospect seemed to him to be eager to become the owner of a radio set. The salesman lost a perfectly good sale for the concern that was paying him a salary to sell merchandise.

How easy it would have been for this salesman to politely ask the customer to examine the set at close range in the store and to explain the merit of the particular receivers in which she happened to be interested. Then, if

the prospect still was undecided, it would have been an easy matter to secure her name and address for the purpose of later follow-up. Even if no sale resulted from the effort the person would know about the store and remember the courteous treatment she had received. That is the kind of good will that builds a firm founda-

Northwest Trade Ass'n for Federal Regulation

Moves That Laws Be Passed Putting Broadcasting Under Government Control—Stations Not Common Carriers—No Apparatus Tax

MINNEAPOLIS, MINN., September 8.—Following an address on "Radio Legislation," by Congressman W. H. Newton, of Minnesota, the Northwest Radio Trade Association, in conjunction with its affiliated Listeners' Leagues, passed a resolution urging Congress to pass a law whereby the regulation of broadcasting be placed in the hands of some executive branch of the Federal Government with adequate funds appropriated by Congress to maintain the necessary special organization. This organization to have "authority to issue and revoke licenses, to refuse to issue licenses whenever it appears that the public interest is best served by such refusal, to assign wave lengths and call letters, to establish power limitations and to formulate and enforce regulations in connection with said licenses."

It was also resolved that a law be passed stating that broadcasting stations shall not be deemed to be common carriers under the law,

tion for a business—good will that means success in the long run.

While in the store the writer took the opportunity of questioning this salesman regarding business. And, as might have been expected, the answer came: "Business is rotten. Nobody buys radio in the Summer and there is no use trying to fool ourselves about that." Certainly business at this store was not as good as it might have been, but perhaps there was a reason for this aside from the fact that the weather had turned warm. There is no need to further emphasize the moral of this story, it is so very obvious.

and shall retain the right to determine the character of all material broadcast, and that there shall be no tax levied on radio receiving sets or parts, or upon broadcasting equipment or operation, for any special purpose related to radio broadcasting or government regulation thereof.

H. H. Wilken Appointed Sleeper Mid-West Manager

The promotion of Hugh H. Wilken to be district sales manager of the Sleeper Radio & Mfg. Corp., Long Island City, with full responsibility for sales and service in the Mid-West territory, has been announced by Gordon C. Sleeper, president of the company.

Mr. Wilken has been with the Sleeper organization for the past three years and is well known in the industry. His headquarters for the present will be at 33 West Kinzie street, Chicago, Ill., from which he will cover the States of Ohio, Indiana, Michigan, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Kansas and Missouri. Mr. Wilken is a seasoned sales executive, having been for some years district sales manager of the California Packing Co. before joining the Sleeper organization.



The Spell of Radio Magic Unbroken!

HERE is the Radio Sensation of years—the Velvet "Jewel Case". Its grace of contour and quiet finish naturally blend into the most tasteful surroundings and reproduction is so complete and natural that you lend yourself to the full enjoyment of the melody "just as if you were there!" Sales will reach unprecedented volume—for the public wants it! Write or wire for dealer or jobber franchise quick!

Sales Department
THE ZINKE CO.
1323 S. Michigan Ave.
Chicago, Ill.

Manufactured by
THE BORKMAN RADIO CORP.
S. It Lake City, Utah
Kalamazoo, Mich.

"Just as if you were there!"
New Beauty—New Acoustics

The "Jewel Case"
Number 21
\$45.00

A masterpiece in design, workmanship, and acoustics.



Velvet
Radio Speakers



Number 9
The "Old Lantern"
Price \$12.50

Analysis of the Radio Accessories Field

Growing Realization Among Retail Merchants That These Items Will Bring in Considerable Revenue if Aggressively Exploited

There is evident throughout the talking machine trade a growing interest in the radio accessories field. Dealers are beginning to think seriously of how best to merchandise accessories in order to secure maximum turnover and profit. While it is true that there are many problems now facing the retail merchant insofar as the accessories field is concerned, there can be no doubt that these problems can be smoothed over by intelligent merchandising, bringing increased revenue to merchants.

In the last issue of *The Talking Machine World* there appeared an analysis of the radio accessories situation as it exists in the talking machine store. Regardless of the individual problems of the dealer, this analysis proved

conclusively that there is a big market for accessories of all kinds, including loud speakers, tubes, battery eliminators, batteries, voltmeters, ammeters, hydrometers, chargers and other miscellaneous products that may be classed as radio accessories.

Big Accessories Sales

The result of this survey also showed that while many talking machine dealers are making a forceful bid for this business other dealers look upon the accessories department merely as a necessary evil. It is interesting to note that where the merchant has given some thought to the promotion of accessories sales business has been of the most substantial character. While it is true that the margin of profit on most of these products is small and that the profit per item is insignificant compared to the revenue derived from the sale of an expensive radio set or talking machine, the fact remains that the volume sold makes up for this apparently unsatisfactory condition. The point is proved, as was shown last month, by the fact that the gross volume of three dealers located in three sections of New York City catering to different classes of people did, respectively, a gross semi-annual business in round numbers of \$58,000, \$26,000 and \$8,000. These are startling figures, and make one realize that the multiplicity of sales of small items may be worth while when there exists such a tremendously large demand as the talking machine dealer engaged in radio is enjoying to-day.

Analyzes Sales Possibilities

In connection with the radio accessories business it is interesting to note that a paper was recently read by W. C. Rice, of the Rice-Waters Co., Seattle, Wash., before the Western Music Trade Convention, entitled "Can a Music Dealer Make Money Through the Sale of Radio Accessories?" Because this paper deals with some of the most important problems bearing on this end of the business, and because it demonstrates that there is a worth-while field, once certain problems have been eliminated, it is reproduced in part herewith:

"I'll bet that a lot of you retailers got a good laugh when you read the title of this subject. We all know that a dealer can sell radio accessories, if he will concentrate his efforts and follow up his radio buyers through numerous methods. One of the most important is keeping in touch with the purchaser the same as the dealer does in the selling of many of his other lines. Now, in the phonograph department, the dealer always tries to keep the new issues of records before the phonograph owner, knowing that it means a large increase in his record department. That, of course, is no more important than the radio accessory department. By keeping in touch with your radio owner you are bound to get a certain volume of battery, tube and other accessory business.

Building Battery Sales

"We all know the necessity of the proper voltage of 'B' batteries, if the owner happens to buy 'B' dry batteries we know that they are at their best the first day they are used and begin to lose their strength from then on. When the set is sold the foundation for future sales should be laid. Never overestimate the life of batteries. The customer should be told that the ordinary 'B' battery will need replacement in the course of two and one-half to four months when used on the average five-tube set. Of course there are exceptions; some people are able to use their batteries for a much longer period, but if your set is sold right you relieve yourself of a lot of future grief and make a number of sales that you would not otherwise make. At the time of the original sale of the

set give your customer your advice about the purchase of 'B' wet batteries, of 'B' eliminator, etc., and if he does not see his way clear to a purchase of that nature at that time you have planted a seed that will grow and make a future sale very easy.

Profits in Chargers, Speakers, Etc.

"Always try to sell a charger with your original sale; you can easily show your customer the advisability of keeping the 'A' battery to the desired voltage. It will not be a hard sale if he is shown that he will automatically pay out the price of a good charger in the course of a very few months at some battery station and have nothing to show for his money if he does not have it included in his contract.

"When a small loud speaker is sold with a set always try to show the superior quality of tone from the better speakers and the chances are that your buyer will be back in a very short time and buy the better speaker.

Strong Sales Promotion Needed

"Now I believe that the music dealer, if he will put real effort behind the radio accessory department, keeping it constantly before his customers, with attractive window displays, letters to his customers, newspaper advertising, etc., and that if the manufacturer will arrange for the right kind of discounts; and if the distributor will stop retailing at wholesale prices and only wholesale to the legitimate retail stores, cutting down the retail outlets to something within reason, then I think that it is possible for the music dealer to make a net profit on radio accessories."

Thomas Goggin & Bros. Get Columbia Viva-Tonal

SAN ANTONIO, TEX., September 4.—Thomas Goggin & Bros., one of the oldest music houses in Texas, having been established in 1866, recently secured the agency for the new Columbia Viva-Tonal line of phonographs. This establishment is under the management of Thomas Goggin and Tom Logan, and W. E. Parker has direct supervision over the phonograph department. Miss Elfreda Rummel is in charge of records sales and she reports a ready response and good sales of the New Process Columbia records.

Herbert Weil, Jr., Elected Secretary and Treasurer

The many friends of Herbert Weil, Jr., were interested to learn of his election as secretary and treasurer of the Herbert-John Corp., New York, distributor of radio products. An extensive sales campaign for this season's business has already been inaugurated by the Herbert-John Corp. and the sales force has been augmented. Herbert Weil, Sr., president of the organization, stated to *The World* that he is looking forward to a very satisfactory year.

Pathephones in Demand

STOCKTON, CAL., September 4.—The Peffer Music Co. reports an increasing demand for the new Pathephonic phonographs, known as the Pathephone. The introductory sale of these new instruments was most successful and increased the store's volume of August business considerably over that of former years.

The Smith-Carroll Co., talking machine dealer, recently supplied the Herald Model Home, Lexington, Ky., with a Brunswick Panatrophe.

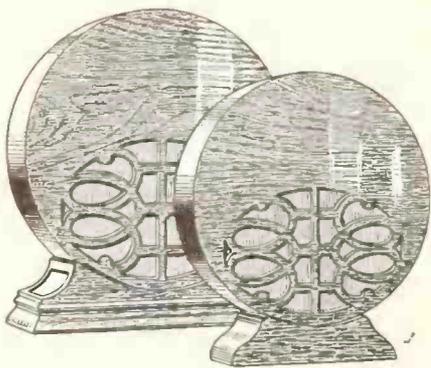


In rich African mahogany or American walnut — beautiful!

TELEPHONE
Radio Speaker

Teletone Corporation
of America

449-453 West 42nd Street
New York City





The New Balkite Charger

MODEL J. Has two charging rates. A low trickle charge rate and a high rate for rapid charging and heavy duty use. Can thus be used either as a trickle or as a high rate charger and combines their advantages. Noiseless. Large water capacity. Visible electrolyte level. Rates: with 6-volt battery, 2.5 and .5 amperes; with 4-volt battery, .8 and .2 amperes. Special model for 2.5-40 cycles. Price \$19.50. West of Rockies \$20. (In Canada \$27.50.)



Balkite Trickle Charger

MODEL K. With 6-volt "A" batteries can be left on continuous or trickle charge, thus automatically keeping the battery at full power. Converts the "A" battery into a light socket "A" power supply. With 4-volt batteries can be used as an intermittent charger. Or as a trickle charger if a resistance is added. Charging rate about .5 amperes. Over 200,000 in use. Price \$10. West of Rockies \$10.50. (In Canada, \$15.)



A New Balkite "B" at \$27.50

Balkite "B" eliminates "B" batteries and supplies "B" current from the light socket. Noiseless. Permanent. Employs no tubes and requires no replacements. Three new models. The new popular priced Balkite "B".W at \$27.50 for sets of 5 tubes or less requiring 67 to 90 volts. Balkite "B".X, for sets of 8 tubes or less; capacity 30 milliamperes at 135 volts—\$42. Balkite "B".Y, for any radio set; capacity 40 milliamperes at 150 volts—\$69. (In Canada "B".W \$39; "B".X \$59.50; "B".Y \$96.)



Balkite Combination

When connected to the "A" battery this new Balkite Combination Radio Unit supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on your set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either 4 or 6-volt "A" batteries and requiring not more than 30 milliamperes at 135 volts of "B" current—practically all sets of up to 8 tubes. Price \$59.50. (In Canada \$83.)

All Balkite Radio Power Units operate from 110-120 volts AC current with models for both 60 and 50 cycles.

The most comprehensive and advanced line ever offered by Balkite

The new line of Balkite Radio Power Units for 1926-7 is the most comprehensive ever offered. It is a complete line to take care of the power requirements of practically every standard radio set on the market.

It is also the most advanced line Balkite has ever offered. It is a line that furnishes radio power from the light socket. In each of its three fields—battery charging, "B" power supply, and complete power supply for both circuits—it offers units with such marked and obvious advantages as to make Balkite outstanding in the field. In each field it offers advanced features of operation and convenience that are to be secured in no other device.

While the line is all-inclusive, it is a very simple line limited to very few models, probably the smallest number of models offered by any prominent radio manufacturer. This means a line on which the jobber and dealer can easily concentrate his sales effort. It means a fast-moving line with rapid turnover and short shelf-life.

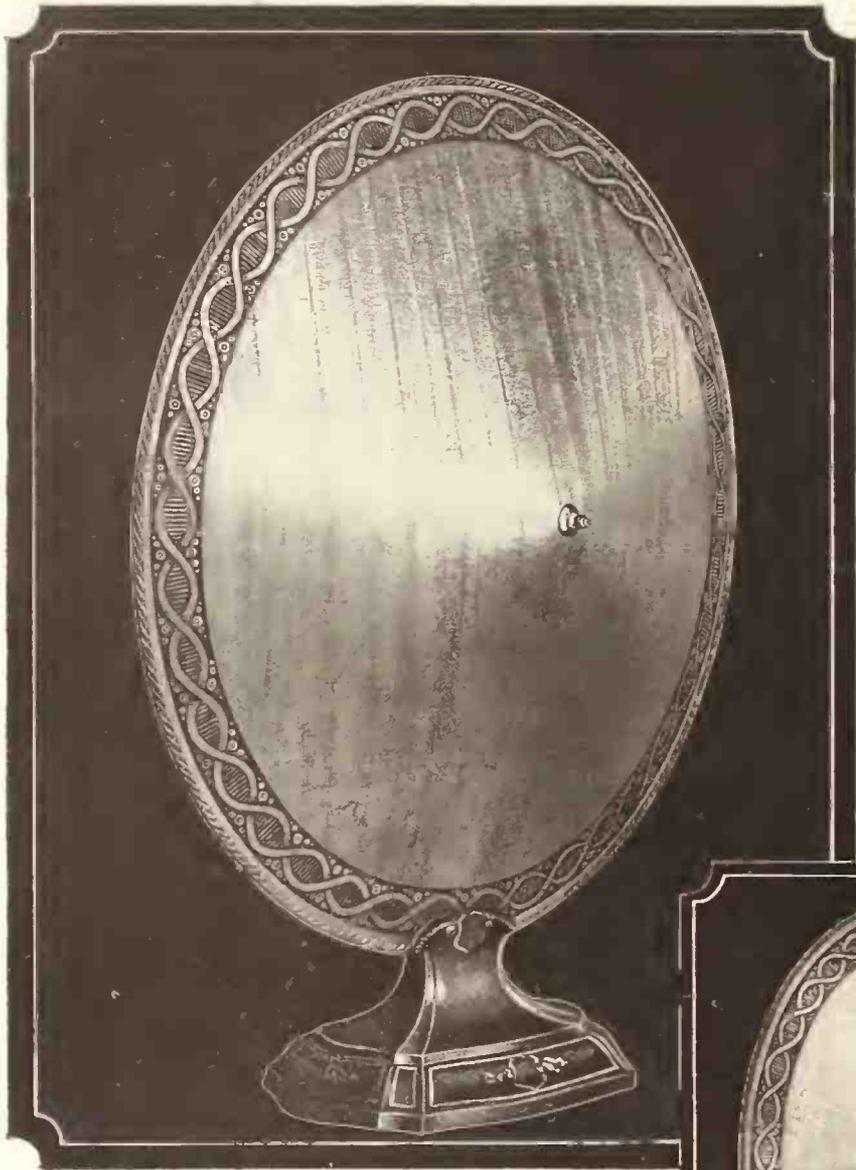
And while Balkite is the most advanced line of radio power units on the market it contains no experiments of any sort. All the new Balkite Units are based on the same successful principle that Balkite has so thoroughly and successfully demonstrated in the past. As usual, all are noiseless in operation. They have no tubes. They are permanent pieces of equipment. Even the new Balkite Charger and the Balkite Combination are merely combinations of the best selling Balkite Units of past years. The result is a line which, as has always been the case in past years, will be trouble-free with clean profit to the jobber and dealer. Get your share of Balkite profits.

FANSTEEL PRODUCTS CO., Inc., North Chicago, Ill.

FANSTEEL
Balkite
Radio Power Units



With these facts — can



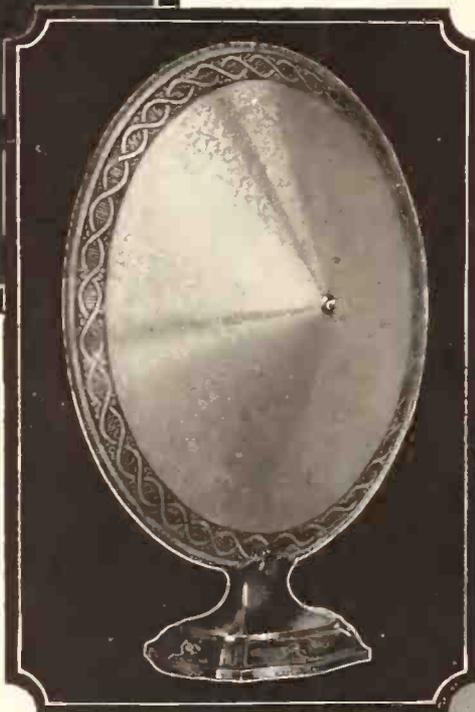
*Farrand Speaker
SENIOR*

(17-inch cone)

Featuring a new driving unit and walnut-laminated wood cone—with its price unchanged a greater "buy" than ever.

\$32.50

MORE Farrand Speakers sold last season than all other licensed cone speakers combined!



*Farrand Speaker
JUNIOR*

(14-inch cone)

Radios' greatest speaker value—a smaller edition of the Farrand Senior and its only rival in performance.

\$16.50

*Illustrated below—
Farrand POWER
Speaker*

(36-inch cone)

A de luxe size Farrand Speaker capable of reproducing the full volume of an orchestra. Pedestal Model (illustrated) —

\$79.50

WALL MODEL \$65.00



*Farrand
Radio
Products*

you afford not to be a Farrand dealer?

NO PRODUCT in the annals of radio retailing offers greater sales possibilities than the Farrand Speaker—no product assures quicker turnover and profit!

LAST SEASON, despite a trebled production capacity, there were never enough to go 'round. This season, still further increased facilities insure delivery to all.

THE FARRAND FRANCHISE not only means profit, but protection—*proven* territorial and price protection that has won the confidence and endorsement of retailers the country over.

PRICE MAINTENANCE, unparalleled in radio retailing, has

identified the Farrand Speaker from its first appearance on the market. Farrand dealers know they can get full price without fear of price-cutting competition.

THREE NEW Farrand Products this season—Power Speaker, "B" Eliminator, and combined "B" Eliminator and Power Amplifier—give a threefold additional value to the Farrand Franchise.

FOUR WORDS tell the story of Farrand consumer acceptance—"The Ear Says Buy!" Quality of performance—outstanding superiority—make Farrand sales merely a matter of demonstration.

All Prices
slightly
higher
West of Rockies

Don't wait. Apply for your Farrand Franchise NOW. There is a Farrand Distributor near you. Get in touch with him At Once!

FARRAND MANUFACTURING COMPANY, Inc.

Thompson Avenue at Court Street

Long Island City, N. Y.



A heavy-duty eliminator of new high-voltage capacity

\$48.50

without tube



Delivers 400 volts of "B" power

\$62.50

without tubes

FARRAND
"B" ELIMINATOR

FARRAND "B" ELIMINATOR
combined with POWER AMPLIFIER

Profit Winning Sales Wrinkles

Indications Point to New Record Outlets This Fall—Offsetting Opinion That Good Location Means Higher Prices—Unique Window Display Sells Okeh Record for Wm. Gillespie—Rosenbaum Co. Emphasizes Record Service—Other Stunts That Help Sales

The dealer who is failing to push his record sales to the limit is neglecting a sure, steady and growing source of revenue, if present indications count for aught. Repair stores report that the number of instruments brought in for repairs are growing at a great rate and many dealers state that numbers of customers for records of big hits such as "Valencia" say that the record is the first they have bought in many months, or, in some cases, years. These new outlets, or rather outlets which have been stagnant for a long period, indicate that interest is constantly reviving in the talking machine, and record sales will even mount above the fine figure which they have attained during the past six months or more. It behooves the dealer to pay some attention to the long-neglected record department if he is to share in the cash profits that record sales bring.

Makes Public Store Policy

There are many people who have the firm conviction that a store located on a street or avenue in the center of a high-class shopping district raises the price of an article to correspond to the increased overhead which the location brings. To offset this opinion, the Landay store of Fifth avenue, New York, displays in the front of its main show window an attractively printed scroll, reading: "Whether on Fifth avenue or on Sixth avenue, whether in town or out of town, the same prices prevail in every Landay store."

A "Live" Record Window

The policy of selecting one record from a list and pushing that record strongly by means of window displays has many times brought dealers large profits. Particularly is this true when the title of the record is such that it can be adapted to an unusual window display. An instance of this is the experience of the Radio Phonograph Shop, Jacksonville, Fla., of which William C. Gillespie is proprietor, which recently pushed the Okeh record, "Black Snake Blues," sung by Victoria Spivey. This store installed a window display consisting of a box

in which six snakes were enclosed. The snakes he bought at ten cents apiece, screen wire cost ten cents and he used a box which was on hand, so that all in all the display cost ninety cents. Nevertheless some 1,500 people were stopped by the unusual display and the initial healthy order of this number was sold out "clean." The demand continued and the display was kept in the window with unvarying good



The "Black Snake Blues" Window results. Mr. Gillespie expressed the results of the window, saying, "I hope to tell you, there were very few, if any, who packed this store, who didn't fall for this number like a trout grabbing a full-sized shrimp."

Sells Public on Its Service

The Rosenbaum Co., of Pittsburgh, Pa., believes in service and loses no opportunity of bringing home to the large number of customers and the general public that the concern specializes in satisfying its clients. Direct mail has been found most effective by this concern in bringing before its large clientele and prospects the products featured in the talking machine department. Recently in all letters and other publicity sent out by the talking machine department a pamphlet was enclosed bearing the illuminating heading: "Rosenbaum Phonograph Record Service Means—." Beneath

this was a message that emphasized the Rosenbaum service, pointing out that the department stocked the latest popular hits as soon as they were released, new records were received each week, the stock of both popular and classic numbers is always complete, the organization is composed of intelligent sales people, sound-proof hearing rooms for use of customers and the store makes prompt delivery of all purchases. The pamphlet also stated that phone and mail orders are welcome. This sort of publicity has been exceedingly effective in building up the tremendously large talking machine, record and radio business that the firm enjoys. Sell the public on the service you give and the price cutters and other concerns whose methods might be classed as shady competition will have little opportunity of undermining your business.

Theatre Tie-ups Pay

Within the past six months or so the practice of dealers co-operating with local theatres in supplying talking machines and records as an added attraction to the regular theatre program has become more and more widespread. The introduction of the new type instruments was chiefly responsible for the added interest in this type of exploitation, but dealers secured such good results that many of them are keeping up the work, linking up the instrument through the showing of some moving picture, the title of which is similar to that of a record release. An example of such work was recently demonstrated in Brooklyn, N. Y., where the Namm store installed a talking machine in the lobby of Loew's Metropolitan Theatre for the week preceding the showing of "The Dream Waltz" and during the week of the showing of the film. The Strauss waltz, "The Blue Danube," was played constantly and signs on the sides of the platform upon which the instrument reposed told briefly of the instrument and of the fact that it was loaned by the Namm store.

A Sales Building Card

One of the methods used by the A. H. Mayers music stores in New York City to stimulate radio receiver sales has been the sending out of the following cards to its mailing lists, which number over 20,000 people.

FREE RADIO INSTALLATION CARD
 To Sales Manager of A. H. Mayers' Stores:
 This card entitles
 Mr.
 Address
 To Free Radio Installation, Plus Your Most Courteous Service.
 A. H. Mayers.
 Present This Card With Your Purchase

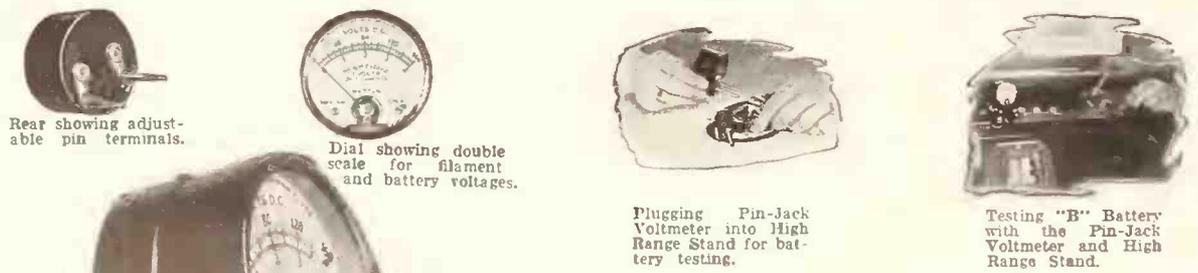
A large number of sales have resulted from this stunt, as the idea of receiving something free in conjunction with the buying of a radio set has a decided appeal.

Pushing One Record

An interesting window display of effective simplicity and of reasonable cost attracted crowds when shown at the Luscher Bros. Music Store, New York, and was responsible for the sale of many records of "My Dream of the Big Parade." The display was built about a fluttering American flag. A telescopic view of the flag was had through three walls of beaver board painted red, white and blue, placed about a foot from each other. An uneven cut-out in the center of each wall about two and a half feet in diameter permitted the observer to view the flag, which was kept constantly in motion through the use of an electric fan, which was invisible to the passers-by. On each side of the front of the display was attached a record of the selection and the title "My Dream of the Big Parade" was lettered at the foot of the board. The entire cost of the display was in the neighborhood of five dollars and it can be used over and over again by simply painting over the title of the song and with some other object substituted for the flag.

The Melodee Music Shop recently opened at Valley City, N. D. A complete line of musical instruments and radio equipment is carried.

WESTON "Pin-Jack" Voltmeter with HIGH RANGE STAND



Rear showing adjustable pin terminals.

Dial showing double scale for filament and battery voltages.

Plugging Pin-Jack Voltmeter into High Range Stand for battery testing.

Testing "B" Battery with the Pin-Jack Voltmeter and High Range Stand.

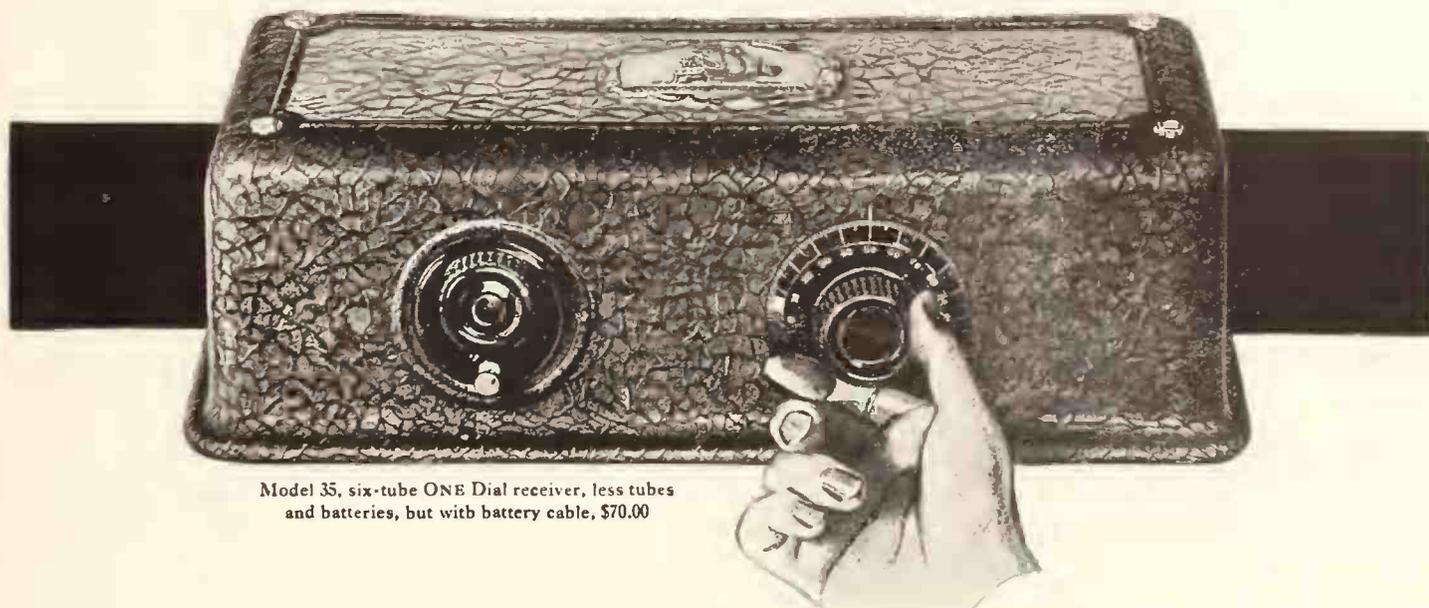
For Dealer Profits

TWO instruments in one, this new Weston combination is a "Pin-Jack" Voltmeter for plugging into filament Pin-Jacks on the radio panel for measuring filament voltages—and a High Range Stand into which the Voltmeter is plugged for battery testing. ¶ It gives you, the dealer, alert servicing overhead on all sets you sell, and besides a profit on each instrument. ¶ It gives your customer tube economy, shows him the condition of his batteries and makes him a satisfied, consistent buyer of your goods. ¶ Write or wire at once for complete dealer information.

Weston Electrical Instrument Corporation : 190 Weston Avenue, Newark, N. J.



ATWATER KENT RADIO



Model 35, six-tube ONE Dial receiver, less tubes and batteries, but with battery cable, \$70.00

1926-1927

Policy, line, prices, advertising—are *right*

NO WONDER Atwater Kent dealers are jubilant over the Fall and Winter sales outlook. See what *they* see!

The sales policy: So satisfactory last year that it stands pat for 1926-1927, without the change of a comma.

The line: Four Receiving Sets. Five, six or seven tubes. Genuine ONE Dial operation, without auxiliary devices; or three dials for those who prefer. Tone, selectivity and range of all models again improved by Atwater Kent engineering. These sets will sell easily and stay sold—the Atwater Kent way.

Three Radio Speaker models. One of them offers a new decorative note—duo-tone color.

The prices: Receivers from \$60 to \$140, including battery cable attached to each set. Radio Speakers, designed to bring out the best in Atwater Kent Receivers, from \$16 to \$23. A price for every customer.

The advertising: Radio's greatest campaign. Fifty-one consumer magazines with 20,347,533 circulation. *All kinds* of magazines—general, women's, boys', farmers'—monthlies and weeklies. Many back covers, many pages in color. A list of newspapers with 18,000,000 circulation. Posters on 4,358 billboards in and around 199 cities with a population of nearly 40,000,000. A profusion of new dealer helps—new window and counter displays, stuffers, and a mail campaign going direct to prospects from the dealers' stores, bearing the dealers' own names.

And the Atwater Kent Radio Hour: a powerful goodwill builder for dealers—Radio's finest program, broadcast weekly over a far-flung network, with special concerts in cities outside the WEAJ chain of stations.

That's the lineup as the whistle blows. No wonder Atwater Kent dealers are jubilant. Who wouldn't be?

EVERY SUNDAY EVENING

The Atwater Kent Radio Artists bring you their summer program at 9:15 Eastern Daylight Time, 8:15 Central Daylight Time, through:

- | | |
|---------------------------------|---------------------|
| WEAF . . . New York | KSD . . . St. Louis |
| WEI . . . Boston | WGR . . . Buffalo |
| WSAI . . . Cincinnati | WWJ . . . Detroit |
| WRC . . . Washington | WGN . . . Chicago |
| wcco . . . Minneapolis-St. Paul | |

Write for illustrated booklet telling the complete story of Atwater Kent Radio
ATWATER KENT MANUFACTURING COMPANY
4725 Wissahickon Ave. A. Atwater Kent, Pres. Philadelphia, Pa.



Model L Speaker, dark brown crystalline finish, \$16.00



Model 30, six-tube ONE Dial receiver. Less tubes and batteries, but with battery cable, \$85.00



Model 32, seven-tube ONE Dial receiver. Less tubes and batteries, but with battery cable, \$140.00



Model 20 Compact, five-tube Three Dial receiver. Less tubes and batteries, but with battery cable, \$60.00



Model H Speaker, dark brown crystalline finish, \$21.00

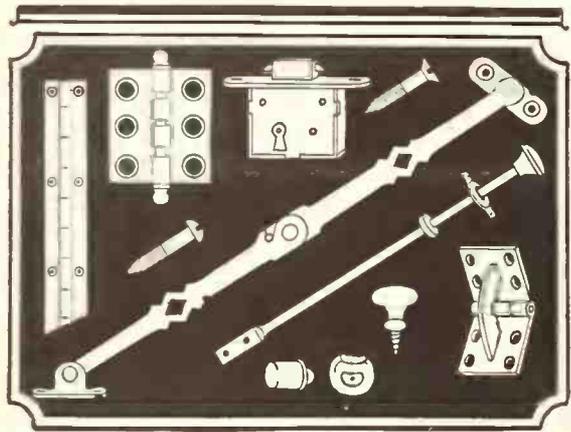
Prices slightly higher west of the Rockies and in Canada

Halloween Tie-Ups Created Radio Sales

Dealers Can Increase Sales in Radio Departments by Intelligent Tie-ups With Forthcoming Holidays—Some Concrete Examples

By W. B. Stoddard

One of the metropolitan newspapers recently said, editorially: "Radio as a craze or fad is over, but more people are buying radio sets than ever before." Radio has become standardized and people are having it installed just as they would a telephone or a phonograph, for the pleasure and convenience it offers. In traveling over the country this Summer I was more than ever impressed with the truth of this statement. In hundreds, literally thousands, of homes there are now radio sets whose owners know no more about the construction of same than they do about the mechanism of their telephone. This



Rockford Hardware

The newest and best for your every requirement is included in the Rockford Line of Hardware. A complete line—more than 300 items for pianos, phonographs and radio cabinets. For bettering cabinet work and cutting cost use Rockford Hardware. Write today for samples of items you use, and catalog.

National Rock Co.
Rockford, Ill.

U. S. A.

Cable Address—**Natlock**

Branch Sales Offices:

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



is particularly true of women—who buy a radio set as they would a player-piano and when anything goes wrong expect a skilled mechanic from the firm from which they purchased to come and repair it, just as he would their phonograph. Dealers should recognize this fact and conduct a special sales campaign for the benefit of this large class, ignoring altogether the radio parts, but selling their customers a new and delightful form of entertainment.

Just as phonographs are pushed for party entertainments radio should now be featured. The music companies themselves have seen the light and have been among the first to advertise the musical side of it.

Effective Halloween Publicity

Halloween is an excellent time to call these radio sets to the attention of the public, for in the lull of the games the voices snatched from the air will harmonize perfectly with the spooky atmosphere which characterizes All Saints' Eve. An excellent example of Halloween publicity was that of the Hancock Music Co., whose ad showed at the top a party listening to the strains of music on the radio, while outside could be seen witches, goblins, black cats, owls and bats. In a compact paragraph in the center, surrounded by plenty of white space, they made the following suggestion:

New Way to Spend Halloween Eve

Last year and for a number of years preceding perhaps, you attended a Halloween party and were amused by the games and sports of the past. This year make it

A Radio Halloween

and let a sparkling and amusing Halloween program entertain you and your guests.

In order to visualize this new type of entertainment they arranged a window which showed an entire room set for a Halloween party. The walls were black and two long French windows were hung with curtains of orange silk. Through these windows could be seen a sweep of murky sky, with a yellow moon struggling through the clouds, black tree branches, a fence on which were black cats with bristling tails, and a witch on her broom. Between the windows was a tall mantel with a cheerful fire in the grate, and overhead orange letters fastened to the wall to form the word "Radiolas." On a table was a Radiola set, while another was shown on the floor, both being tied with orange ribbons. A big floor lamp had a black and orange shade and the room was illumined with an orange glow.

"Make It a Radio Halloween"

The Wiley B. Allen Co., Los Angeles, called instant attention to its radio sets with a rather striking ad:

Make It a Radio Halloween

"Sorry, madam, but our musicians are all engaged for Halloween!"

Your plans are all made. Invitations are out. Pumpkin lanterns all made. Even the wax is ready to slick up the floor for the Halloween dance. Then the bottom drops out. The Musical Exchange is out of musicians. Was there ever a worse calamity? A Halloween party without music! That's where

A Radio Is Worth Its Weight in Gold

It places the nation's best dance orchestras at your command—and singers, musicians, entertainers—artists you wouldn't dream of hiring.

You Can Get One in Time for the Halloween Party

The window backing up the printed ad had walls of yellow upon which were strips of orange and black paper, while a large orange half-moon had applied to it two black cats with green eyes. A tripod was formed of gnarled branches, from which hung a grinning jack o'lantern, while strips of orange and black paper ran to the four corners of the window. Long strips of orange paper, upon which were black owls, were laid across the floor, while paper hats, horns and bells, to give a carnival

atmosphere, were strewn about. On a gilded easel was an orange card lettered in black, with a black witch in the corner, saying: "For a Merry Halloween Party." Two radio sets, upon one of which perched a black cat and on the other an owl, were shown at each side of the window.

Phonograph-Radio Halloween Tie-up

The Phonograph & Radio Shop, of Oakland, Cal., combined the two as features for Halloween entertainment in its large window. The black wall was hung with waterfalls of orange paper and in the center of the display was the cut-out figure of a witch four feet high, with long, skinny fingers, pointing to a phonograph on one side and a radio set on the other. A big orange card overhead had printed in black:

WITCH

Radio or Phonograph?

In front of the witch was a big black cauldron, on which was painted in white "Come and we will demonstrate both." Cardboard pumpkins were set about and dance records were strewn over the floor.

How Hobrechts Tied Up With the Holiday

Hobrechts, Sacramento, Cal., had on the wall cards of gray and orange on which were painted black cats. A lamp with orange parchment shade had long streamers of black, and twisted streamers of orange and black paper extending to the four corners of the room. In one corner was a palm, and on a raised platform were two radio sets. Beside one of the sets was a loud speaker, with a black cat in the mouth of the horn. Standing behind the radio was a little fellow in carnival costume of black, white and orange, bearing a card suggesting "Entertain Your Halloween Guests With Radio." Several other radio sets were placed on the floor close to the glass, where they could be examined at close range.

Effort of Persistent Sales Promotion Is Cumulative

Here is a little true story with a moral. A certain dealer spent a year in building up a record business. He advertised and utilized all the other methods of publicity and sales promotion which experience had taught him would bring his record department up to a profitable basis. However, progress was slow and in two years, because of keen competition, the department was not making the money he thought it should. He determined to close out the record branch of his business, and accordingly he sold it to a dealer a block away, the clerk who had been connected with the record end of the business from the beginning changing positions and remaining with the record department. Two months after the department was sold business suddenly commenced to pick up and every month since a gain of 200 per cent to 400 per cent in record business over the same period the preceding year, when the first dealer was still the owner, has been enjoyed, according to the sales clerk. The first dealer had sold his record department just when the cumulative effect of his persistent promotion methods were about to return him a handsome profit.

Columbia Ad Creates Sales

Large advertisements in the Chicago Defender and the Baltimore Afro-Defender of the Columbia race record "Whip It to a Jelly," sung by Clara Smith, resulted in unusual sales of this recording.

VALLEY FORGE



The Valphonic is becoming a by-word in the phonograph trade. It is being used in preference to many high-priced reproducers, because of its beauty, clearness of tone, and volume. It is amazing how near it comes to the new type machines. Retail price \$5.00 in antique finish.

HAVE you noticed how easily a "Valley Forge" main spring glides into the spring cup? Due, of course, to the *double polishing* process to which all Valley Forge springs are now subjected. A new treatment that has been immediately recognized as a vast improvement. Convince yourself!

J. A. FISCHER COMPANY

The Home of Valley Forge

730 Market Street,
Philadelphia, U. S. A.

Radio Mfrs. Association Opposes Czar Appointment

Decides Against Having "Czar" of Radio Industry—Against "Chaotic Conditions"—Disapproves International Radio Week

CHICAGO, ILL., September 4.—At a meeting of the Board of Directors of the Radio Manufacturers' Association, held last month in Cleveland, O., a number of important subjects were discussed and voted upon. One of the most important was a proposal that a "czar" be appointed for the radio industry. A definite "no" was the answer of the association to this suggestion.

A. T. Haugh, president of the association characterized reports of chaos in broadcasting as the work of publicity seekers and expressed the opinion that the situation is well in hand. On this subject, the Board of Directors issued the following statement:

"The association, which is representative of the leading manufacturers of radio apparatus in the United States, believes that the future of the radio industry is entirely in the hands of the listening public. Recent attempts to gain publicity by scarehead articles regarding 'chaotic conditions' are wholly unwarranted.

"There is only one thing in which the listening public is interested, and that is what they get over the air.

"Reports reaching the National Association of Broadcasters show that, while a few stations may have jumped their wave length or changed their power, the effect on the listening public has not been noticeable, nor has it made any material change in receiving conditions or in the worth of radio to the listener.

"Practically all the stations have agreed to stay put until such time as suitable regulation has been provided."

The meeting also voted disapproval of International Radio Week. The association, it was explained, will no longer sponsor or support the overseas radio tests, because of poor results. As one member stated: "It was felt that the tests have done more harm than good in leading radio set owners to expect too much of their sets and too much of the broadcasters."

Stevens Booklet Stresses Seamless Burtex Diaphragm

Special Exclusive Feature of Stevens Speakers Is Described in Attractive Booklet, Which Contains Interesting Information

An attractive booklet, designed for distribution to the public, has been prepared by Stevens & Co., Inc., New York, and is now available to all dealers handling the Stevens line of radio speakers, with the dealer's imprint thereon if desired. The booklet is artistically illustrated in color, and describes the various models in detail, stressing particularly their unique tone quality, which it is stated is made possible by the seamless Burtex diaphragm, an exclusive Stevens feature, and a specially designed balanced armature unit.

Helpful hints are given in the booklet on the best method of obtaining most satisfactory results from Stevens speakers, including proper connections to the receiving set. The booklet points out that if tubes and batteries are in good condition there is nothing to prevent the utmost radio enjoyment when the Stevens speaker is used in connection with a good set.

Photoradiogram Message Sent Pacific Coast Show

A facsimile message of greeting from Gen. J. G. Harbord, president of the Radio Corp. of America, was transmitted to the sponsors of the Third Annual Pacific Radio Exposition at its opening at San Francisco on August 21-28.

This was the first public demonstration of the photoradiogram system in the West, only commercial pictures having previously been transmitted.

Engineers of the Radio Corp. of America assembled receiving equipment which was placed on public view at the Radio Show in San Francisco, thus permitting the spectators to witness Gen. Harbord's greeting actually spelling itself out in dots and dashes. The demonstration aroused wide interest, manifested by those present when the message was received.

RCA Dealers Use Sales Helps

RCA authorized dealers have used more than 14,000,000 pieces of sales helps so far this year, according to the advertising department of the Radio Corp. This includes catalogs, folders, blotters, booklets, special Radiola III folders, contest folders, motion picture slides and window trim material.

R. C. Cameron Appointed Sleeper Service Manager

Gordon C. Sleeper Announces Appointment of Mr. Cameron to Important Post—Will Have Charge of Service, Returns and Replacements

Robert C. Cameron has been promoted to the important post of service manager of the Sleeper Radio & Mfg. Corp., according to an announcement by Gordon C. Sleeper, president. Mr. Cameron, who has been with the Sleeper organization for two years, gaining experience in practically all departments of the business, will have full responsibility for returns, service and replacements at the home office, as well as instruction of distributor's service men.

Mr. Cameron is a practical radio engineer, having graduated from Kentucky University. He succeeds F. A. Klingenschmitt, who has resigned.

Class "A" Attendance Quality Buyers

The one Big Exposition that is making a strong drive in a direct mail campaign to interest the quality dealer

National Radio Exposition

EXHIBITION HALL—HOTEL SHERMAN

Chicago, September 27th to October 2nd incl.

Likewise will all billboard, window card and newspaper advertising be designed to appeal to the real quality buyer.

Exhibits will contain the latest worth while radio products that should be shown to a class "A" audience.

Come and see what a radio show should be—No circus, vaudeville, or freak stunts

A dignified exposition of radio for fireside entertainment of home lovers.

For further particulars address

National Radio Exposition

608 S. Dearborn St.

Chicago, Ill.

"Negro Spirituals" Are Classics, States Advertisement of Droop Music House

Advertisement Devoted Exclusively to "Negro Spiritual" Recordings by Paul Robeson Gives Interesting Information on This Type of Music and the High Plane it Occupies

In advertising records there is for the greater part a certain set form used by dealers, and when a piece of publicity, pertaining to records, appears which differs from the usual run, it attracts considerable attention. During the latter part of last month there appeared in the Washington, D. C., newspapers an advertisement of Droop's Music House, which was distinctive and a fine example of the highest class of advertising. This advertisement was three columns wide and ten and one-half inches deep and was devoted entirely to recordings of "Negro Spirituals." The feature of the ad was an editorial by E. H. Droop, which merits reprinting. It reads:

Negro "Spirituals"

In this announcement I desire to express what I feel

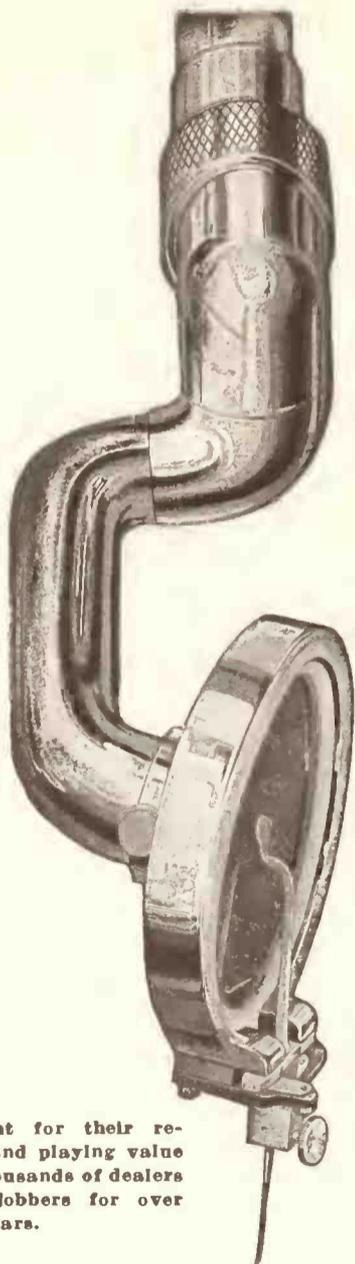
Mr. Edison Man:—

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.

about this wonderful music of the Negro.

Many of these melodies are unquestionably of ancient tribal origin and were brought to this country more than 300 years ago by those poor beings who, torn from their homes, were sold into slavery. Hearing them, you will find that many are expressive of deep sadness and suffering; rarely do they express worldly happiness or joy.

Added to and taken from as time went on, they gradually became a fountain of hope and consolation—always expressing the Negroes' faith in God and belief in immortality.

The "old" Negro of 50 to 100 years ago had a "spiritual complex" that passes modern understanding; with all honor, he clung reverently to "de word o' God" as expounded to him by his spiritual advisers.

These "Negro Spirituals" will remain forever as "Classics"

of the purest Negro "blood" that ever found lodgment within our shores. They are as soul-stirring as the cry of Rachael.

I recommend these songs to all lovers of Emotional, Uplifting, Spiritual Music.

E. H. Droop.

Adjoining this editorial appears a selection of five recordings chosen as being characteristic of the negro spiritual records, all recorded by Paul Robeson, the foremost bass singer of the negro race.

The point of the advertisement, that of explaining the proper plane of "spiritual" records as occupying a place in the classical catalog, is well brought out in the editorial by Mr. Droop. Those music lovers with a proper appreciation of music values have always ranked "spirituals" in their proper position as classics, with a distinctive and everlasting appeal. Others, however, were apt to confuse this type of record with the more widely known "race" record which has a wide appeal but is as different from the "spiritual" as a jazz or "nut" song of the present day is from an operatic selection rendered by Caruso. The advertisement has therefore an educational value in addition to being a sales stimulator.

Boudette Co. Plans National Campaign on Loud Speakers

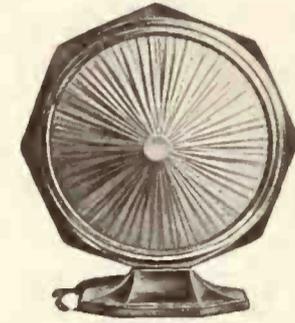
National Distribution Arranged for the Sonochorde Line of Speakers, Which Have Won Popularity in New England Territory

Greatly enlarged space and manufacturing facilities have now made it possible for the Boudette Mfg. Co., of this city, to offer its line of loud speakers to radio fans all over the country. Last year this company found its production capacity so taxed that it was forced to work on a twenty-four-hour basis and restrict sales effort to New England. This sales handicap did have one beneficial effect, it helped the firm to carefully test out its product in a small district and to work out a good co-operative sales policy for the trade. With a reputation firmly established in New England the company has a rich background for its national campaign for the coming season. Representative jobbers all over the country have applied for distribution rights in their territories, and many franchises have already been granted to prominent wholesalers.

Aside from the story told by the figures on the balance sheet of this company, there is a very romantic history behind the early struggles of the organization. With limited floor space and more limited financial support the Boudette Co. was struggling three years ago for a foothold in what was then a fast-moving but slippery market for the new manufacturer. In reality, the firm had but two assets, its loud speaker unit design, and indomitable courage in face of great odds. A few Boston jobbers were interested in the speaker called the Sonochorde loud speaker and sales grew from actual demonstration and recommendation of

one radio fan to another rather than advertising, because the budget for that purpose was practically zero. Last year the company applied its unit, which has sixteen exclusive design features, to the cone type of loud speaker and results were even more remarkable than with the horn type. The sales response was instantaneous.

This year's models of the Sonochorde cone speakers contain the same reliable unit as last



year's, but the physical appearance has been enhanced. One of the most attractive designs has the cone speaker mounted and draped on a piano lamp pedestal. Another model is arranged for hanging from the wall similar to a picture or ornamental shield.

To support its mass production and to expedite dealer sales the Boudette Co. will launch a very thorough national advertising campaign, using leading newspapers, radio fan magazines and trade journals. Dealer helps in the way of cards, circulars and signs are all ready for distribution.

R. R. Records, Columbia Dealer, in New Quarters

Texas Dealer Moves to Larger Store in Anticipation of Brisk Business—Displays Viva-Tonal Models at Store Opening

DALLAS, TEX., September 3.—In anticipation of a brisk Fall and Winter business in the new Viva-tonal Columbia line and the other products car-



New Store of R. R. Records

ried by his establishment, R. R. Records, music dealer, of Brownsville, Tex., moved to new and larger quarters which had been especially prepared for the housing of a retail music store. The new store is one of the most attractive in the State with solid mahogany fixtures throughout. The opening day festivities were well attended and an appropriate music program was given. The feature of the opening, however, was the introduction of the new Columbia line of Viva-tonal phonographs.

In addition to the Brownsville store Mr. Records conducts a store in Houston under the name of the Records Music House. This establishment is under the management of A. S. Margolius and he reports similar interest being displayed in the Columbia line of phonographs.

Long Distance on One Tube

A world's record in radio reception on a one-tube set is claimed for Miss Jennie R. Miller, an invalid radio enthusiast of Oswego, N. Y., who states that she listened to station LOW, Buenos Aires. Her record came to light in the annual Miss Radio contest conducted by the Radio World's Fair to determine the champion feminine radio fan. Miss Miller listens in during the late hours of the night, and her radio log is said to include 316 broadcasters, including station 5NO, Newcastle, Eng.



“More than pleased”

THE Metropolitan Music Co., in Minneapolis, Minn., sells most of the leading lines, including Steinway pianos, Victor Victrolas, Radiola and Stromberg-Carlson receiving sets, and, of course, Eveready Radio Batteries. “About six months ago,” Mr. J. Long writes, “we began to install your Eveready Layerbilt ‘B’ Battery with Radiola and Stromberg-Carlson sets.

We have been more than pleased with the results obtained and find it easy to sell this excellent battery through your wonderful advertising.” The Eveready line is a logical

one for every music establishment. Order a stock of Eveready Radio Batteries from your jobber.

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

- | | |
|------------------|--------------------|
| WEAF—New York | WSAI—Cincinnati |
| WJAR—Providence | WTAM—Cleveland |
| WEEL—Boston | WWJ—Detroit |
| WTAG—Worcester | WGN—Chicago |
| WFI—Philadelphia | WOC—Davenport |
| WGR—Buffalo | wcco { Minneapolis |
| WCAR—Pittsburgh | { St. Paul |
| | KSD—St. Louis |

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

EVEREADY

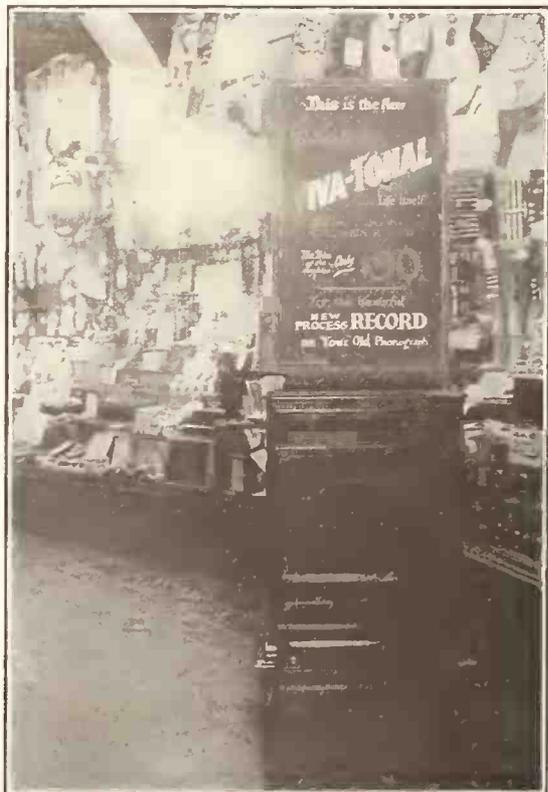
Radio Batteries

—they last longer

Viva-Tonal at Store Door Increases Record Sales

New York Columbia Dealer Introduces New Instrument to Public Through Store Door Playing and Many Sales Are Created

The Charles Bloomfield Music Store, New York, Columbia dealer, found that in pushing the New Process Columbia records and in introducing the new Columbia line of Viva-tonal phonographs, store-door playing with the new



Columbia Viva-tonal at Store Entrance

instrument proved an almost unbeatable method of bringing the Viva-tonal to the attention of the buying public. Immediately after receiving stock of the Viva-tonal line Mr. Bloomfield placed an instrument in the entrance to the store and had a Columbia record play constantly. As this entrance is several feet long and is lined with window space the record could be heard a great distance, the long narrow entrance serving somewhat as an amplifying horn of large proportion.

The result was an immediate interest in the Viva-tonal instrument, with many sales being made. Record sales also increased as a direct result of the demonstration.

Radio Corp. Prepares Dealer Mail Campaign

Direct Mail Campaign Consisting of Letters, Cards and Folders in Six Mailings to Prepare Way for Demonstrations of Receivers

Details of an exhaustive direct mail campaign, localized and built around the RCA authorized dealer's store, has been announced by the Radio Corp. of America. It is called the Fifty-Fifty Direct Mail Campaign because the cost is shared by the Radio Corp. and its dealers. The campaign comprises letters, cards and folders in six distinctive mailings, and is designed to pave the way for the dealer's salesman, who should make a demonstration call at the home of the prospect after the last piece has been mailed.

Broadsides in color have been mailed to all RCA authorized dealers, containing full details of the campaign. It is explained that the mailings are prepared by the Radio Corp., ready for the mail boxes, imprinted with the dealer's firm name and street address, addressed to the prospects furnished by the dealer, with postage stamps affixed. All that is left for the dealer to do is to deposit each mailing in the post office. The mail includes a return prospect card for the salesman's follow-up and reports.

This direct mail campaign is declared to be the most comprehensive ever undertaken in the radio industry, and the Radio Corp. is urging every one of its authorized dealers to take full advantage of this sales building opportunity at minimum cost.

Pleasing Sound Phonograph Co. Makes Special Offer

A large assortment of phonograph main springs and other equipment is being offered to the trade at a special price by the Pleasing Sound Phonograph Co. of New York City. In making this announcement, Isadore Pascal, president of the company, stated that the springs are made of the highest quality tempered steel, accurately gauged and properly oiled. Complete details of the entire line of phonograph equipment are advertised elsewhere in this issue of The World.

For the past eight years the Pleasing Sound Phonograph Co. has specialized in handling obsolete and discontinued parts, which are difficult to obtain, thus rendering a real service.

Miguel V. Varell, Columbia So. American Representative

Has Had Many Years' Experience in Talking Machine and Import and Export Fields—Will Make Headquarters at Buenos Aires

The Columbia Phonograph Co., Inc., New York, has just appointed Miguel V. Varell to the important post of representative for South America. Mr. Varell is well qualified for the arduous duties of managing and developing this vast and important territory, having had experience in the phonograph and phonograph record business extending over a period of more than twenty years in the United States and foreign countries. During this time he has held a number of important executive positions, among them that of manager and vice-president of the American Odeon Corp. of New York. For a number of years Mr. Varell was associated with



Miguel V. Varell

the Carl Lindstroem, A. G., Berlin, as their foreign representative. Mr. Varell's long experience in the general export and import field, his wide acquaintanceship, and broad knowledge of conditions peculiar to South America, indicate that Columbia is especially fortunate in securing at this time the services of a man who can assist so materially in forwarding the ambitious export program now being launched by the Columbia Phonograph Co., Inc. Mr. Varell has spent many years in residence in South America. He speaks five languages and understands, as do few men, how to select a repertoire of records, both native and imported, that will have a popular appeal in the different South American countries. Mr. Varell will make his headquarters in Buenos Aires, capital of the Argentine.

Akradyne 80, New Radio Set, Now on the Market

A new model receiving set, called the Akra-dyne 80, manufactured under the Neutrodyne patents, will shortly be placed on the market by the Akradyne Radio Corp., of New York. The set operates with six tubes and is so constructed that the latest type power tube will properly function in the last audio stage. A battery cable for convenience in making connections is standard equipment with each set. Alfred Bloom, head of the organization, claims exceptional volume for this receiver, with an entire absence of distortion and a reduction of so-called static disturbances to a minimum. Mr. Bloom also claims that microphonic noises have been eliminated in the operation of this set.



No Skimping

Full-size Cone, 17 inches—made of the Finest Materials money can buy.

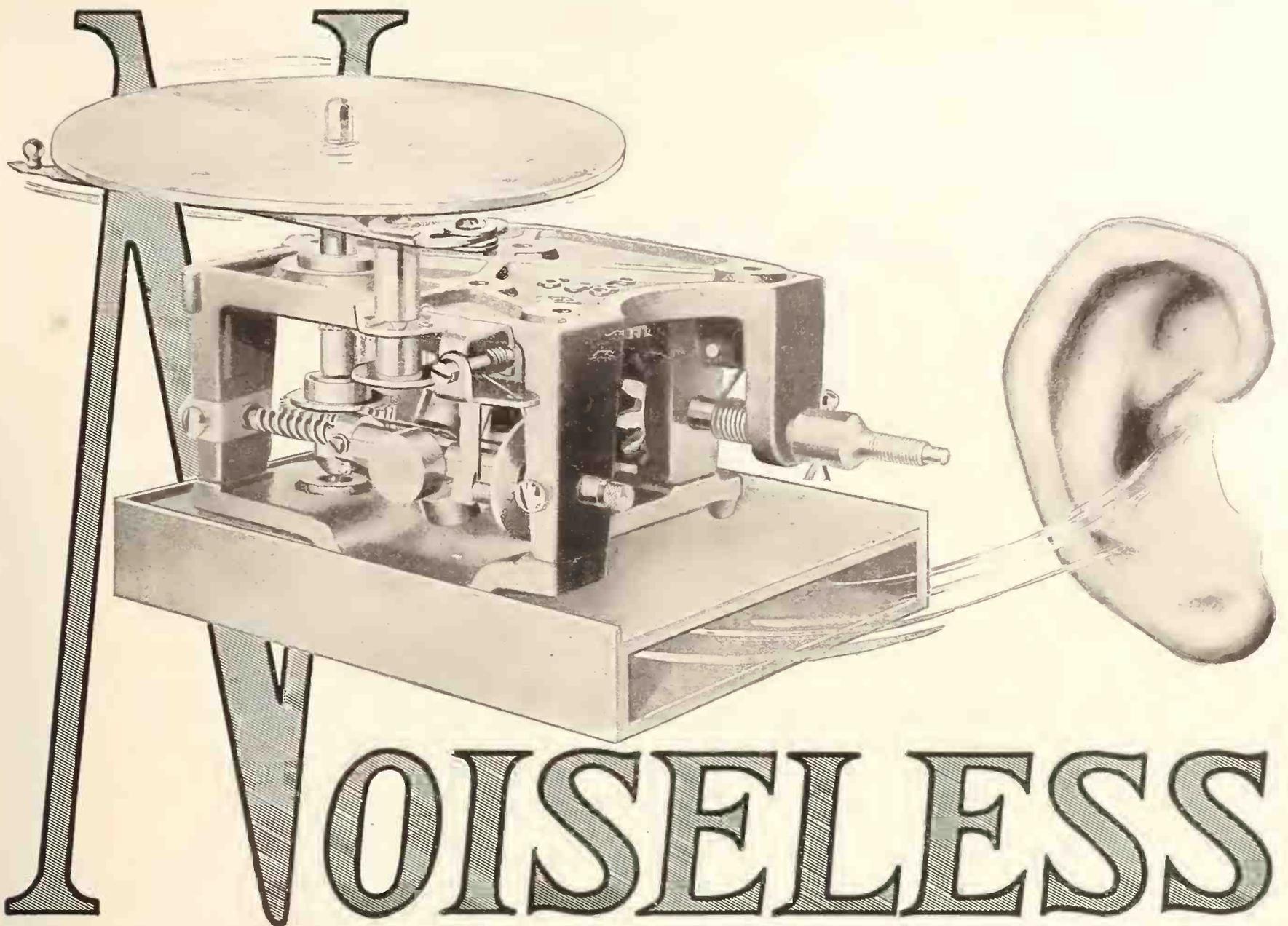
Expensive wooden box packing, no breakage—Full 5-foot cord—exclusive direct-drive Unit, adjustable—Generous Discounts.

More Tower cones have been sold since March 21st than any other make during same period.

Write us for your distributor's name.

TOWER MFG. CORP., Boston, Mass.

The Tower cone



EVERY Flyer Motor, just before it is shipped, must pass the listening test. The motor is placed on a delicate sounding cabinet which magnifies all sound far more than would be the case in actual use. Then the motor is started and a trained inspector listens. If there is the slightest vibration or jar, the motor is discarded. If it passes, the motor is taken to another room and another inspector puts it through the same test.

Flyer Motors can pass such rigid inspections because every single part is made and fitted as precisely as in a fine watch. The result is a perfectly balanced motor that stands up under every kind of use, satisfies the buyer, and stays sold. Experienced dealers insist on Flyer-equipped portable phonographs and insure themselves against returns, complaints, delayed payments and losses.

because

THE Flyer Motor is as perfected a mechanism as a fine watch. The noise you hear in many phonograph motors is caused by the grinding and wearing of poorly matched parts. There can be no such faults in a Flyer Motor. Every part must pass severe inspections for precision. Tolerances are held to half a thousandth of an inch. As the motor moves along the assembly line every part is again tested for its perfect match and fit. Inspections guarantee that nothing but a perfected part can find its way into a Flyer Motor. The result is a silent, durable, sturdy motor that will give years of satisfactory service—a safe motor for you to sell.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

How Texas Firm Keeps Collections on Par

S. Knowlton, Manager of the Credit Department of San Antonio Music Co., Outlines Collection Methods He Has Found Successful

By B. C. Reber

While it has been readily admitted that the sales organization of any firm in a great measure will determine the success and progress of the business, it must be remembered that a sale is not complete and the dealer does not get his profit until the product which has been purchased has been completely paid for and the customer satisfied. For this reason on the effectiveness of the collection department depends, in a large measure, the success of the dealer.

In San Antonio, Tex., the credit department of the San Antonio Music Co. is under the management of S. Knowlton. His position is no easy one, for the sales of this firm are continuously on the increase and with this increase comes an added responsibility to the department of which Mr. Knowlton is in charge. However, since more than 85 per cent of the collections are made on time each month and the other 15 per cent kept prompt within reason, it can be readily seen that Mr. Knowlton is holding his own in a creditable manner.

A short time ago I had the privilege of meeting Mr. Knowlton for a few moments when he was not busy and during this time he gave me a few points on how he conducts the credit end of this business so successfully. He has been more than twenty-five years in this sort of business and knows whereof he speaks. So his statements are such that any music dealer or credit manager may read them with profit.

Know the Law

"One of the first things that any dealer or credit manager should do," Mr. Knowlton explained, "is to acquaint himself with the law in

his respective State so that he will know exactly how he stands. The laws regarding credits, instalments, law suits, chattel mortgages, and other similar cases with which credit men must be familiar, differ in various States. In some States these laws have been arranged so that a credit man has some assurance of getting his money. He may garnishee the man's wages, or take similar action. In other States, however, this is impossible. For this reason, it is the duty of every man who handles credits to thoroughly inform himself as to his position as written in law.

"With knowledge of this kind before him, he can better act and avoid pitfalls which many credit men fall into unconsciously through ignorance of their position. In this State (Texas) a man may transfer his bank account from one bank to another, write the word 'agent' after it, and you cannot touch it. The law recognizes that account as an account of which the man is agent and it is subject only to his own executive powers.

"It is also possible for one man to move his furniture from one place to another without notifying the authorities. Having done this, it is also impossible to force him to tell where he moved and where his household goods are located. It is also impossible for any firm to as much as unhook a screen door to take their own merchandise except through proper process of law. Doing so lays them liable to a suit from which the complainant will emerge victorious.

"While, in handling credits, it is always much more pleasant to avoid all recourse to legal ac-

tion as much as possible, the credit man should protect himself and his firm by knowing his position in the eyes of the law. Then, when an instance arises wherein a customer endeavors to practice fraud, the credit man knows just how to proceed in the most direct and effective manner without making his firm or himself liable.

Prompt Action on Delinquent Accounts

"The second thing essential in credits is prompt action on all accounts which fall due and which are not taken care of. When a person makes out a contract agreeing to pay a fixed sum on a certain day in each month and fails to pay that sum, he should so notify the store as to why. In notifying the store, he should also be in a position to give some definite promise as to when he will be able to make the payment.

"This may seem rather cold-blooded and much as many people consider business to be. On the other hand, it is only asking what is due. If a man is unable to make his payment, we are not hard with him when he comes into our store and makes an explanation. Instead, we sympathize with his circumstances and if there is anything we can do which will help him out, then we are glad to be able to serve him.

"However, we do not forget that we have made a contract with that man, and we expect him to live up to it as he expects from us. We will not foreclose a contract if he fails to make a payment, but we expect to know why it has not been made. That is an explanation which is due us and one which we insist on having.

Follow-Up of Delinquents

"Each day slips are made out having the names and addresses of those who have failed to make their regular payments the day before. These are given to the salesman who sold the merchandise and he is expected to make a report on the customer within the following forty-eight hours. If he fails to do this, or if the report he turns in does not look satisfactory, I send out a collector to see what is the matter. If this fails to get any results, I go myself. One thing is dominant above all others: We must know exactly where we stand at all times.

"We are willing at all times to work with customers and endeavor to help them through any difficulties, but we must know at all times just when we may expect our money and how much. We are in business to make a profit. Our profit comes from the merchandise we sell and the money we collect for that merchandise. However, if we fail to collect the money, we are operating at a loss and in time the business would go broke. We do not intend to go broke.

Handling a Difficult Case

"The other day I had a man come in to see me who was one of those hard-boiled customers. He had been in arrears on his payments for several weeks and I threatened to call in the machine and close the account if he did not come in to see me personally and explain when we might expect a payment. I also demanded that he make some arrangements for continuing his payments in order that he might live up to his contract as he had agreed.

"In reply he informed me that we had sold him a poor machine, that he was not satisfied with what we had done for him, that we could pick up the job at any time we wished, and that he would get another machine from another firm later on.

I had given this patron a lot of time and

(Continued on page 34)

The Radio Set People Can Understand Is the Radio Set People Will Buy!

You can't sell customers by scaring them! You've got to win their confidence. You've got to *show* them that what you have to sell is substantial, sound and economical. The new Mu-Rad set is a set that can be "shown." In addition to equalling every set and surpassing most radio sets in all ordinary demonstrations the Mu-Rad is so sim-

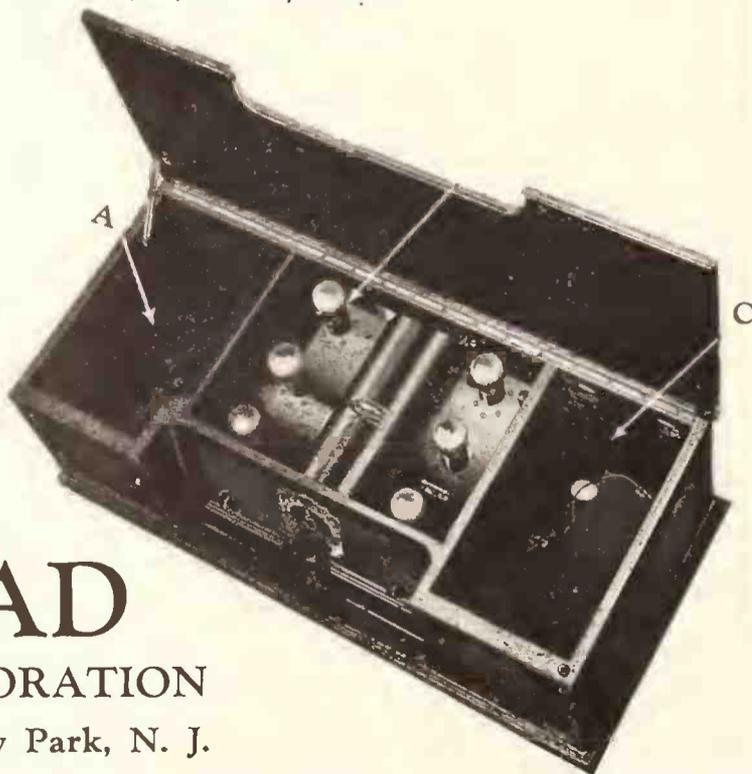
ple, yet practically constructed that the most immature mind can comprehend its operation with little difficulty. It is tuned by *just one dial*. The new Mu-Rad models are striking examples of tremendous volume, controllable to a whisper, delicate selectivity at any range and quality of tone remarkable in radio history. Investigation costs you nothing

Write today for further information.

(A) Space for 135 Volt "B" Battery or Mu-Rad B Eliminator

(B) Power Tube

(C) Space for "A" Battery and Trickle Charger



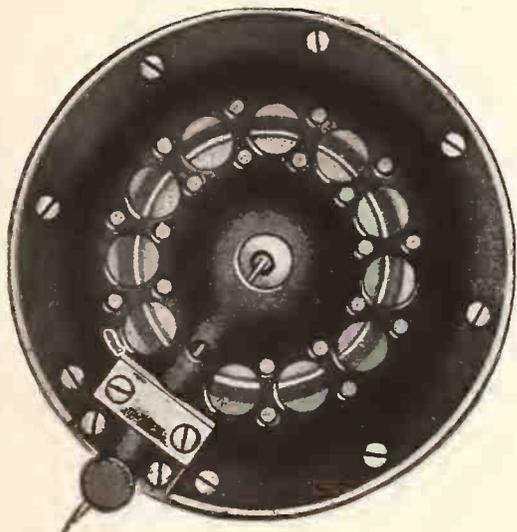
MU-RAD
RADIO CORPORATION
Dept. W. Asbury Park, N. J.

Symphonic Has Practically World-Wide Distribution!

BESIDES proving itself a notable artistic triumph, the Symphonic Phonograph Reproducer has chalked up a great merchandising success!

"There's a Symphonic distributor near you." No matter where you are located, in what part of the world, you can obtain the sort of service you have every right to expect on the Symphonic Reproducer. Consult the list below for city nearest you:

Symphonic
PHONOGRAPH REPRODUCER



The first, original, and best independent reproducer having a metal (alloy) diaphragm, a material with which the most prominent phonograph manufacturers equip their new instruments.

DOMESTIC DISTRIBUTION

- | | |
|-------------|----------------------|
| BALTIMORE | NEW ORLEANS |
| BOSTON | NEW YORK |
| BUFFALO | OGDEN |
| CHICAGO | OKLAHOMA CITY |
| CINCINNATI | PHILADELPHIA |
| CLEVELAND | PITTSBURGH |
| COLUMBUS | PORTLAND, MAINE |
| DENVER | PORTLAND, OREGON |
| DES MOINES | PUTNAM, CONN. |
| DETROIT | SAN FRANCISCO |
| HONOLULU | SAN JUAN, PORTO RICO |
| KANSAS CITY | SEATTLE |
| KNOXVILLE | SPOKANE |
| LINCOLN | ST. LOUIS |
| LOS ANGELES | SYRACUSE |
| MINNEAPOLIS | TOLEDO |

Other Responsible Distributors Being Added

EXPORT DISTRIBUTION

- | | | |
|-----------|-------------|--------|
| ARGENTINE | CHINA | FRANCE |
| CANADA | CUBA | JAPAN |
| MEXICO | NEW ZEALAND | |

This world-wide distribution of an obviously superior product, coupled with effective advertising and intensive sales promotion, has placed the Symphonic Reproducer at the forefront of demand.

We solicit your patronage on the basis of superior merchandise, most attractive prices and discounts, and broad, personal cooperation. Write *today* for the name of distributor in the city nearest you.

Sell The SUPER- Reproducer!

SYMPHONIC SALES CORPORATION

LAMBERT FRIEDL, President

370 Seventh Avenue • • New York City

GENTLEMEN:—

Please send me the name of my nearest distributor and all details regarding the Symphonic Reproducer; prices, discounts, etc.

Name _____ Street _____ No. _____
City _____ State _____

ATLAS CASES—phonograph manufacturers' standard for years

Leading phonograph manufacturers believed it was all to their advantage to adopt Atlas Cases and now they know it. That's why they've continued to use them.

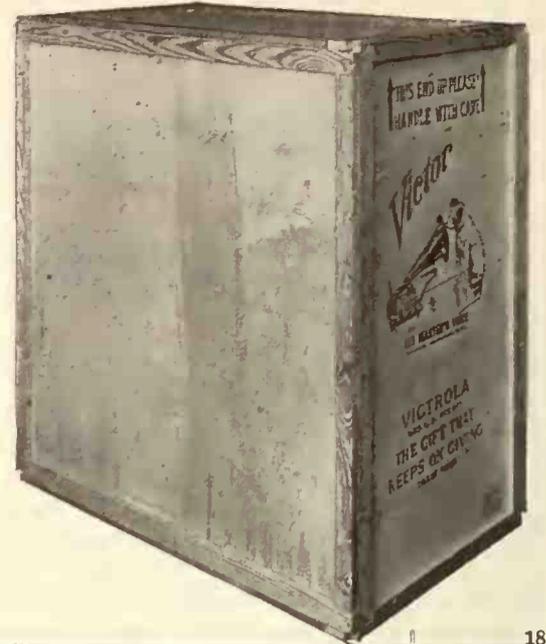
Extremely strong and remarkably rigid, Atlas Plywood Packing Cases give ideal protection to the fine finishes and delicate mechanical parts of both phonographs and radios. Unusually light in weight, too—which is soon realized by the big reduction in freight bills.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

Chicago Office
649 McCormick Building



180

Sonora Line of Radio Receivers Shows Decided Trend Toward Simplified Control

New Offerings Include Six-tube Set in Two Console and One Table Model—C. C. Henry, Chief Radio Engineer of Company, Explains Operation of New Receiving Set

The 1926-27 line of Sonora radio receivers shows a decided trend toward simplified control with balanced circuits and shielded sets. The



New Sonora Console

same circuit in two console and one table models comprise the new offerings. It is a six-tube set with two tuning controls and selectivity and volume adjustments. Two stages of radio frequency and three of audio frequency are employed. Among the new and interesting features used in the Sonora receivers is the new radio frequency amplification system known as the "Hull Balanced-Bridge Circuit," which has the following advantages: 1.—Maximum sensitivity obtainable from UX 201A tubes. 2.—Amplifies at all wave lengths equally well. 3.—Does not oscillate or squeal at any wave length. 4.—The tone quality is not distorted due to regeneration, and 5.—Simplifies operation in that there is required no delicate setting of dials or knobs.

The three stages of very low-ratio transformer-coupled audio-frequency amplification not only provide for the best tonal quality, but make possible the satisfactory employment of "B" eliminators without danger of the trouble usually known as "fluttering" or "clocking."

A four-point "Sensitivity-Selectivity" knob makes available a wide variation in selectivity. This control enables the operator to increase the sensitivity to weak signals to a maximum by using as little selectivity as is possible under his existing interference conditions.

Charles C. Henry, chief radio engineer of the Sonora Phonograph Co., in explaining the simplified control of the new set, states:

"By placing the two tuning drums side by side, properly curving the edges and using metallic friction reduction gears, a new tuning control mechanism has been obtained which gives, in effect, a single tuning control without the drawbacks to which uni-control are subject. This is a marked improvement over the common forms of single, double and triple tuning dial devices.

"After tuning in any loud station it is possible with one finger to run through the broadcast band of wave lengths and to tune in one station after another by moving both tuning dials simultaneously with one finger. Then, by a slight change of position of the finger, either drum may be turned slightly to increase the loudness of the signal. The total absence of additional vernier adjustments and 'compensators' makes for the ultimate in simplicity of operation. The tuning system is a precision or vernier mechanism of maximum ease and quickness of setting."

Other features of the new models are the use of steel for strength and for the removal of the possibility of permanent misalignment of synchronized parts and the shielding of component parts to reduce interference. The base panel is of steel and the front panel of beautiful mahogany veneer. All visible metal parts are



Sonora Table Model

given several coatings of heat-treated enamel. Ferrous metals have been treated to prevent corrosive action. Cabinets are of a high-type of home furniture and the designs harmonize well with all home settings. They are made of selected and matched mahogany veneers. The finish is hand-rubbed and of the popular Adam brown color. Console models are equipped with a new Sonora built-in cone speaker, oval in shape and free from paper rattle. The popular battery and speaker table upon which the table model is set is made in the same design as last year, but has a built-in cone speaker instead of the horn type. The battery compartments have been made more accessible through a removable back and two removable front panels.

How Texas Firm Keeps Its Collections on Par

(Continued from page 32)

I had expected something like this, for the longer an account runs the more dissatisfied the customer becomes with the merchandise. I had taken extreme pains to assure myself that the machine was all right, that the customer had been treated fairly, and that we had done everything within our power to live up to our agreement.

"I then told the man if that was his orders there was nothing for us to do but to carry them out. I promised him, however, that if we did pick up that machine, he would never purchase another from another house in the city as long as I was credit manager for this firm. I explained that the transaction we had had with him would be reported and that he would be listed as unsatisfactory to deal with. That this mark would remain back of his name until he had made a justifiable settlement with us.

"Before he left he toned down a bit and I finally got him to agree to pay \$5.00 per week. He was a good printer who was regularly employed in one of the shops here in the city and was earning \$40.00 per week. Under these circumstances there was no reason why he should not pay up his account on time. We parted good friends and since that time he has met his payments promptly.

Direct Mail Effective

"Ninety days is the outside limit with us. If nothing has been paid within that period of time it is reasonable to conclude that a poor sale has been made and the sooner it is rectified the better for everyone concerned. If ninety days go by without a person paying even a little on his account, we consider that customer as hopeless.

"During this period we have a series of letters which we send out on certain occasions. There are nine of them, arranging for a different letter to be sent out every ten days. In many instances, however, one of the people from this department will make a personal call, thus making it unnecessary to send a letter.

"Handling credits may be a hard job, or it may be an easy one. It all depends upon the manner in which it is handled. When a situation arises which demands action it will not help matters any by putting it off. When you show your clients that you expect them to respect their contract they are more prompt in their payments and they have a greater respect both for your firm and yourself."

The Maryland Record Co., Hagerstown, Md., was recently incorporated with a capital stock of \$25,000 to manufacture low-priced records. The company is located in the Central building and the factory is under the supervision of Eric Kamrath.

The Cincinnati Post

ONLY CINCINNATI NEWSPAPER RECEIVING WORLD-WIDE NEWS SERVICE BY THE UNITED STATES MAIL

VOL. 92 NO. 40

CINCINNATI, SATURDAY, AUGUST 14, 1926

TO THE BOARD OF

TO THE MEMBERS OF THE

BASEBALL
★★★★★
COMPLETE FINAL

The Sun

Sun

BAS
★ ★ ★
BIDAND

CHICK UP HALL

CHICAGO AMERICAN

The Dallas Morning News

DALLAS, TEXAS, THURSDAY, AUGUST 12, 1926—FIFTY PAGES

THE SATURDAY EVENING POST

NEW YORK, TUESDAY, AUGUST 17, 1926



BROOKLYN DAILY EAGLE

NEW YORK CITY, TUESDAY, AUGUST 17, 1926

The Boston Post

MONDAY, AUGUST 16, 1926

BABY HURLED TO HER DEATH

Crushed Under Overturned Car. After Collision Throws Her Out Through Window

VALENTINO

THE PITTSBURGH PRESS

Full Licensed Wine Supplier of the United Press, World's Largest Afternoon Press Association

San Francisco Examiner

the Scyllars

CLEVELAND PLAIN DEALER

The Evening Bulletin

ST. LOUIS POST-DISPATCH

The Only Evening Paper in St. Louis With the Associated Press News Service

Salt Lake Tribune

BUFFALO EVENING NEWS

RICHMOND NEWS LEADER

2 ROBBERIES REGISTERED MAIL IN TRAIN HOLDUP

Los Angeles Examiner

JURY MAY CALL

Sonora

CLEAR AS A BELL

Advertising will appear in these publications

The Detroit News

The Atlanta Journal

"Roughs" of Sonora Ads that

Only in the new reproducing Sonora
 - All the latest principles of music
 AND the world famous Sonora

Just Compare this new reproducing SONORA
 - with any other phonograph

Sonora

Sonora

Have you seen SONORA'S Shielded Six Radio?
 these 5 points make it an unequalled value today

SONORA'S NEW RADIO

Sonora

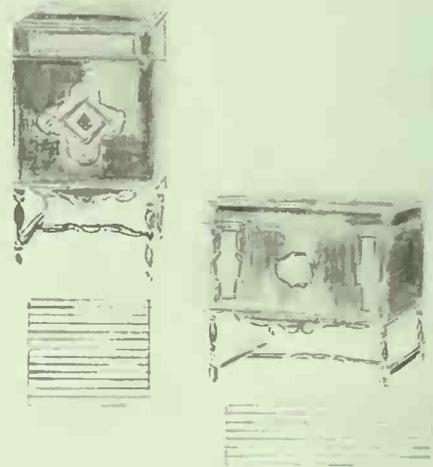
Shielded Six

Sonora

SONORA'S Twin

The New Reproducing Sonora

All the color, warmth and magic of living music - Full range of the entire musical register - Cabinet of exquisite finish and design - Sonora's world-famous tone



This double

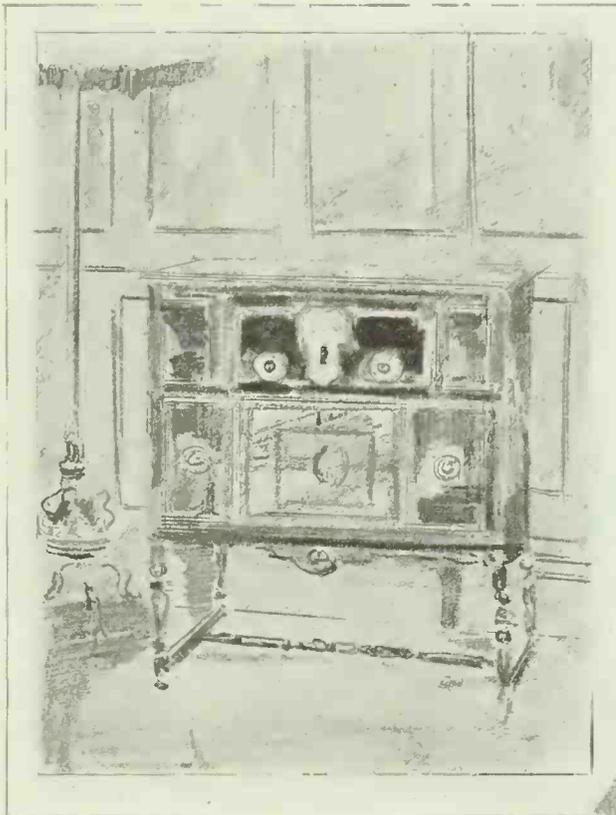
Feverish Activity in the Advertising Department, artists busy, copy writers working overtime, photographers lights brighten the night, printers and engravers dashing in and out, newspaper representatives from all over the country - meanwhile we borrowed these preliminary layouts. The finished ads will be striking pieces of work - actual size, 400 and 600 lines each.

will convince millions!

Contributions to Lovers of Music - -



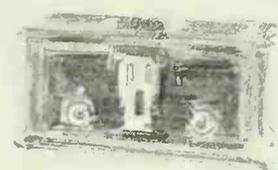
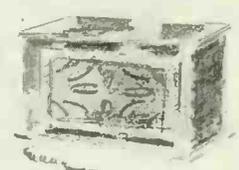
SONORA'S GREATER PHONOGRAPH - The SYMPHONY



AT \$185 The 1927 STANDARD RADIO CONSOLE -

The New Shielded Six Radio

A six tube set - complete shielding against tone distortion - Balanced, non-oscillating circuit on any wave length - Higher sensitivity for greater distance - Simplified Twin Unit Control - Cabinet of exquisite mahogany design - bronze trim



S O N O R A
CLEAR AS A BELL

page spread in The Saturday Evening Post

Now in radio comes that daring depth in reproduction and that marvelous tone achieved heretofore only in the New Reproducing Sonora Phonograph. Visualize the 2,600,000 families who will read this persuasive sales message in The Saturday Evening Post and the 3,829,000 newspaper readers into whose consciousness this message will be hammered week after week.

Sonora sincerely believes that its dealers will enjoy one of the most successful seasons in their history, with this most comprehensive line of phonographs and radios at a price range thoroughly in accord with the consumer demand. Sonora sales will naturally reach new heights—but with this dominating, sales compelling advertising campaign, appealing to 6,400,000 families, unprecedented success is certain.



The ARTOPHONE Corp.
1622-24 Pine Street St. Louis, Mo.

“And now a radio that lives up to the traditions of The Highest Class Talking Machine in the World.”

Distributors of the

**NEW REPRODUCING SONORA
and the
SONORA SHIELDED SIX RADIO
for**

Arkansas, Oklahoma, Western Tennessee,
Western Kentucky, Mississippi,
Louisiana

Barker Wholesale Co.
Barker Building Los Angeles, Cal.

“We sincerely believe that this will be the most successful season Sonora Dealers have ever enjoyed. A comprehensive line backed by dominating advertising will compel success.”

Distributors of the

**NEW REPRODUCING SONORA
and the
SONORA SHIELDED SIX RADIO
for**

Southern California, Arizona and the
Hawaiian Islands

**Baltimore Phonograph Distributing
Co.**

309 North Charles Street Baltimore, Md.

“New depths in reproduction are realized in the New Reproducing Sonora and the Sonora Shielded Six. New heights in sales will be realized by the dealers who feature this particularly popular line.”

Distributors of the

**NEW REPRODUCING SONORA
and the
Sonora Shielded Six Radio Set
for**

Maryland and the District of Columbia

J. H. BURKE COMPANY
221 Columbus Avenue Boston, Mass.

“From fashionable Back Bay to the backwoods of Maine, Sonora’s famous tone achieved success for Sonora dealers.”

Distributors of the

**NEW REPRODUCING SONORA
and the
SONORA SHIELDED SIX RADIO
for**

Maine, New Hampshire, Vermont,
Massachusetts, Rhode Island
and Connecticut



Kohler Distributing Co.

63-67 Minna Street

San Francisco, Cal.

“The New Reproducing Sonora and the Sonora Shielded Six are the keys that will open the ‘Golden Gate’ to the haven of permanent profits.”

Distributors of the

NEW REPRODUCING SONORA

and the

SONORA SHIELDED SIX RADIO

for

Northern California, Oregon,
Washington, Northern Idaho
Western Nevada, Alaska

Moore, Bird and Company

1720 Wazee Street

Denver, Colo.

“With the New Reproducing Sonora and the Sonora Shielded Six, Sonora dealers’ sales will climb to the Pike’s Peak mark.”

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Colorado, New Mexico, Wyoming
and Western Nebraska

McPhilben Keator, Inc.

68—34th Street

Brooklyn, N. Y.

“Our experience as one of the earliest radio jobbers has given us a very keen appreciation of the value of Sonora’s merchandising policy of permanent profits.”

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Brooklyn and Long Island

Pennsylvania Phonograph Distributing Co.

1015 Chestnut Street
Philadelphia, Pa.

1747 Chester Avenue
Cleveland, Ohio

Wabash Building, Pittsburgh, Pa.

“Promiscuous distribution invariably promises unfair competition. Everyone cannot secure the Sonora franchise but those who do are assured of permanent profits.”

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Pennsylvania, Southern New Jersey,
Delaware, Eastern part of West
Virginia and Northern Ohio



James K. Polk, Incorporated

181 Whitehall Street
Atlanta, Ga.

811 West Broad Street
Richmond, Va.

AUTHORIZED DEALER



This gold leaf sign in a dealer's window is an insignia of quality that thousands of Southerners will be looking for.

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Virginia, Eastern Tennessee, North Carolina, South Carolina, Georgia, Florida and Eastern Alabama.

C. A. Richards, Incorporated

100 East 45th Street

New York, N. Y.

"Where Cleopatra reigned, where the kangaroo plays, where the tango originated — everywhere those low booming notes and crooning cries of the New Reproducing Sonora and the Sonora Shielded Six are enthusiastically acclaimed."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

The World — excluding the United States

Reliance Battery Products Co.

2211 South Eighth St.

Council Bluffs, Iowa

"This season radio will be bought chiefly on the reputation of the maker — Sonora is a name in which everyone has implicit confidence."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Iowa and Nebraska

The C. D. Smith Drug Company

313 South Third St.

St. Joseph, Mo.

"For ten years 'Clear As a Bell' music has won success for dealers, ourselves and Sonora, first with the Highest Class Talking Machine in the World and now in radio as well."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Missouri and Kansas



Sterling Roll & Record Co.

137 West Fourth Street Cincinnati, Ohio

"The Highest Class Musical Instruments in the World on a basis that insures permanent profits."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Eastern Kentucky, Southern Indiana,
Southern Ohio and the Western
part of West Virginia

TAY SALES COMPANY

231 N. Wells Street Chicago, Illinois

"The dealers' opinion of Sonora is very definitely expressed in Chicago. Sixty-seven of the most prominent dealers advertise Sonora week after week in the leading newspapers of this city."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Illinois, Northern Indiana
and the river towns in Iowa

Strevell Paterson Hardware Co.

Salt Lake City, Utah

"The popularity of the deep toned phonograph is proven in the success of the New Reproducing Sonora—and now a radio in which the same depth in reproduction is realized—The Sonora Shielded Six."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Utah, Southern Idaho and the Western
part of Nevada

Yahr-Lange, Incorporated

207 East Water Street
Milwaukee, Wis.

442 E. Lafayette Ave.
Detroit, Mich.

"The success of the Sonora dealers during the decade we have distributed Sonora pays a glowing tribute to Sonora's merchandising policy of permanent profits."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Wisconsin and Michigan



Doerr, Andrews and Doerr

Minneapolis, Minn.

"The dealers to whom we sold the first Highest Class Talking Machine in the World, ten years ago, are still the most enthusiastic Sonora boosters."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

North Dakota, South Dakota, Minnesota,
Montana and Northern Iowa

Greater City Phonograph Co.

76 Fifth Avenue

New York, N. Y.

"The continuation of Sonora's liberal cooperative advertising policy, backing up the New Reproducing Sonora and the Sonora Shielded Six will undoubtedly result in the outstanding success of the season."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

Northern New Jersey, New York City, counties of Westchester, Putnam and Dutchess and all Hudson River towns and cities on the west bank of the river south of Highland; all territory south of Poughkeepsie

Gibson Snow Company, Inc.

Syracuse, N. Y.

"Ten years ago we began distributing the Highest Class Talking Machine in the World. Today in addition to distributing the quality phonograph, we are distributing a radio to which we believe the same term may be applied."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

New York State, with the exception of towns on Hudson River below Poughkeepsie, and excepting Greater New York

Hassler Texas Company

2216 Commerce Street

Dallas, Texas

"The World's Highest Class Musical Instrument—merchandised on a basis that not only gives a dealer a substantial profit but keeps it for him."

Distributors of the

NEW REPRODUCING SONORA

and the

Sonora Shielded Six Radio Set

for

The State of Texas

H. C. Cox, President Columbia Co., Discusses European Business Conditions

Prominent Executive, Home From First Annual Meeting of Heads of Various Columbia Companies, Makes Interesting Analysis of Conditions in Various European Countries

Henry C. Cox, president of the Columbia Phonograph Co., Inc., of New York, the American unit in the Columbia international combine, has just returned from the first annual meeting of the heads of the various Columbia companies which are now manufacturing in eleven countries, exclusive of the United States,



H. C. Cox, President, Columbia, Co.

and selling in practically every civilized part of the globe.

At this year's conference, held in Berlin, there were present, among other officials: Louis Sterling, managing director of the Columbia Gramophone Co., Ltd., London, and its subsidiaries and chairman of the board of directors of the Columbia Phonograph Co., Inc., of the United States; Max Strauss, director general of the Carl Lindstroem A. G., Berlin, and its subsidiaries, established in many foreign countries, and R. Seligsohn, managing director of the Trans-Oceanic Trading Co. of Holland; as well as Mr. Cox, the American president.

When interviewed, Mr. Cox discussed freely the general business conditions as he observed them in the European countries visited in his seven weeks' tour. He dwelt specifically and enthusiastically upon the conditions obtaining in the manufacture and sale of phonographs and phonograph records as an industry and as they affected the companies forming the Columbia combine. In England, Mr. Cox says, the coal strike has not affected seriously industries other than those situated in the immediate vicinity of the mines. Transportation is normal.

The phonograph and record business in England has shown a remarkable increase. Never before in the history of the industry, Mr. Cox says, have the Columbia record sales at this season of the year reached such volume. The advance orders of the Viva-tonal Columbia phonographs are also running far above the most sanguine expectations. In fact, the announcement of the new line of Columbia phonographs has aroused a dealer and a consumer enthusiasm that is without parallel in the history of Columbia.

Mr. Cox was impressed with the considerable progress that Germany is making in her reconstruction program. He affirms that everybody seems to be hard at work and that unemployment is being steadily reduced. The Lindstroem Co. is going ahead rapidly with the new recording system and is following the same methods in recording and manufacturing that have been so successful in producing the British and American Columbia New Process record. The German company is also adding to its line the Viva-tonal Columbia phonograph, recently

developed in America. Plans are maturing to manufacture and market these phonographs not only in England and Germany, but in all foreign countries which have Columbia factories or to which Columbia products are exported.

Mr. Cox says that the matter of extending and increasing the export business of all the companies in the Columbia combination received special attention at the Berlin conference. Mr. Seligsohn, who returned for the meeting from a four months' business tour of South America, reported that business conditions in the Latin-American countries were never better, and that everything pointed to an unprecedented increase in business for manu-

facturers of phonographs and phonograph records who have the experience and the resources to handle it. The Lindstroem Co. has for years been the outstanding factor in this rapidly expanding field.

A pleasant incident which marked the visit of Mr. Cox in London was the news, received shortly after his arrival, that the new Columbia factory, just completed in Australia, had already begun manufacturing, and that within a few days after the first records were pressed the plant was in full production.

The increase in Columbia business is worldwide, as shown by the announcement of the purchase of a plant in Oakland, Cal., a key position for manufacture and quick distribution of the company's products on the Coast and in Western States.

Mr. Cox was accompanied on his trip by Mrs. Cox. A number of days were spent in sight-seeing in Paris and a restful vacation enjoyed in Stratford-on-Avon, the quaint English town in which Shakespeare was born.

How the Charles E. Roat Music Co., of Battle Creek, Caters to School Children

Progressive Music House Sets Aside Rooms for Children So That They May Prepare for Music Memory Contests—Furnishes Instruments to Rural Schools—Increased Good Will Is Result

BATTLE CREEK, MICH., September 4.—Co-operation with the schools and school children not only smooths the path for future sales, when in the next decade or two the school children of to-day will become the buyers and home builders, but has its good results in immediate sales and also builds up the prestige and reputation of a music establishment as being a vital factor in community affairs. This is the experience of the Charles E. Roat Music Co., which goes to extremes in putting the facilities of the store at the disposal of school children preparing for music memory contests and similar musical events.

This establishment for some time prior to the annual music memory contest, in order that all children, whether or not they possess musical instruments at home, may stand on an equal footing, sets aside certain demonstration rooms for the children so that they may prepare for the coming contests. In each room a talking machine and a set of records containing the musical compositions from which the examination will be held, are placed. The children are

made welcome at the store after school hours and, as natural, parents in hearing of this favor accorded their children patronize the store, and more than once an entire set of records has been purchased by parents.

Nor does the Roat establishment stop here. In the case of rural schools, too far removed from the store to take advantage of having the pupils visit and study, upon request they may have the store furnish a talking machine and the full set of records required. Special programs are given the pupils and repeated as often as the teachers desire. The publicity secured by the store more than offsets the time and trouble expended.

F. W. Clement, vice-president of the Charles E. Roat Music Co., sums up this type of exploitation work in a few words, saying: "The music store cannot directly enter the public schools but there are many ways to co-operate with the schools in some enterprise. We are always on the alert to do so and find that it reacts to our advantage in creating sales and general good will."

There's Profit and Satisfaction in Selling CECO Radio Tubes



CECO tubes are being advertised to your discriminating customers in the pages of the big magazines and Radio Journals they read.

Are you prepared to supply the demand?

A Type of CeCo for Every Radio Need

You insure customers satisfaction every time you make a sale of CECO.

They are "best by test" in the laboratory—"best by performance" in the home. Write today for complete data sheet.

Two New CeCo Tube Developments

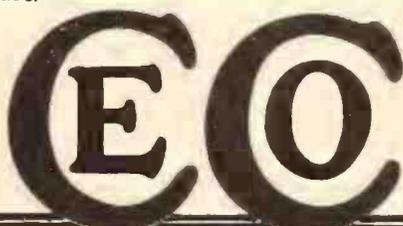


TYPE "G"
HIGH MU
For Impedance or Resistance
Coupled Receivers
Fil. V 5.0
Fil. Amp. 0.25
Plate Volts 90-180
Gives clearer reproduction
with increased volume.
List \$2.50



TYPE "H"
SPECIAL DETECTOR
RATING
Fil. V 5.0
Fil. Amp. 0.25
Plate Volts 67-90
Improves reception especially
on DX or distant Stations.
List \$2.50

The new enlarged CECO Plant located at Providence, R. I. The largest in the world devoted exclusively to Radio Tube Manu-



Sell

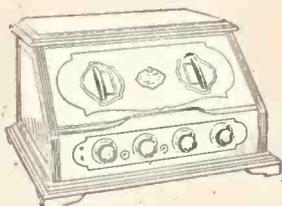


* RADIOLA 30

“ROAD-TESTED” RADIO

***RADIOLA 30**

Eight tube super-heterodyne with power speaker and complete lighting socket operation *without* batteries. The final word in radio today. Complete, list \$575



RADIOLA 20

Five tube set with single control—and verniers for delicate tuning of distance. Remarkably fine in tone. Hear it!

With Radiotrons, list \$115

Sell the newest things in radio—the most advanced—yes! But radio that has had the “road test” of experience. There is nothing newer than the *single control* of the latest Radiolas—nothing newer than the *complete A.C. operation* of Radiola 28 and Radiola 30—nothing newer than the remarkable *power* Loudspeaker 104. Yet all these are developments which RCA has pioneered and which are now tried—tested—and perfected products. They are in hundreds of thousands of homes already.

Their fame is widespread. Their advertising has been gaining power for a full year, as a rolling snowball grows in size and force. Your real profit lies in *proved* quality. Feature RCA Radiolas.



This sign marks the leading dealer in every community.

RCA Radiola

MADE · BY · THE · MAKERS · OF · THE · RADIOTRON

Sell



SILENT POWER



RCA
POWER AMPLIFIER
Uni-Rectron

A power amplifier and rectifier for loudspeakers. In RCA Loudspeaker 102 it shows its wonderful possibilities.
Complete, list: \$105.

NO MORE "B" batteries. *And no more current hum!* The RCA "B" Battery Eliminator will stay sold, because it means steady current, silently delivered. It helps radio sales because it improves reception. It opens new selling possibilities with old customers. It serves with the power tubes because it delivers up to 135 volts. It has the name RCA to back it—and a wide sales market eager for RCA products. Push the Duo-Rectron for bigger profits.

Duo-Rectron, complete, list: \$65.



RCA

"B" BATTERY ELIMINATOR

(DUO - RECTRON)

Bringing Prospective Customers Into the Store Through Power of the Window

Darrow Music Co., of Denver, Col., Says J. L. Simpson, Interests People in the Line It Handles by Arranging Windows of Great Appeal—How a Record Display Created Sales

Business is good only for those who make it good, in phonographs or any other line, these days. And, it's a patent fact that you can't sell merchandise to folks unless you get them into your store, and, in general, it's more or less difficult to get them into your store, unless you can interest them in some way in your windows.

The Darrow Music Co., of Denver, is very much alive to this fact, and as a result, the Darrow show windows are perhaps the most unusual of any music store in the West.

The Darrow people interest folks in their show windows by putting something in them which is snappy, right up to the minute, and suggestive of something late in the musical line.

Their latest stunt in the way of a graphic, novelty window, advertising a late record which is very popular right now, in Denver, revolves around the possibilities of building something appropriate about the title of a late song.

"I'm Wild About Animal Crackers," is the song and record chosen as the basis for their last window display. A regular jungle is created in the window by means of a truck load of the smaller limbs cut from cottonwood trees, and arranged in appropriate jungle style.

In the midst of all this dense foliage, the Darrow people have placed a bunch of jungle animals, not as large as the real thing, but much larger than toys.

Here are lions, tigers, elephants, and all the rest of the inhabitants of the real jungle, and one old lion shakes his head up and down constantly, being equipped with an automatic device which makes him seem very much alive.

This window display is so graphic that it attracts people almost as magically as do the animals in a genuine zoo, the space in front of the window on the sidewalk being crowded and jammed from morning to night.

Appropriate signs on the windows, such as "Do not feed the animals," add interest to the window display. A big bunch of animal crackers is displayed in connection with the display, and a large sign announces the fact that a box of these crackers will be given free with every record, "I'm Wild About Animal Crackers," sold during this exhibit. In another section of

the show window this record is played continuously on a phonograph, and since this is located just inside the door, the song is audible for almost a block away.

This window display could not be described as an expensive one, since the animals in the window were borrowed for the occasion, the cottonwood limbs cost nothing but the cutting, and the phonograph playing in the doorway costs the store nothing.

And yet, this display, because it is ingenious, because it connects up graphically with a popular song, interests many persons daily and has resulted in many sales.

Precision Products Co., of Ann Arbor, Mich., Expands

C. A. Verschoor, president of the Precision Products Co., 321 South Main street, Ann Arbor, Mich., announces the purchase by that company of the radio manufacturing division of the Machine Specialty Co., of Ann Arbor. The latter has been engaged in making Arborphone radio sets on contract for the former. This step was taken, according to Mr. Verschoor, preparatory to increasing the production of Arborphone sets. In order to finance the purchase and provide capital for expansion, the Precision Products Company has sold an issue of common stock to its present stockholders and close associates, including Sanford Bros., Chicago, who represent the Arborphone nationally.

September Columbia Record Display Stimulates Sales

The September window display of Columbia New Process records prepared by the Columbia Phonograph Co., Inc., for the use of its dealers is an example of the lengths to which the company is going in order that Columbia dealers have every advantage in attracting potential record buyers. This display, entitled "The Masquerade," is a particularly attractive one and is the work of Alice Willets Donaldson, widely known

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone Barling 838 PHILADELPHIA, PA. Cable Filadelp, Phila.

for her magazine cover designs and book illustrations. The display is one which lends itself to striking color and unusual treatment and dealers who are using the display report that it has been effective in enticing customers into their stores.

Geo. Lewis Has Had Wide Experience in Radio Field

Vice-president and General Manager of Ken-Rad Corp., Manufacturer of Vacuum Tubes, Spent Years in Radio Service of U. S. Navy

OWENSBORO, Ky., September 4.—George Lewis, who recently assumed the position of vice-



George Lewis

president and general manager of the Ken-Rad Corp., manufacturer of vacuum products, is one of the outstanding figures in the radio industry and has had a wide and varied experience in radio circles.

From 1909 until 1923 Mr. Lewis was connected with the radio service of the United States Navy, during which period he held many details, having been at one time in charge of the Naval Laboratory at the Bureau of Standards, where experimental and research work relating to the development of the Navy's radio communication system was carried out. Later Mr. Lewis was the radio officer in charge of all activities, stationed at the New York Navy Yard, and during this time he had complete charge of the development and manufacture of practically all of the transmitters utilized in the Naval Service. During the latter part of the World War Mr. Lewis was stationed at Washington in charge of the Radio Design Division of the Bureau of Engineering.

Following his resignation from the Navy, in 1923, Mr. Lewis became connected with the Crosley Radio Corp., as assistant to Powel Crosley, Jr. During the years Mr. Lewis has been active in radio activities he has attended several international radio conferences as a representative of the United States. Mr. Lewis is an active member of the Institute of Radio Engineers, having served as a director for two terms, a position which he occupies at present for the third time.



The -
EAGLE
All That is Best in Radio

Getting Into Action!

The spirit of radio optimism is "in the air." Radio dealers everywhere are face to face with the signs that point to a brisk fall-and-winter season, with standardized radio equipment setting the pace in sales.

Eagle Radio has kept its faith with dealer and public year after year. This year, our line of standardized products has been further strengthened by the introduction of new creations whose sheer merit outweighs every comparison test.

Seeing the Eagle 1926-7 line is the first step toward "Getting Into Action!"

EAGLE RADIO COMPANY

16 BOYDEN PLACE

NEWARK, N. J.



The Crosley Musicone, announced little more than a year ago, introduced a revolutionary speaker principle and took the radio loud speaker market by storm. Its overwhelming popularity, which has involved the replacement of hundreds of thousands of old type loud speakers,

establishes beyond challenge the Musicone's superiority.

And now Powel Crosley, Jr., announces the Crosley *Super* Musicone!

This larger 16-inch cone utilizes the same Crosley patented actuating unit as

the smaller Musicone and this, *not* the cone shape, is the secret of Musicone excellence.

It offers, by virtue of its larger proportions, still more superb volume. It produces, especially in the bass, still richer resonance!

The 12-inch Musicone has been reduced to \$12.50. Also at \$32 in the form of a beautiful Console, in which both receiver and batteries may be placed.

THE CROSLY RADIO CORPORATION, Cincinnati, Ohio
 POWEL CROSLY, Jr., President

CROSLY *Super* MUSICONE

BETTER • **\$14⁷⁵** COSTS LESS

Write Dept. 26 for illustrated booklet and details of the Crosley

Dealer franchise. All prices slightly higher West of the Rockies.

STEWART- *Matched-*

Announcing Several Important Additions to the Stewart-Warner Line

Again Stewart-Warner leadership is demonstrated in a big way!

In keeping with our established policy of supplying our dealers and the American public with the most modern and complete line of radio and radio equipment on the market, we now announce the following important additions to the Stewart-Warner line:—

Three new 5-tube T. R. F. receivers with two tuning dials.

Four new 6-tube T. R. F. receivers with one tuning dial.

A new type reproducer, employing an entirely new principle, embodying the best features of the horn and cone types.

These new numbers do not in any way supplant any of the present Stewart-Warner models. They are added simply to round out the line—to give the radio buyer a wider selection of styles, models and prices to choose from.

The completed Stewart-Warner line meets every demand of every radio purchaser. There is a model for every purse, every home and every taste. And all conform to the rigid Stewart-Warner standards of quality, workmanship, performance and beauty.

The broadening of the Stewart-Warner line opens up entirely new fields of profit for the dealer who holds a Stewart-Warner Radio Franchise. It means doubled sales, doubled profits and a firmer foothold in the radio business for him.

Now — on the eve of the great Fall selling season—is the time for you to hook up with Stewart-Warner. An unequalled line of radio products, a big Nation-wide advertising campaign, a franchise giving you 100% protection, the tremendous prestige of the Stewart-Warner name—all these combine to assure real success for you.

Write or wire now for complete price list and full particulars regarding a Stewart-Warner Protective Franchise in your community.

STEWART-WARNER SPEEDOMETER CORPORATION
1824 DIVERSEY PARKWAY, CHICAGO, U. S. A.

TUNE IN STATION WBBM, 226 METERS

THE STEWART-WARNER AIR THEATRE

Sunday—12:30 P. M. to 2:00 P. M., 4:00 P. M. to 6:00 P. M., 8:00 P. M. to 10:00 P. M.

Monday—12:01 A. M. to 3:00 A. M., 4:00 P. M. to 7:00 P. M.

Tuesday—4:00 P. M. to 6:00 P. M., 8:00 P. M. to 12:00 P. M.

Wednesday—4:00 P. M. to 6:00 P. M., 8:00 P. M. to 10:00 P. M.

Thursday—12:01 A. M. to 2:00 A. M., 4:00 P. M. to 6:00 P. M., 8:00 P. M. to 12:00 P. M.

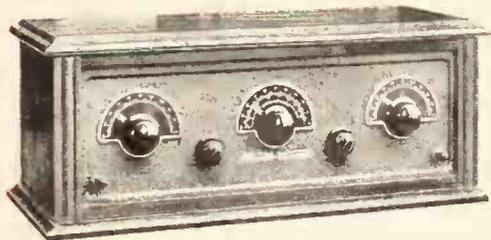
Friday—4:00 P. M. to 6:00 P. M., 8:00 P. M. to 10:00 P. M.

Saturday—4:00 P. M. to 6:00 P. M., 8:00 P. M. to 2:00 A. M.

CHICAGO TIME

T W E L V E M I L L I O N P E O P L E A R E T O D A Y

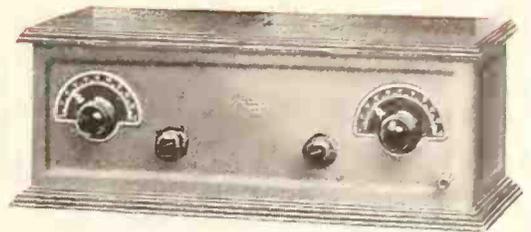
WARNER Unit Radio



Model 325—5 tubes, 3 dials
\$75.00



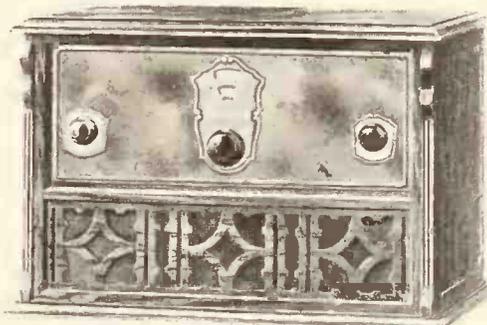
Model 501-AX—Tube
(Can be used with set
of any make)
\$2.00



Model 365—5 tubes, 2 dials
\$65.00



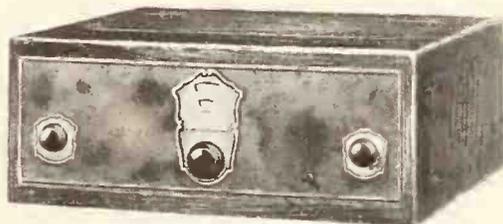
Model 400—Horn type
(Can be used with set
of any make)
\$25.00



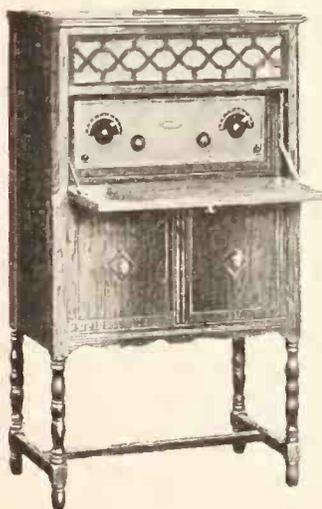
Model 350—6 tubes, 1 dial
Built-in reproducer—\$110.00



Model 415—New type
(Can be used with set
of any make)
\$30.00



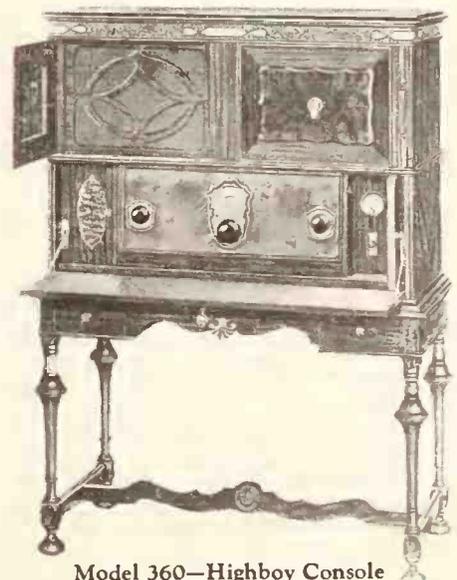
Model 345—6 tubes, 1 dial
\$80.00



Model 375
Console
5 tubes, 2 dials
\$175.00



Model 315—Console
5 tubes, 3 dials—\$250.00



Model 360—Highboy Console
6 tubes, 1 dial
\$400.00

Prices shown are without Accessories
Prices slightly higher West of Rockies

USING STEWART-WARNER PRODUCTS

Profiting by Improved Methods of Selling

Retail Dealer Faces a New Situation in Promoting Sales of the Improved Talking Machine—Taking Advantage of the Sales Field

During the coming Fall every manufacturer of phonographs will be putting forth steady and elaborate effort for the purpose of building up public demand. Long as the phonograph has been on the market, one must not overlook the fact that the machines and records which were brought out about a year and a half ago represent, in one form or another, a complete break with the past, technically and artistically. The world had become accustomed to a confined, narrow and incomplete reproduction of sound, and until the advent of radio this was considered almost as if natural and inevitable. Today, however, all is changed. The talking machine now challenges comparison, not merely with radio reproduction, but with the actual living performance which it reproduces. Allowing for the difference between the wide spaces of an auditorium and the narrow acoustic space surrounding the horn, it gives exactly what one would hear if one were sitting in the concert room listening to the Philadelphia Symphony, to Fritz Kreisler, to Paderewski, to Amelita Galli-Curci or to Maria Jeritza.

"Virtually Indistinguishable"

Moreover, this is not to be taken in a Pickwickian sense. Allowing for the question of acoustic space, which is immensely important of course in relation to volume of sound, the new records and the new machines at their best do give results virtually indistinguishable from the actual performance of an orchestra, a violinist or a singer. One gets now, be it remembered, a recording done in the hall where the orchestra or soloist is actually giving a concert or recital, and one gets not only the bare sounds, and these in greater richness of quality, but the "atmosphere" of the concert room, that peculiar sense of spaciousness which one feels when sitting in a great auditorium, even that slight echo which comes from the great open acoustic space and that occasional whisper of extraneous sound which shows that an audience is actually present. Now that is something which never before has been possible, and because it is possible now it opens up entirely new fields for talking machine and record salesmanship.

A New Situation

I choose this one point almost at random, because I am anxious to stress one principle, namely, that the modern salesmanship must deal with an altogether new situation. This is not a matter of a small improvement in details. It is something new in principle, the actual reproduction of the actual surroundings of an actual musical event. And because it is all this, salesmanship must be prepared to accept and grasp

a new and formidable selling weapon, a weapon which never before has been available, but which, now that we have it, ought to prove itself potent to the pulling down of every stronghold of doubt and difficulty.

I doubt the retail trade thoroughly realizes what these new possibilities are. Of course, it

Fidelity of reproduction of the latest machines and records placed on the market by leading manufacturers gives the salesman a talking point that should go far to tearing down sales resistance, thus building up sales volume in the talking machine store to a point never before enjoyed. Dealers have the product and sales depend on their promotion efforts.

is in orchestral, operatic, choral, quartet and other ensemble work of the kind that the "room sense," as it may be called, makes its most obvious appearance. On the other hand, even with the simplest solo, song or bit of instrumental playing, there is a difference which is easily felt, if not so easily described. There is an absence of that "cramped" effect which older records, no matter how beautifully done, so often exhibited to the sensitive ear.

If now all this be true, surely there is something for the good salesman to get his teeth into. No one need waste much of his time worrying about public taste, for public taste is all right. Making all allowances for the automobile and the other machines for keeping people away from home, the fact remains that most of the nation's homes are occupied each night, and that in most of them there is some method existing (or of which the lack is felt) for supplying music. That music is an essential of civilized life no one with any sense will pretend to deny. That the talking machine and its records to-day have a power to captivate and to thrill is, to my mind, simply a matter of testing the facts for oneself. Anyone who will take the trouble to test out a set of the recent records will hear at once what I have been describing.

And what I say is that not only can this sort of music be sold, but that there is a public waiting for it.

Salesmen and merchants are alike in often mistaking for fact the mere noise of rumor. Surely no one could be astonished, looking back now at events, that radio should have swept the country. For that matter, it swept the whole world. It gave a new thrill, and the public likes new thrills, in music as in other things. But the new technical methods in the talking machine business are likewise giving new thrills. They are producing thrills with an unique quality of genuineness and of what may be called "actuality." They are putting into the hands of the merchant goods to sell for which there is today a public much larger than any music-buying public of the past could be. Yet one finds merchants making virtually no effort of their own to use these new weapons, but supinely allowing the manufacturers to do all the advertising and all the campaigning, themselves indeed willing to sell provided the customers come in and the goods wanted are in stock.

Now that sort of thing is wrong on two counts. It is poor business management and it is unfair. It is poor business because the market is open and ready. It is unfair because the manufacturer deserves decent backing in return for all his powerful and brilliantly successful efforts to revolutionize the industry.

Unique Console Cabinets Made for RCA Receivers

Authorized RCA dealers may now obtain a unique console cabinet from RCA distributors, specially designed for Radiola III-A, or Radiola III and balanced amplifier. All appearance of radio mechanism has been eliminated in this new cabinet, the set being entirely concealed. All controls are on the outside of the cabinet and stations are tuned in on the uni-control drum, which is mounted in the top surface of the cabinet. This tuning dial is provided with two paper writing strips for logging station call letters. Ample space is provided for batteries and a loud speaker has been built in. It is stated that dealers can easily install the Radiola models mentioned in this cabinet, as all connection wires are marked with metal tags.

Announces New Six-tube Set

The Langbein-Kaufman Radio Co., of New Haven, Conn., has placed on the market a new Elkay six-tube radio receiver. The new set is the work of Joseph Kaufman, a young scientist of Boston "Tech."

The perfected Single Dial Set!

Shamrock condensers are synchronized to a hair's breadth and no model is equipped with this condenser until it is subjected to exhausting tests in special devices built and owned exclusively by Shamrock.

As a result the Shamrock Radio possesses a degree of selectivity enjoyed by few—even the most expensive models.

Ask for our "fair-play" dealers' plan.

SHAMROCK

RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS

SHAMROCK MANUFACTURING COMPANY

Main Office and Factory: 196 Waverly Ave., Newark, N. J.



Model A
De Luxe Table Type
Perfected Single Dial Control
Price \$95

Slightly higher West of the Rockies

A handsome cabinet of duotone Satin finish French Walnut exquisitely designed with space for double duty batteries. Can be operated from house current with any standard equipment.

The PLAZA MUSIC CO. presents a remarkable new product--the FINE-ARTS CONE SPEAKER



A Full-Size Loud Speaker
Finished in Antique Bronze

RETAIL **\$15**



Beautiful in its appearance—
amazing in its tonal qualities!

Frank D. Lewis, pioneer among cone speaker scientists and internationally famous expert in radio and phonograph acoustics, designed this remarkable cone.

And the Plaza Music Company, with twenty years of experience in the merchandising of music products, is manufacturing it.

It is a cone of flawless reproduction. You will hear the finest strains of the violin—the deepest bass of the drum—the highest treble of the piano!

In beauty of design and finish as well as in quality of construction and materials the Fine-Arts Speaker is as extraordinarily fine as are its tonal qualities.

It measures fifteen and a half inches in diameter and seventeen inches in height.

Its frame is of a heavy casting, finished in a beautiful antique bronze. The diaphragm is made of a specially treated fabric that is absolutely immune to all atmospheric changes.

DISTRIBUTORS

There is an exclusive proposition behind this for you that is without parallel in profit and in satisfaction. Get particulars at once.

Plaza Music Co.

RADIO DIVISION
10 West 20th St.

New York

As revolutionary an advance in the popular-priced record field - - as was the orthophonic in the phonograph field!



Record dealers are astonished at the wonderful improvement in tone

The new Domino Records made by an *improved principle* of recording are the talk of the trade! Their remarkable depth and fullness of tone mark a new era for popular-priced records. Thousands of people who have never purchased 3 for \$1.00 records will now readily buy the new Domino records. Convince yourself what wonderful records these are by sending today for a sample.

The foremost artists and orchestras in the industry record the new Domino Record. It is a profitable line for you to handle.

A complete advertising service, comprising attractive multi-color window hangers, displays, and window strips, is furnished monthly free to dealers.

Special Offer to New Dealers

To assist you in starting a profitable 3 for \$1.00 Record Department in your store, we have compiled a special \$50 assortment of popular hits and standard records together with a liberal supply of advertising matter which we will be glad to send you promptly. Act at once and get the full benefit of the big Fall and Holiday business.

Plaza Music Co. 10 West 20th Street New York

The Greatest Line of Portables Ever Offered to the Trade

KOMPACT
\$12.50

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



Regal
\$15.00

(For West and South add 10%)
(Canada \$25.00)



PAL DeLuxe
(For West and South
add 10%)
(Canada \$35.00)
\$25.00 Retail!

Plaza portables are all-year-round sellers!

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

SEND IN YOUR ORDER NOW

Plaza Music Co. 10 West 20th Street **New York**

LITTLE TOTS' RECORDS

SONGS, GAMES, STORIES—FOR KIDDIES



Complete Album

Eight or more selections on four seven-inch double-face records, complete with picture and verse cards.....

\$1

HERE are the Little Tot Albums which are standard sellers with a special value during the Fall and the Holiday season.

A display now in a conspicuous position on your counter will result in many sales.

Cut-out-window strips and other advertising material available to help you make sales. Look at the wealth of material below covering every appeal to the child—and the grown-ups too.

Dealers' Price Per **60c.** Album

LITTLE TOTS' RECORDS

SONGS · GAMES · STORIES · FOR KIDDIES

- | | | |
|--|--|---|
| <p>No. 1—THE "MERRY SONG" BOOK</p> <p>100 { Jack and Jill
Old King Cole</p> <p>101 { Little Bo-Peep
Mary Had a Little Lamb</p> <p>102 { Rock-a-Bye Baby
Sing a Song of Sixpence</p> <p>121 { I Had a Little Doggy
Mother Tabbskins</p> <p>No. 2—THE "HAPPY DAY" BOOK</p> <p>103 { Tom, Tom, the Piper's Son
Simple Simon</p> <p>104 { Where Are You Going, My Pretty Maid?
The Three Little Kittens</p> <p>105 { Cock-a-Doodle Do
Old Mother Hubbard</p> <p>122 { I Love Little Pussy
Three Little Pigs</p> <p>No. 3—THE "JOLLY GAME" BOOK
GAMES WITH ORCHESTRA</p> <p>106 { Here We Go, Round the Mulberry Bush
Oats, Peas and Beans</p> <p>107 { London Bridge Is Falling Down
The Farmer in the Dell</p> <p>108 { Lazy Mary, Will You Get Up?
Ten Little Indians</p> <p>123 { Water, Water Wild Flower
Go Round and Round the Valley</p> | <p>No. 4—THE "STORY HOUR" BOOK
STORIES</p> <p>109 { Little Red Riding Hood
The Frog Prince</p> <p>110 { Cinderella
The Three Bears</p> <p>111 { Jack and the Beanstalk
Tom Thumb</p> <p>124 { Puss in Boots
Sleeping Beauty</p> <p>No. 5—THE "CHRISTMAS" BOOK</p> <p>112 { The Night Before Christmas
Tomorrow Will Be Christmas</p> <p>113 { The Coming of Santa Claus
Christmas Morning</p> <p>114 { Santa Claus Hides in the Phonograph
Santa Claus Will Soon Be Here</p> <p>125 { The Toyman's Shop
A Christmas Carol</p> <p>No. 6—THE "LULLABY" BOOK
WITH ORCHESTRA</p> <p>115 { The Sandman
Slumber Boat</p> <p>116 { Go to Sleep My Little Pickaninny
The Dream Man</p> <p>117 { Sweet and Low
Doll Song</p> <p>126 { Lullaby (Erminie)
Birdies' Lullaby</p> | <p>No. 7—THE "PATRIOTIC" BOOK
WITH ORCHESTRA</p> <p>118 { Star Spangled Banner
Columbia, The Gem of the Ocean</p> <p>119 { America
Dixie</p> <p>120 { Yankee Doodle
Hall Columbia</p> <p>127 { America
Battle Hymn of the Republic</p> <p>No. 8—THE "MEDLEY" BOOK</p> <p>128 { Hey, Diddle Diddle: Goosey, Goosey, Gander:
Little Miss Muffet: Alphabet Song:
See Saw: Hot Cross Buns: To Bed, to Bed:
Bean Porridge Hot:
Little Jack Horner: There Was a Crooked Man:
Little Tommy Tucker: Georgie Porgie:
Three Blind Mice: Higgilty Piggilty:
Lavender's Blue: Hobby Horse:
Humpty Dumpty: Mistress Mary: Pop!
Goes the Weasel: Baby Bunting: Ding Dong Bell:
Diddle Diddle Dumpling: To Babyland:
Dickory Dickory Dock</p> <p>130 { Little Boy Blue: Fiddle Dee Dee: Pat-a-Cake:
Polly, Put the Kettle On: Baa! Baa! Black Sheep:
Bobby Shafto: Ride a Cock-Horse:
Pussy Cat, Pussy Cat</p> |
|--|--|---|

Order from your jobber—or direct from us. A few jobber franchises are still open.

REGAL RECORD COMPANY - - NEW YORK, N. Y.

Knickerbocker Displays Nightingale Radio Cabinets

New and Attractive Display of Radio Cabinets Shown for Three Days at Hotel Commodore—Many Metropolitan Dealers Visit Exhibit

The Knickerbocker Talking Machine Co., New York, distributor of radio receivers and equipment, had an interesting display of the Nightingale line of radio and combination radio and talking machine cabinets at the Hotel Commodore, New York, for the period of August 18



Marie Louise Cabinet

to 20. The display was a most interesting one and consisted of some twenty different cabinets of varying designs and finishes, with the Cardinal Woolsey as the leader of the line. This cabinet comes in black with antique 24-karat gold leaf stippled polychrome base and in Cardinal red and golden tan. Decorated in the Japanese period. The hardware is of solid brass in old English period. The compartment is arranged to accommodate the Stromberg-Carlson or several models of the Atwater Kent line. It is equipped with a Symphonic tone amplifier and has ample space for all batteries and charger. The Marie Louise cabinet, one of which is herewith illustrated, is arranged to take the Atwater Kent models 29, 30 or 32. This model is available in black, red or tan in Japanese period decoration, or in American walnut with bird's-eye maple insert on doors.

Other outstanding models in the display included the Louis XIV, in decorated case and American walnut, and the Supertone combination phonograph and radio cabinets. A wide range of price and design was offered the dealers who visited the display during the days and nights of the exhibit. The designs and decorations were executed by Rudolph Kinnais, well-known designer, and built under the supervision of J. J. Freund. Joseph W. Schwetz, sales manager of the Knickerbocker Talking Machine Co., was in charge of the display and greeted his many trade friends who were attracted to the showing of the new line.

Columbia Viva-tonal Line Demonstrated to Dealers

DALLAS, TEX., September 7.—The Columbia Graphophone Co., distributor of the products of the Columbia Phonograph Co., Inc., New York, recently gave demonstrations of the new Viva-tonal line to dealers in the territory served by the company. These demonstrations included showings at the Gunter Hotel, San Antonio; Rice Hotel, Houston, and the Texas Hotel, Fort Worth.

New Set and Power Units Added to Valleytone Line

Two-dial Control Receiver and Two New Power Units Round Out 1926-27 Line—Company Moves to New Home—Change in Staff

St. Louis, Mo., September 4.—The Valley Electric Co., manufacturer of the Valleytone radio receivers and other radio equipment, has placed on the market for the 1926-27 season a new model, No. 52, Valleytone two-dial control T. R. F. receiving set. This instrument possesses a number of distinctive features and is a welcome addition to the Valley Co.'s line, which includes the Valleytone No. 5, three-dial T. R. F. set, the Valley ABC vibrator charger, two new power units,—the T. B. C. type charger, which charges radio storage batteries, and the new Valley "B" power unit, employing the Rayhtcon bulb, delivering sufficient current to operate sets of from one to twelve tubes.

The general offices of the Valley Electric Co. have been moved from 3157 South Kingshighway boulevard to 4515-17 Shaw boulevard. This move was made necessary by the expansion of the company's business. The new quarters are in a modern fire-proof building and are conveniently located so that distributors can receive direct factory shipments with the greatest expedition.

S. S. Whitten, president of the company, is giving his personal attention to production, and vice-president H. Elder is general sales manager. James A. Hardie has been promoted to factory general sales manager, and J. F. Jones has been promoted to the position of general manager of sales for South America and British possessions. The company recently opened a branch office and warehouse at 105 Walnut street, Philadelphia, which is under the direction of L. T. Niblo.

History of Perryman Tubes Described in New Booklet

Description and Illustration of Perryman Line of Tubes Together With Résumé of Work Done by Geo. H. Perryman Given

Among the dealer helps prepared by the Perryman Electric Co., New York, manufacturer of Perryman radio tubes, is an attractive booklet, which gives the story of Perryman tubes in detail. It explains the origin of the Perryman tubes and the exhaustive research work done by George H. Perryman, who for over ten years has devoted his time exclusively to the development, design and manufacture of vacuum tubes. His accumulated knowledge and experience are built in the Perryman tubes of to-day, to which he has given his name.

The booklet is illustrated with a photograph of the Perryman plant and laboratories in North Bergen, N. J., and contains complete specifications and illustrations of the entire Perryman line, which includes an amplifier detector, power amplifier, super-power amplifier, full-wave rectifier, half-wave rectifier and a super-sensitive detector.

It is declared that the distinctive feature of all Perryman three-element tubes, which has been responsible for their success, is the Perryman bridge, an exclusive patented improvement. This is thoroughly explained in connection with other developments which are said to enable Perryman tubes to amplify sound tones in their natural characteristics with freedom from distortion. Precision, power and permanence are stressed as well as the guarantee of perfection of each tube signed by George H. Perryman, with the agreement to replace it free of charge if it fails because of defective material or workmanship. This guarantee is printed on every Perryman tube carton.

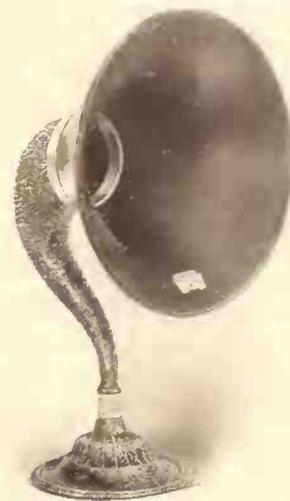
An interesting feature of the booklet is a chart giving in detail the characteristics of all Perryman tubes and rectifiers.

Music Master

Horn Speaker

The
Distinct Musical Instrument
of Radio

No Mutilation of Tone



14-inch mahogany wood bell. Cast aluminum tone chamber, and the MUSIC MASTER reproducing unit.

Price complete

\$22

MUSIC MASTER Horn Speaker stands out as the acknowledged amplifying musical instrument of radio.

Reproduces every tone color with resonance and sustained power unequalled.

The distinguishing feature is the amplifying bell. Made of selected, seasoned wood which insures the rich, mellow sweetness conceived by the old master violin makers.

Before condemning your radio try the MUSIC MASTER Horn Speaker, acknowledged everywhere as the perfect reproducer.

Do Not Accept a Substitute

Music Master Corporation

David S. Ludlum, Trustee

Betzwood, Pa.

Port Kennedy P. O.

Music Master

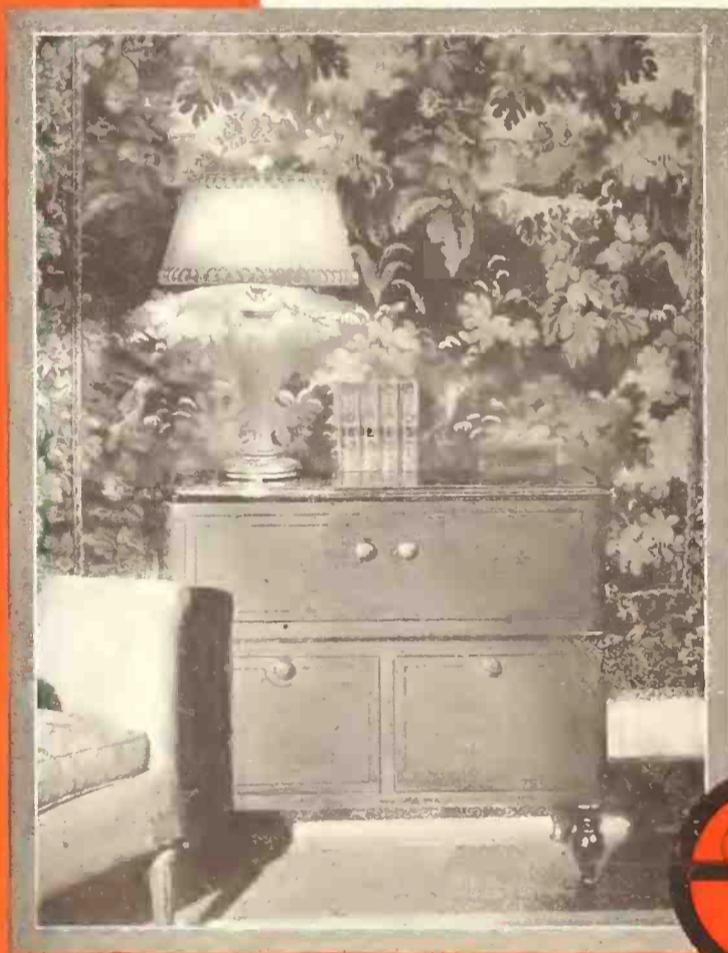
the horn that makes
any set better

This advertisement is appearing in the
Saturday Evening Post, September 25

BOSCH



THE FAMOUS MODEL 16
6 tubes - - - - \$150
THE AMBORADA
7 tubes - - - - \$310



The Bosch promise of a greater radio line is now an actuality. Armored and shielded for better selectivity and reception—simplified control, quality furniture, receiving sets which show a startling advancement in radio engineering. The steel chassis construction, the precision workmanship, the elimination of controls, and the electrical perfection of Bosch Radio, sets it apart from all other radio equipment. The completeness of the Bosch Radio Line makes the Bosch Franchise one of the most profitable in the industry. The Amborada is a completely armored and shielded seven tube receiver of extreme simplicity of control and unusual tone quality. It is self contained with ample room for batteries, chargers and power units. It strikes a new note in fine furniture. The Cruiser is a compact five tube armored and shielded receiver. Its "Unified Control" provides the advantage of a single selector for most tuning with two dial operation when "cruising the air."

Are you the man to sell Bosch Radio? Tell us in confidence about yourself—your business, financial strength and experience. We will tell you the direct benefits of the new Bosch Radio Plan, for one dealer in a territory.

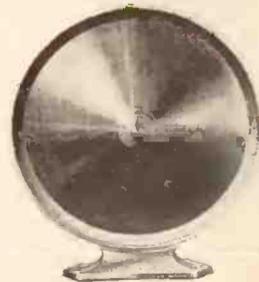
All prices slightly higher, Colorado and west and in Canada.



The Bosch Nobattery is a power unit to supply "B" current. Thousands of enthusiastic owners are creating a big market through their voiced satisfaction.

The Bosch Radio Line is a complete dealer's line—popular priced 5, 6 and 7 tube receivers—power units—two reproducers—a full line of accessories and radio furniture designed to build dealer's volume.

The Bosch Ambotone sets a new standard of radio reproduction. Its patented wood cone and art bronze finish make it sell on appearance as well as on its performance.



RADIO

Armored



THE CRUISER
5 tubes \$100

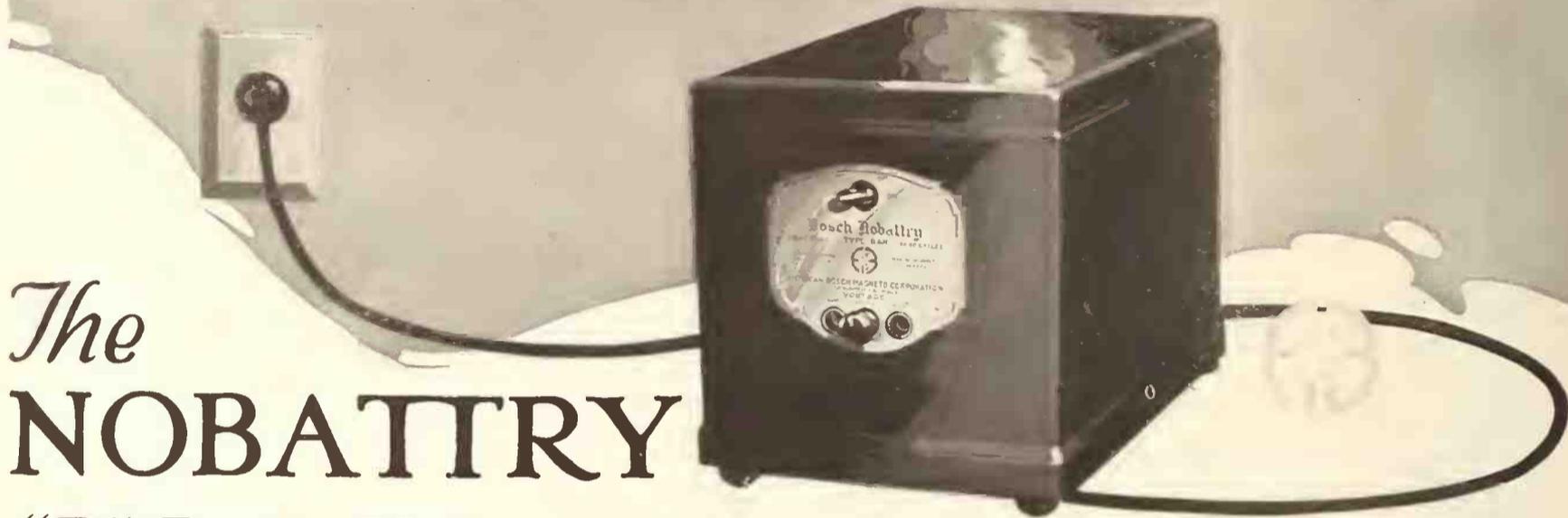
AMERICAN BOSCH MAGNETO CORPORATION

MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS

BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

Manufactured under patent applications of the American Bosch Magneto Corporation and licensed also under applications of the Radio Frequency Laboratories, Inc.

BOSCH RADIO



The NOBATTERY

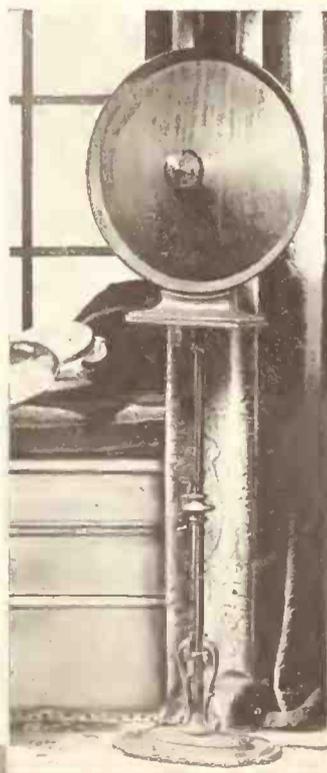
“B” Power Unit

For years the Bosch Nobattery has been considered the most satisfactory power unit for supplying “B” current. Now we present to the trade the New Edition 3 Bosch Nobattery, improved in performance, simplicity, adaptability and appearance. Safe to use on any receiving set, powerful enough for any set up to 10 tubes and with a broad range of capacity from 90 to 135 volts or better of “B” current. Bosch Nobattery “B” Power Unit is precision built, entirely automatic, no AC hum, no chemical action noises, no

filaments to burn, no acids to renew, no adding water. Mistake-proof, cannot burn out tubes, gives unvarying full power to the set keeping it at top efficiency to pull in weak and distant stations. Improves the volume and tonal quality of program reception. Feature the New Edition 3 Bosch Nobattery “B” Power Unit and you will be sure of satisfactorily and profitably serving your customers.

Ed-3 for Alternating Current \$55.

For Direct Current \$42



Bosch
Ambotone
\$27.50

Art
Pedestal
\$11.50

The AMBOTONE

The wood cone reproducer that is unsurpassed for radio reception. The Bosch Ambotone is mellow in tone and absolutely accurate in reproduction over the full range of orchestral music and the human voice. Nothing is lost to the Ambotone—nothing blurred or distorted, not even the bass notes so commonly lost in radio. The Bosch Ambotone is one of the outstanding successes in radio. To display and use it in your demonstrations assures prompt sales. The Bosch Ambotone \$27.50. The Art Pedestal shown with the Ambotone is a separate item with a wide appeal to those who wish to improve the appearance of their radio. Its price is \$11.50. Order today.

AMERICAN BOSCH MAGNETO CORPORATION
MAIN OFFICE AND WORKS: SPRINGFIELD, MASS.

BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

Manufactured under patent applications of the American Bosch Magneto Corp. and licensed also under applications of the Radio Frequency Laboratories, Inc.

All prices slightly higher Colorado and west and in Canada

Pleasing Departures in Design Feature Latest Products of Pfanstiehl Radio Co.

Modern Trend in Furniture Design and Mechanical Simplicity Emphasized in New Receiving Sets —Designed With Intention to Appeal to Women Purchasers of Radio Receivers

CHICAGO, ILL., September 4.—Sensing the modern trend in furniture design, and utilizing the obvious advantage of mechanical simplicity, the



New Pfanstiehl Highboy Model

Pfanstiehl Radio Co., Chicago, has incorporated in the new Pfanstiehl Overtone receivers, now being introduced, several unique and pleasing features. The console model, which is only eighteen inches wide and forty-one inches high,



Pfanstiehl Table Model

has room for every accessory needed to operate a receiver, with or without built-in speaker, "A" and "B" batteries and charger, or socket-power equipment. The new "Highboy" model, a combination of console and Overtone Wall Speaker, is similar in design to a grandfather's clock. The speaker, lifted to a height of six feet from the floor, permits of the even distribution of the tone vibrations.

Another feature is the simplicity of the set, which should appeal to the woman radio buyer. The Pfanstiehl receiver panel has been further simplified, containing only a tuning knob, a combined switch and volume control, and an illuminated wave length window.

The Pfanstiehl line of six-tube receivers, this year, consists of the following: Model 20, single-tuned six-tube table set, in a walnut-finished cabinet, with artistic inlay; Model 201, single-tuned six-tube console without speaker, but with space for "A" and "B" batteries and charger or socket-power equipment, cabinet of hand-rubbed black walnut; Model 202, single-tuned six-tube console with inbuilt speaker,

cabinet of hand-rubbed American black walnut, with an ornamental grill, at the opening of the speaker; Model 201-A, the "Highboy," which is the same as Model 201, but with Overtone Speaker on top, prices ranging from \$125 to \$235.

All of the six-tube sets are equipped with the Pfanstiehl system of tuned radio frequency, using UV or UX 201-A tubes or their equivalent, and provision is made for the use of any one-half ampere five-volt power tube such as the UX 112 or UX 171 in the last audio stage. The control operates an illuminated station chart accurately calibrated in wave lengths, and one additional knob operates the off-on switch and volume control. When turned to the extreme left all tubes are turned off. As it is turned to the right all tubes are lighted, and further turning to the right increases the volume. A short indoor antenna, or an open end loop, is recommended for use in congested city areas; but where conditions permit, a standard outdoor antenna is generally preferred.

The Pfanstiehl five-tube line is composed of three models. Model 18 is a table set, with two tuning controls operating a duplex pointer which moves over a single chart calibrated in wave lengths. One additional knob controls the volume and operates the off-on switch. Model 18 is encased in an American black walnut cabinet. Model 181 is a console with single-dial dual control, without a speaker, but with space for "A" and "B" batteries and charger or socket-power equipment. This model is finished in walnut. Model 182 is a single-dial dual control console with inbuilt speaker, and space for "A" and "B" batteries and charger or socket-power equipment. The tone chamber is equipped with the Baldwin concert unit, and the cabinet is finished in walnut. These models range in price

from \$95 to \$170. The five-tube models also embody the principle of tuned radio frequency, and have the same tube, antenna and battery specifications as the six-tube receivers.

The Overtone Wall Speaker, designed for use on top of console models 201 or 181, or to be hung on the wall, looks like an old-fashioned wall clock. It is flanked by four graceful spindles and supported by a narrow shelf at the bottom.

The Pfanstiehl Radio Co. is advertising its new line of receivers in full pages in the Saturday Evening Post and with full-page space in the Chicago Tribune. Supplementing this advertising is a series of advertisements in trade journals and carefully conceived and executed copy service for dealers who wish to advertise in local newspapers.

New Freed-Eisemann Power Unit Has Special Features

New "B" and "C" Power Unit Is Designed to Be Completely Fool-proof and Shock-proof—J. D. R. Freed Describes Product

Commenting upon the new "B" and "C" power unit, Model 16, which the Freed-Eisemann Radio Corp. of Brooklyn is offering for the first time this season, Joseph D. R. Freed, president and chief engineer of the company, declared that it is so designed as to be completely fool-proof and shock-proof.

"Every precaution has been taken in the design of this power unit to prevent distortion," said Mr. Freed. "The user is assured of freedom from gradual deterioration of quality such as may occur when 'B' batteries are used, as their internal resistance increases with age. Each unit has a safety door which encloses the terminal panel and renders it inaccessible so as to protect the user from shock. A special switch automatically disconnects the 110-volt supply when the door is opened for the purpose of making connections or for any other reason. The connection of the power supply is not restored until the safety door is closed."

It's The Dealer's Reputation That's At Stake!

THE manufacturer covers the nation. A few dissatisfied families out of twenty million do not bother him much — he has thousands of satisfied set-owners to offset them.

The average dealer, however, works and lives in the neighborhood he serves. When HIS reputation is at stake HIS profits likewise are often in the balance.

Every dealer can enthusiastically exploit the merits of Trinity and associate his good name with Trinity performance, because the new Trinity line is the result of a full season's direct factory contact with dealers, studying and planning to build a line of receivers of unequalled value and unlikely to need service, a line that any dealer can stake HIS reputation on.

WHEN we say Trinity values are unequalled we prove it by comparison with sets costing 30% to 50% more. Trinity low prices are possible only because Beacon is the Broadcast Receiver Division of the world's largest radio parts plant. No other manufacturer profits on Trinity parts. Beacon even makes its own cabinets and moulds its own bakelite.

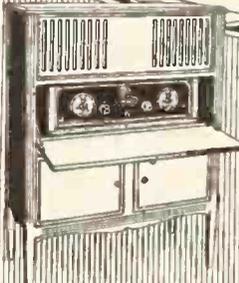
If you would have a Trinity Dealer Franchise and represent one of the oldest and the largest institutions of its kind in radio, let us have our nearest distributor call to see you.

Write Today! Address Department TMW-96
BEACON RADIO MFG. CO., Inc., 323 Berry Street, Brooklyn, N. Y.

TRINITY

RADIO NO SOLDERED CONNECTIONS

Build Under U.S. NAVY Dept's License and AB Patent



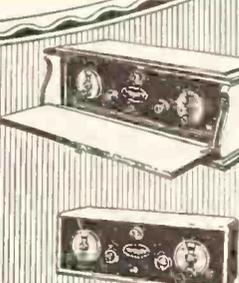
Trinity Six Tube Bio-Phonic Console
Same as model 2-T-41, installed in high-grade console cabinet, 14" x 24" x 21" H. 500 genuine mahogany with mahogany veneer. Spacious compartment for battery or eliminators. 11-T-61 Cabinet

\$150



Trinity Six Tube Table Model
Has three steps of radio frequency. Pilot light on panel. Spacious mahogany cabinet, 17" x 13" x 18". Drop leaf door. Undoubtedly one of the most beautiful receivers ever built.

\$75
(11-T-61)



Trinity Five Tube Compact Cabinet
Appeals to people desiring a high quality receiver of compact size. 7" x 11" x 12". Inexpensive on library table or in the book case. Neatly finished cabinet with rounded edges.

\$50
(11-T-5)

H. L. Estberg Joins Staff of Blackman T. M. Co.

New Blackman Representative Has Had Wide Experience in the Radio Trade and Industry—Will Cover Westchester County Trade

The Blackman Talking Machine Co., New York, distributor of Victor products and a wide line of radio, including Fada, Crosley, Radio-



H. L. Estberg

trons, Eveready and Philco batteries, has announced the addition of H. L. Estberg to its sales staff. Mr. Estberg is well known in radio circles, having been actively identified with the radio trade and industry since 1915. He is an associate member of the Institute of Radio Engineers and was formerly connected with A. H. Grebe & Co., Inc., as assistant sales manager. Mr. Estberg will visit dealers served by the Blackman organization in Westchester County, New York.

Eagle Charger Corp. Brings Out New Line of Chargers

Complete Line of Battery Chargers Now Being Made by This Concern—New Season Opening Up Briskly, Say Officials

A new and complete line of battery chargers has been introduced to the trade by the Eagle Charger Corp. of Philadelphia, Pa., for the new season. The line includes Eagle Senior and Junior models, Eagle master, Eagle trickler, Eagle 5-B gang charger and Eagle 16-B gang charger. The gang charger models are designed for service station work and will charge from one to sixteen radio or automobile batteries at the same time.

An exclusive feature of the Eagle trickler is

Japan's Best!!

Gramophones,
Gramophone Needles
and Records

ALL SORTS OF MUSICAL
INSTRUMENTS

Write for catalogs and particulars

Nonaka Trading Co.

4-chome, Moto-machi Yokohama, Japan

its ability to charge "A" as well as "B" batteries, and it is shipped dry. The Eagle master will charge "A" batteries, full or trickle, and at a turn of the switch becomes a charger for "B" batteries of all standard voltages. The Eagle junior and senior models are standard tube type rectifiers. List prices range from \$10 to \$105.

Officials of the Eagle Charger Corp. state that the new season is opening up briskly and all indications point to a very successful year.

Charles H. Grinnell Dies After a Lengthy Illness

Was Well Known to the Trade as Manager of the Wholesale Victor Department of Grinnell Bros., of Detroit—Burial in Medina, N. Y.

DETROIT, MICH., September 3.—Members of the talking machine trade of the country, particularly those engaged in the distribution of Victor products, will learn with regret of the death of Charles H. Grinnell, manager of the wholesale Victor department of Grinnell Bros., this city, which occurred at his home in Highland Park on Saturday evening after an extended illness.

Mr. Grinnell, who was forty-two years old, had been connected with Grinnell Bros. for a number of years, and had accomplished much in developing the company's talking machine business. He is survived by his widow, a son, Charles Milford, and his father, M. Clayson Grinnell, of Medina, N. Y.

In addition to his business activities, Mr. Grinnell was active in fraternal circles, being a member of Sojourners Lodge No. 483, F. and A. M., Sojourners Chapter R.A.M., Highland Park Commandery, K.T., and Moslem Temple of the Shrine. He was also a member of the Scottish Rite of Milwaukee. The deceased was a member of the Michigan Society of the Sons of the American Revolution; of the Detroit Board of Commerce and of the Elks.

Funeral services were held at the First Universalist Church under the auspices of Sojourners Lodge and were attended by members of the local trade. The body was taken to Medina, N. Y., for interment.

Geo. C. Beckwith Co. Now Distributor of Mohawk Sets

Shortly after the middle of August Otto N. Frankfort, sales and advertising manager of the Mohawk Corp. of Illinois, Chicago, announced that the Geo. C. Beckwith Co., Minneapolis, Minn., prominent talking machine and radio wholesaler, had been appointed distributor for Mohawk receiving sets. Mr. Frankfort concluded arrangements with the Beckwith executives while in Minneapolis and feels that the Twin Cities organization is well equipped to place Mohawk products in the foreground in the Northwestern territory. Among the other Mohawk distributors are Republic Radio Corp., Detroit Mich.; Cycle & Auto Supply Co., Buffalo, N. Y.; Louisville Auto Supply Co., Louisville, Ky.; Southern Ohio Supply Co., Cincinnati, O.; Pyramid Motor Equipment Co., New York City; Ross Frazer Iron Co., St. Joseph, Mo.; Federal Radio & Electric Co., Paterson, N. J.

The Eastern office of the Cable-Nelson Piano Co. is now located at 449 West Forty-second street, New York, under the management of A. Dalrymple.

Radio Corp. Prepares Radiotron Sales Helps

"The Radiotron Man" Will Be Seen in Advertisements in National Magazines and in Dealers' Window and Counter Displays

The arrival of "The Radiotron Man" has been announced by the Radio Corp. of America. To capitalize the extensive advertising campaign which the Radio Corp. will conduct this season in publications of national circulation, all authorized Radiotron dealers will be provided



The New Radiotron Man

with unique counter and window display material as characterized by a bizarre cutout figure which will be known as the Radiotron Man, who is expected to do effective work in the sale of Radiotrons to the public. It is estimated that over 23,800,000 persons will be made acquainted with the merits and distinguishing features of Radiotrons by full-page advertisements in leading national magazines and farm publications, backed by two advertisements a week in 120 leading newspapers.

The Radiotron Man dramatizes the RCA Radiotron campaign. Each month he will have a new story to present on the posters which he will hold, and together with five lively little Radiotron Men will serve to brighten up the dealer's windows and counters.

A striking Radiotron sign, in the form of an art transparency which symbolizes a complete line of Radiotrons, is also being offered to RCA dealers. It is designed to permit a clear view through the show window while serving as a constant reminder.

Another effective dealer sales aid is the Radiotron price tag, which may be attached to various articles of merchandise in the dealer's store, and thus constantly remind customers of their Radiotron requirements. An attractive line of booklets complete with all information about Radiotron as well as other periodical ideas and selling ammunition for dealers are also ready for the new season.

Schafer Music Co. Opens

WATERLOO, IA., September 4.—The Schafer Music Co. recently opened a store at 611 Lafayette street, with a full line of pianos, radio receivers, talking machines, records and sheet music. A. C. and H. F. Schafer are the proprietors.

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.

SUCCESS!

TRADE MARK

Melofonic

Radio Speaker

A CONE
THAT
IS 100%
QUALITY
THRUOUT

A HIT
FROM
COAST
TO
COAST



\$25

LIST PRICE

Slightly Higher in the West

50%

TRADE
DISCOUNT

F. O. B.
N. Y. C.

The Melofonic Radio Speaker is setting the pace for high quality reproduction in the cone speaker field. Good radio sets sound better with the Melofonic. The full floating Burtex cone—the resonant wood-back sounding board—the heavy duty Melofonic Balanced Armature Unit—give it the superior tone quality that is meeting with the approval of consumer and dealer.

Melofonic Radio Speakers are Fully Guaranteed!

Get on the
Band Wagon!

Desirable territory is still open in many sections, but, is rapidly being closed. Send your initial order for a Melofonic today. The discount to the trade is exceptionally liberal and gives you a handsome profit.

Don't delay this is the speaker for positive results —ORDER NOW!

Sets the Pace—Leads the Field!

Progressive Musical Instrument Corp.

319 Sixth Avenue

New York City

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE.—This is the sixty-first of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer 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.]

Piano Records Enter New Era

I have been giving quite a lot of time and attention lately to piano recording and reproduction, with a view to satisfying myself as to the changes that have been occurring in this important field since, especially, the advent of electrical methods. It seems to me that there is a great deal to be said on this subject. Some of the most interesting of the points which have developed in my own mind upon due thought and experiment shall be set forth here.

Acoustically Speaking

It has always been difficult to describe accurately the peculiar acoustical effect which the diaphragm and recording stylus of the phonograph had upon the sounds excited by the strings of a pianoforte. The rough and ready comparison with a banjo was really as accurate as anything could be. The pitch was there, but the proper quality was almost wholly lacking. The sounds were short, they did not have that carrying power which one knew to be associated with the very fine pianofortes commonly used in the recording studios. They especially lacked that mellowness, fullness or whatever it be called, which we associate with pianoforte tone. Acoustically speaking, what was lacking was, apparently, a goodly proportion of the partial tones which accompany the fundamental tone whenever a string is excited into sound. These partial tones impart to the tones of the pianoforte the color characteristic of them. Moreover, in the bass sections of the instrument, the fundamental tones are very feeble, so that the partial tones, even to the human ear, carry most of the burden of the tone production. When these are enfeebled the sounds are disastrously attenuated.

It can readily be understood that with the acoustic system of recording, where the

sonorous motions are conveyed through an air-gap between instrument and diaphragm, there must be some drop in transmission of the always feeble amplitude of the partial tones. These, as everyone knows, are produced by automatic divisions of the strings into segments after excitation. A phenomenon of the sort is common, in one shape or another, to nearly all sound-evoking bodies; but is particularly marked in the case of the stretched string fixed at each extremity. The motions taken up by these automatically formed subdivisions of a string are relatively weak, and during their passage into the air-gap and then in their attempt to impress themselves upon a comparatively stiff diaphragm they lose most, if not all, their original amplitude. Hence the resulting sounds are thin and dull.

But this is not all. The diaphragm never could reproduce the characteristic motions of the soundboard and so never gave us even sounds comprising strong fundamental tones. If one strikes a piano string exactly in its middle with a piano hammer, one obtains a tone almost completely bare of any partial tones above the second, but very strong, of course, in this, stronger than in the fundamental. The second partial tone, however, being merely the octave to the fundamental, the resulting tone quality is very close to the quality of a pure fundamental tone. Now the effect in this case upon the ear is not very far from the characteristic "phonographic" piano tone, as we used to accept it. Even so it is not just the same. In fact, the effect of the diaphragm and stylus upon the sound of the pianoforte used to be to destroy the partial tones characteristic of pianoforte tone, and likewise to enfeeble and shorten the fundamentals.

Old but Fine

Even with all this, however, old-style piano recording is often remarkably fine. I happen to possess some half-dozen records by Alfred Cortot, a French pianist of considerable power, beauty of tone and artistic insight. He has been heard often in this country and makes records for Victor and also for one of the big

reproducing piano makers. Just before writing this paragraph I once more listened to his recordings of the Chopin Tarantella, two Etudes by the same composer, and the Etude Pathetique of Scriabine, the modern Russian. The last-named in many ways seems to me to be the best thing of its kind ever done on the old system. It is extraordinary lifelike, and from bass to treble there is no distressing let-down in sound at any point. Yet all the time one is conscious that some of the constituent elements of the tone are not appearing. There is at bottom a sort of "twanginess." Sustained tones have a habit of giving out a sort of blurred echo immediately after they have been sounded. The thing is very good; but still it is not good enough.

The Grainger Achievement

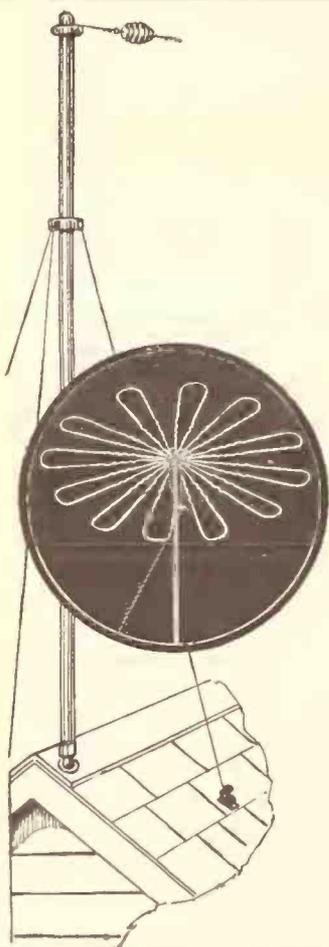
Now, suppose one takes the best known of the piano recordings made, so far, on the new system. I am thinking of the Columbia recording of Percy Grainger's playing of the very well-known Chopin Sonata in B minor. There is not, indeed, at first hearing anything revolutionary about the difference one notices. Yet this difference is distinct. In the first place there is a greater quantity of sound. The effect is more like the actual playing of a piano in the next room with the door open. Then, in the second place, the artist has been able to use the sustaining pedal, and although there is a decided reverberation or echo from the soundboard when the dampers are thus raised, the effect is not very disturbing, while the improvement is notable in all other respects. In the third place, the quality of the tone is definitely nearer to that of the piano heard at first hand, not perfect, but approaching perfection. Reverberation is still to be heard, and a certain amount of blurring on sustained notes; but the effect generally is better, much better. In the fourth place, chords do not run together into a jumble as they sometimes (not always) used to. Lastly, the compass is notably extended, especially in the low bass.

Piano recording then has entered upon a new age of excellence, and phonograph merchants should make the most of the fact. Every music lover in every community ought to be made to listen, even if he or she has almost to be dragged into the hearing room, to some of these new records. With piano recording within measurable distance of perfection, the phonograph reasserts its right to the title of universal giver of music. Merchants, on all sides you see the evidence! This is a new and a more glorious day, for the phonograph and for its records, and (if you care enough) for you too!

Mrs. Flossie E. Erickson Chosen Radio's DX Queen

Radio's DX Queen is Mrs. Flossie E. Erickson, of 812 East Monroe street, Bloomington, Ill., according to the official announcement of the Radio Manufacturers' Show Association, through G. Clayton Irwin, Jr., general manager. She shares honors with another Illinois woman, Mrs. Lottä Harrauff, of Princeton, who won the title of "Mrs. Radio" for 1926-1927 and will be guest of honor at the Radio World's Fair in New Madison Square Garden, New York City, September 13-18.

Mrs. Erickson will be given a cup at the Chicago Radio Show in October and also will be sent a cup emblematic of second honors in the "Miss Radio" contest which turned out to be a "Mrs. Radio" competition this year. Mrs. Erickson's record comprised 326 stations in the United States and nine foreign countries.



IMPROVE!

YOUR RADIO RECEPTION BY USING

The **REDI-MAST**
FOR AERIALS

A strong hand-turned rock maple pole which gives a quick, convenient method of erecting a dependable antenna. 5 or 8 foot lengths, will fit any roof—single or multiple wire antennas. Will carry the heaviest sleet covered antenna in strong wind without weakening. Neat in appearance. Can be set up or dismantled without danger of causing leaks in roof. Complete set includes three steel guy rods ¼-inch in diameter, adjustable pulley, nee irons, roof sockets, anchor pins and full instructions, price 5 foot mast, each \$3.50, 8 foot mast, each \$4.25. Ask your dealer.

WAVE-X

The WAVE-X Condensing Antenna is an aerial that can be quickly erected on wall, chimney or roof, anywhere 5 foot square is available. Several on one roof without interference. Provides sharper tuning, increases selectivity and is non-directional. Twelve durable, highly conductive, non-corrosive aluminum wire feelers reach out in all directions. Perfectly insulated to prevent losses. Only one upright to erect, only a hammer and a screwdriver needed. No. 2, with 8-foot pole ready to install with all accessories and full instructions, \$12.50. No. 3, for side wall or chimney mounting, \$12.50.

DEALERS

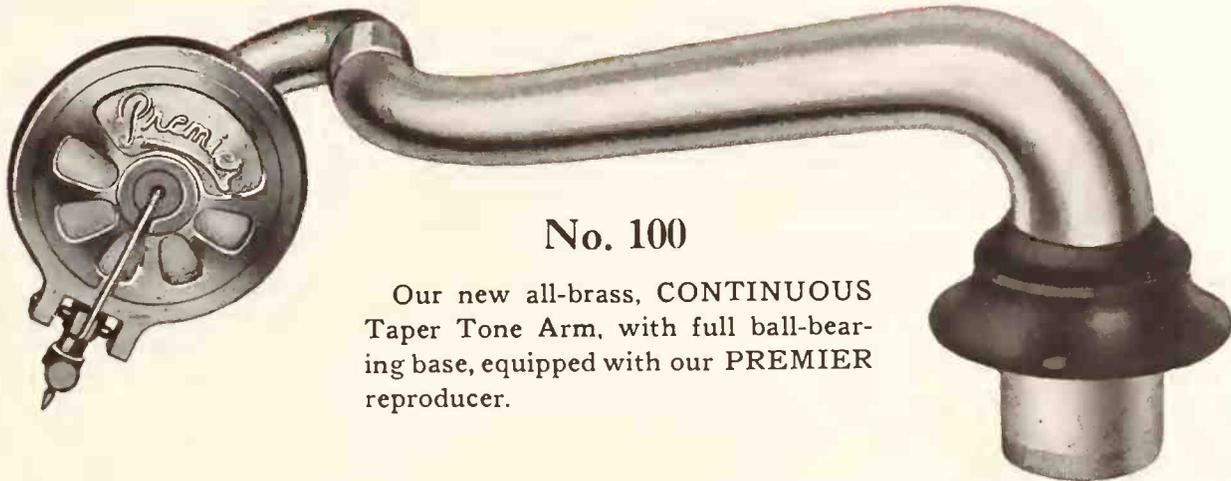
There's a big demand everywhere for REDI-MAST and WAVE-X—Write for our dealer sales plan now!

Sales Department
THE ZINKE COMPANY
1323 S. Michigan Ave.,
Chicago, Ill.

Manufactured by
PRESSED METAL MFG. CO
Waukesha, Wis.

Empire Universal Tone Arms and Reproducers

"The STANDARD of the INDUSTRY"



No. 100

Our new all-brass, CONTINUOUS Taper Tone Arm, with full ball-bearing base, equipped with our PREMIER reproducer.

Specifications:

Height from motor board to top of tone arm is $3\frac{1}{8}$ inches. Inside diameter at base is $1\frac{13}{32}$ inches. Outside diameter of base flange is $2\frac{7}{8}$ inches. Length from turntable center to center of horn hole on motor board is $9\frac{1}{2}$ inches.

It is now a recognized fact that there are three things necessary to obtain the best results from the new electrically cut records. These are the reproducer, a CONTINUOUS taper tone arm and the long amplifying chamber.

The unit illustrated above, when used with a long amplifying chamber, embodies these points, and has been scientifically designed to meet the latest achievements in the science of acoustics.

LIST PRICES

Tone Arm Only

Nickel\$ 7.50
Oxidized 8.00
Gold 8.50

Complete as Shown

Nickel\$12.50
Oxidized 13.00
Gold 13.50

Order sample, test it out. It will win you on its merits.

Empire Tone Arms Are Used by Carryola

THE EMPIRE PHONO PARTS CO.

10316 Madison Avenue, Cleveland, Ohio

Established in 1914

W. J. McNAMARA, President



Patented 1925

ADD-A-TONE

REGISTERED U. S. PATENT OFFICE

As the old saying goes, "no imitation is as good as the original—ask the man with the wooden leg."

The **ADD-A-TONE** Reproducer has been "copied"—but only **ADD-A-TONE** has patent-protected features of workmanship, design, and tone quality. **ADD-A-TONE** is now

part of all Carryola Portables—a splendid tribute by the world's largest manufacturer of portables exclusively.

We are now working on several important developments which will be of considerable interest to the trade and which will be announced shortly.

UNIQUE REPRODUCTION CO.

32 Union Square

New York

The Largest Makers of Portable



Meeting Dealer Needs

FROM the very beginning of the popular interest in portables the Carryola Company has specialized in their manufacture. From the beginning to the present, it has devoted a great deal of time and money in research, tests and investigations.

Operating an immense modern plant, devoted exclusively to the manufacture of portable phonographs, we have been fortunate in developing a line of musical

instruments which have appealed to both trade and public.

As alert makers of modern portables, we have seen the necessity not only of producing quality merchandise, but also of advertising it nationally. That's why you find Carryolas advertised generously in *The Saturday Evening Post*, *Liberty*, and other leading publications.

Live music merchants demand such cooperation; and we're happily able to fully meet their needs.

The **CARRYOLA COMPANY** *of* **AMERICA**
647 Clinton Street Milwaukee, Wisconsin

Phonographs in the World!

The Carryola Master



Just What Is It About the Carryola Master, Anyway?

WHAT is it that has made the Master the most popular portable on the American market?

We've often wondered ourselves.

We know how the Carryola Masters became what they are. Patient careful building toward an ideal, with a determination to have nothing less than something much better, brought the Master to its present pinnacle.

But that doesn't tell all the story.

The truth is that the Carryola Master has always had top-notch popularity.

Our distributors are constantly imploring us to *make no changes in the Master.*

They are afraid something will happen, something creep in, to upset the present entirely acceptable Carryola performance. We *do* make improvements from time to time. But we're mighty careful about it. We make sure that they really improve.

Improvements that really contribute something—but no yearly models. That's the Carryola Policy.

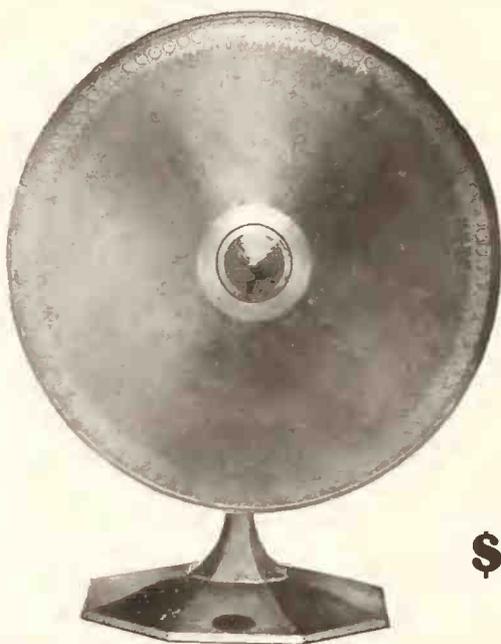
If you're not entirely familiar with Carryola Portables (Carryola Master, Carryola Flapper, Carryola Cub), just write for details.

The CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin

Again!

UTAH Leads with Two Sensations

GUARANTEE
 Buy a **Utah** and use it for two weeks. Compare its tone with the best the others are able to produce. **If the Utah does not give better reception** return it to your dealer and **he will refund your money.**



Utah Standard

\$22.50

The Speaker with the Golden Throat
14-inch bell

LIST
\$16.00

The Utah Cone (Free Edge)
12½ inches high.

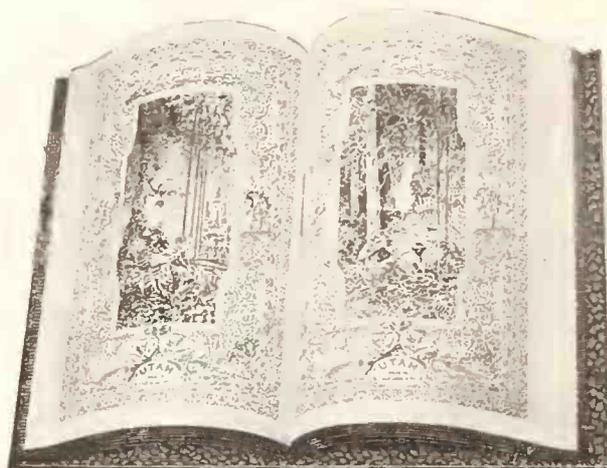
The most complete line of speakers on the market today.



Utah Superflex

\$10.00

Reg. U. S. Patent Office



Utah Book — Looks like an open book. Finest reproduction. Size 17½x13½.

LIST
\$19.00

Utah Junior

\$12.50

11-inch bell



Utah Radio Products Co.

1421 S. Michigan Ave., Chicago

We are manufacturers—not assemblers

Six Different Models in Apex 1926-27 Radio Line

All Models Are Six-Tube Receivers With Single-Dial Control—Company Will Continue Making the Five-Tube Line

CHICAGO, ILL., September 4.—The new 1926-1927 line of Apex radio receivers, including six different models, is being introduced to the trade at the present time by the Apex Electric Mfg. Co., Chicago. All of the receivers are



Apex Model 116

six-tube sets with one-dial control, housed in attractive cabinets. Model 6 is a table set built of five-ply walnut, highlighted, furnished with a bronze panel with oxidized wood grained finish. Model 16 is another table model containing a built-in loud speaker directly above the bronze panel. It is housed in a handsomely designed



Apex Model 106

walnut cabinet, with double doors. Model 106 is a combination of models 6 and 100, Model 100 being a console base, with a compartment holding the battery charger and other accessories. Models 16 and 100 are also combined into a beautiful console model known as model 116, finished in walnut with a bronze panel. Model 5 is a five-tube single-dial table type receiver with illuminated dial readings. This cabinet is finished in five-ply walnut veneer and the receiving set is equipped with a matched bronze panel. These receivers are priced from \$85 to \$175. Model 100 lists at \$60.

In cabinet and panel design the Apex executives and designers have striven for beauty and simplicity, together with compactness to conserve space in the home. The receiving set itself contains many further refinements, among them being the single-dial control feature and impedance coupling which is said to assure the best of selectivity, performance and accuracy of control. The new Apex line has met with enthusiastic approval wherever it has been shown, and the Apex officials are looking forward to a most satisfactory season for the sale of their products.

In addition to the new line of six-tube sets the Apex Electric Mfg. Co. will continue to sell the five-tube 1925, line, including the Apex Baby Grand Console, Apex Super Five, Apex Deluxe, both table models, the Apex speaker and the Apex Deluxe table. The Apex Baby Grand and the Apex Deluxe are furnished with either five or six-tube receivers, optional with the purchaser.

Frank Reichmann Advocates Community-owned Receivers

President of Reichmann Co., Maker of Thorola Sets, States That Every Community Should Install Radio Sets for Use of Public

CHICAGO, ILL., September 7.—The government of Russia is showing the way to the United States and other countries by adapting the radio to its most useful purposes, according to Frank Reichmann, president of the Reichmann Co., Chicago, manufacturer of Thorola receiving sets and speakers. Receiving sets are being installed in every city, village and hamlet of Russia so that everyone, no matter how poor, can enjoy the benefits of high-powered radio receivers.

"This plan should be worked out in the United States," said Mr. Reichmann. "It could very easily be done. Many small communities have already installed community sets in the town hall, or some other place centrally located. In Poulan, Ga., for instance, the women's club of the town installed a set and the batteries are renewed by popular subscription. This set is in operation almost continuously, and anyone who wishes may drop in at the town hall and hear what is on the air.

"I believe it will not be long before every community will do the same thing. Once these sets are installed it would be very easy for the government to spread warning of disastrous storms, etc. The same system of communication could readily be used for the speedy apprehension of criminals. When a crime is committed in a small community and the criminal has escaped the town police could telephone the nearest broadcasting station and this station could then spread the alarm. In this way it would be practically impossible for the criminals to get away by following any road which ran through a village.

"In connection with community receiving sets, it must also be borne in mind that in every community there are persons, even in the United States, whose incomes are not sufficient to justify the investment in a high-powered, long-distance radio set. These people, however, are just as much entitled to enjoy themselves as any one else. This is especially true of the children. In the more remote towns a community radio set is just as essential to the progress and welfare of the community as is the public school. I hope to see thousands of these community sets installed before the end of this year, and will do all I can to help achieve this result."

Edward C. Evans, popular member of the sales staff of C. Brimo & Son, Inc., Victor distributors, New York City, accompanied by Mrs. Evans, spent his vacation on an extended motor trip. Mr. Evans' trip included the many scenic beauties in Pennsylvania, Virginia and Maryland.

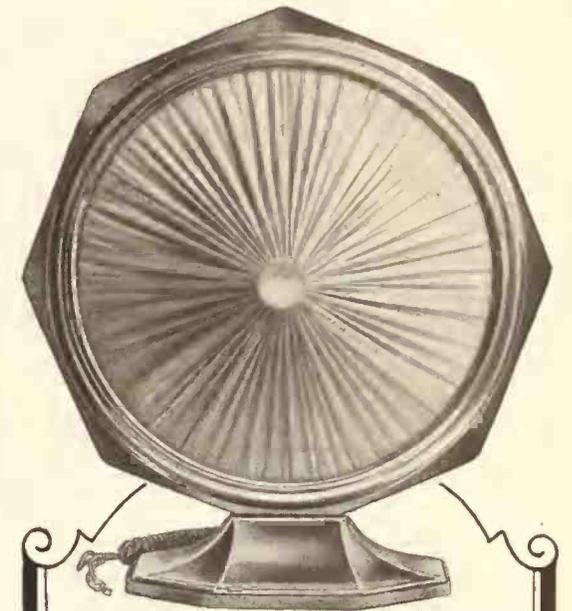
Hubert C. Doyle Recovered From Three Months' Illness

Vice-President of Sleeper Radio & Mfg. Co. Returns to Desk After Protracted Illness—Well-known Design Engineer

The many friends of Hubert C. Doyle, vice-president of the Sleeper Radio & Mfg. Corp., Long Island City, N. Y., will be interested to know that he has returned to his desk after an illness of three months. Mr. Doyle has fully recovered and is busily engaged in rounding out plans for the new radio season. He has made an enviable reputation for himself as one of the best design engineers in the radio industry, having originated for the Sleeper Corp. many features now widely used.

During the war Mr. Doyle was production manager of the Thomas-Morse Aircraft Co., which produced over 1,200 Scout planes under his direction. He is still an enthusiastic aviator, and possesses a plane of his own.

The new SONOCHORDE CONE



The Speaker of Eloquence \$25.00

EVERYONE is talking Sonochorde. Once you hear this superlative Cone, nothing else matters. You'll buy it.

The new Sonochorde is so far superior to other cone speakers anywhere near its price that there is absolutely no comparison.

IF YOU don't find it so, we'll return your money.

For full information, write
BOUDETTE MFG. CO.
CHELSEA MASS.
Designers and Manufacturers of the
Sonochorde Cone.
HASTINGS ELECTRIC SALES CO.
Factory Representative
42 Binford St. S. Boston, Mass.



Back-View Table Model



Floor

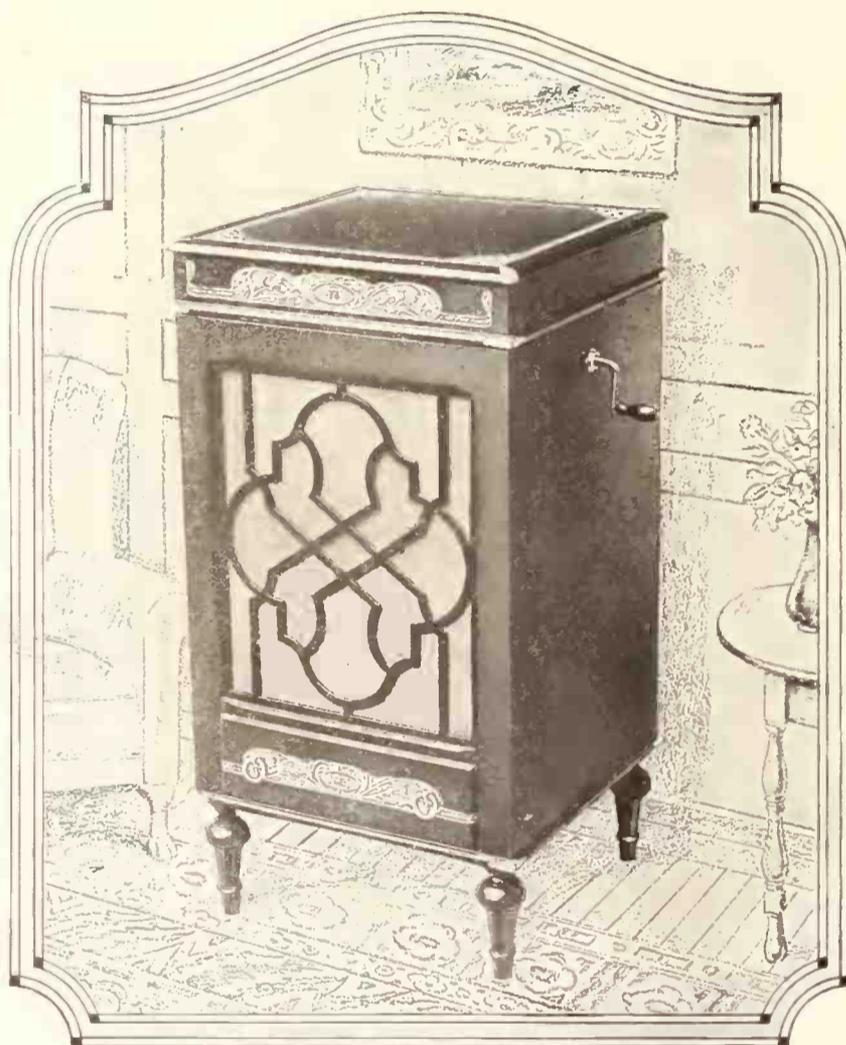


Wall Model \$27

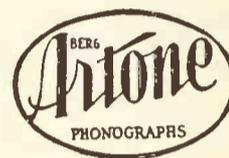
Model \$35

Investigate
 (Ask Your Jobber)

the new



U. S. Patents Pending



Model No. 65
 Nickel Finish
 List Price \$65

Model No. 75
 Gilt Finish
 List Price \$75

Adam Period Reproductions of Hand-tooled Leather Design. Ideal Size for Apartments and Small Living-rooms. New Berg Tone Chamber with Modern Goose-neck Type Throw-back Tone Arm and Improved Reproducer, Heiman Double Spring Motor, 12" Turntable and Ample Record Space

No product in the history of the phonograph business has ever been received with more enthusiasm than has been shown by the trade to these new Artone creations.



No. 7
 Artone
 Portable
 \$15



No. 2
 Artone
 Portable
 \$25

BERG A T & S CO., Inc.

Artone Products

—with the New Tone!



Model No. 85

Nickel Finish

List Price \$85

Model No. 95

Gilt Finish

List Price \$95

Cathedral Design Reproductions of Hand-tooled Leather Effect, Fine, Rich Tone; Extra Long Scientifically Constructed Tone Chamber (Patent Pending); New Model Goose-neck Type, Throwback Tone-Arm and Improved Reproducer; Heineman Double Spring Motor; 12" Turntable, Ample Record Space



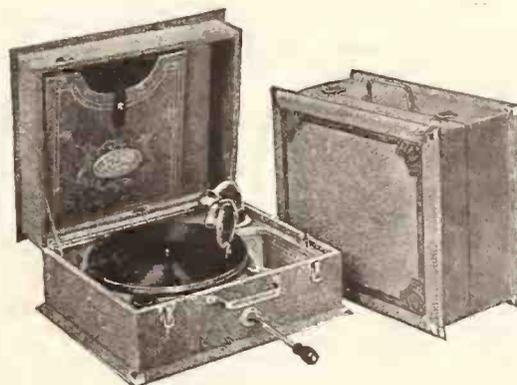
U. S. Patents Pending

The reception accorded these new Artones can only be described as a virtual triumph—for their remarkable tone — artistic appearance — unusual eye-value and unmatched sensible prices.

No. 4
Artone
Portable
\$25



No. 1
Artone
Portable
\$30



Long Island City, N. Y.

Columbia Phonograph Co. Purchases Coast Factory

New Columbia Plant in Oakland, Cal., Is Well Situated for Quick Distribution of Products to the Coast and Western States

Increase in business has necessitated the purchase of a plant on the Pacific Coast by the Columbia Phonograph Co., New York. The Columbia factory at Bridgeport is working day and night shifts to supply the nation-wide demand for the Columbia New Process records. Despite the fact that January and February are the peak



First Unit of New Pacific Coast Plant of Columbia Phonograph Co.

months in record buying, and that there is always a marked falling off in Summer, the company has on hand August orders rivaling either of the big Winter months.

The new Columbia plant is in Oakland, Cal., a key position for manufacture and quick distribution of the company's products on the Coast and in the Western States. The property, which contains approximately 73,000 square feet of ground space on Fifty-seventh avenue, off East Fourteenth street, is in the Oakland industrial district. Among the big industries with plants in the immediate neighborhood are the General Electric Co., the Continental Can Co. and the Willys-Overland Co.

A modern factory building, equipped with the latest machinery, has just been erected. A railway siding, giving Western Pacific and Southern Pacific Railroad connection, runs into the property. This purchase was made from the Austin Securities Co. McCutcheon, Olney, Mannon & Greene, of San Francisco, represented the Columbia Phonograph Co. in the transaction.

Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Phonograph Motors

Cabinet type motors of from 3 to 10 records playing capacity. Superior quality.

At moderate prices.

L. H. JUNOD & CO.

104 Fifth Ave. New York

Sole Agents for the U. S. A.

O-M-C Radio Supply Co. Holds Bosch Radio Exhibit

Western Pennsylvania Distributor of American Bosch Magneto Corp.'s Products Has Display of Its Line at Fort Pitt Hotel, Pittsburgh

PITTSBURGH, PA., September 7.—An exhibition for the benefit of dealers was recently conducted by the O-M-C Radio Supply Co., of this city, distributor in western Pennsylvania for Bosch radio. R. J. Curley, secretary of the O-M-C organization, was the host, and the exhibit was held in a suite of rooms in the Fort

Pitt Hotel, where an elaborate showing of Bosch products was arranged. A staff engineer from the radio division of the American Bosch Magneto Corp. at Springfield, Mass., was in constant attendance and supplied information in response to technical inquiries. Complete models of Bosch sets as well as skeleton models showing the new construction and operation were on display.

A constructive feature of the exhibition was the display of the exhaustive line of dealer helps and advertising and sales promotion material which has been prepared by the Bosch organization for the benefit of its dealers throughout the country.

Gold Seal Electrical Co. Announces Two New Tubes

First, G S X-200-A, Designed for Distance Reception—The Other, G S X-Hy-Mu, to Be Used With Resistance Coupled Amplification

Two new radio tubes, G S X-200-A and G S X-Hy-Mu, have been announced to the trade by the Gold Seal Electrical Co., Inc., of New York, manufacturer of Gold Seal tubes.

G S X-200A is designed for those fans for whom reception from distant stations holds an irresistible lure. It is to be used as a detector tube and is claimed to be superior to GSX-200-A and GSX-Hy-Mu the ordinary 201-a type tube. Engineers claim that it is especially sensitive to the weak signals from distant stations and should be controlled by a 10-ohm rheostat for best results, although this is not essential. No change in circuit or connections is necessary, and the new tube is said to work equally well with resistance or transformer coupling.

G S X-Hy-Mu has been produced because of the increasing popularity of the resistance coupled system of amplification. It cannot be used with transformer coupled amplification. The tube is said to require no change in the circuit but should be controlled by a 20 to 30 ohm rheostat.



ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

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

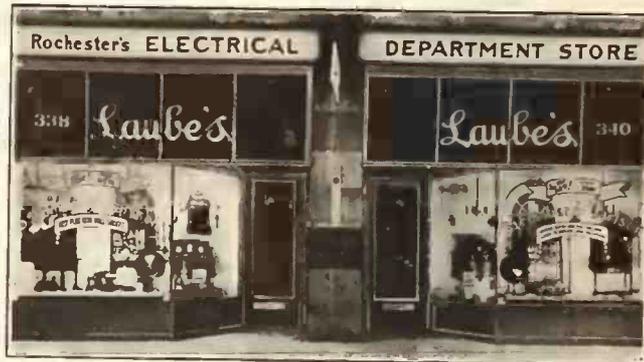
Stromberg-Carlson Sets Shown in Attractive Display

Laube Electric Corp. Devotes Two Windows to Presentation of Stromberg-Carlson 1926-27 Line of Radio Equipment

ROCHESTER, N. Y., September 7.—The Laube Electric Corp., authorized Stromberg-Carlson dealer of this city, opened its radio season by devoting its entire store front to the display of Stromberg-Carlson products. Possessing an ideal location, the two windows presented a most powerful appeal to the passer-by.

The right-hand window was devoted entirely to a display of treasure chest and art console models of the five-tube receivers, a feature being a receiver chassis whose points of superiority were pointed out by special window cards supplied by the Stromberg-Carlson Co.

The window at the left contained a display of the six-tube "universal" type receivers. A six-tube chassis was given a prominent position in the forefront of the window, its features also



Laube Corp.'s Stromberg-Carlson Display

pointed out by special window cards. The Tip-Top table type of cone speaker was also given a prominent place in the display. One of the running-in machines used at the Stromberg-Carlson plant for breaking-in the bearings of condensers was kept in operation near the front of the display.

Enhanced by beautiful electric fixtures, ferneries and art panels, the display attracted a great amount of attention. At most any time of the day groups of people were seen admiring the pretentious and beautiful display. Fred G. Laube, head of the store, reported considerable business as the result of this display.

Newark Fada Distributor Displays Line to Dealers

A large attendance of dealers from northern New Jersey attended the special showing of Fada radio held recently in the showrooms of the Essex Storage Battery & Supply Co., Newark, N. J., Fada distributor in that section. Much enthusiasm was expressed in regard to the new Fada line. F. A. D. Andrea, president; L. J. Chatten, sales manager, and L. M. Clement, chief engineer, were among the officials of F. A. D. Andrea, Inc., who attended the Essex exhibit.

K. H. Stark in New Post

Announcement has been made of the appointment of Kimball Houton Stark, well known in radio circles, as an executive of the Chas. Freshman Co., Inc., manufacturer of Freshman Masterpiece receivers. Mr. Stark will devote his attention to purchases, materials and production control.

To a Dealer Who Likes to Be First!

Everywhere—in every town and city—there are dealers who like to be first. They were first with non-radiating sets. First with console cabinets. First with power tubes and cone speakers and battery chargers.

To such a dealer, whether he own a modest store or a radio sales palace, we say, "Here again is the opportunity to be first." The coupon in the lower right-hand corner will bring you news about a line of Radio Power Devices—devices of amazing low operating cost—guaranteed humlessness and absolute freedom from distortion.

Two new tubes do most of it. A tube for chargers and a tube for "B" Eliminators. Tubes without filaments.

Electrolytic tubes, guaranteed without qualification for two years, and certain to serve for many, many more.

The other members of the line—the "A" Chargers 0 and 00, the Trickle Charger, the 90 and 135-volt "No-Bees", the Unitron Control, the "A"-Power and Combination "A" Charger-No-Bee—they, too, are new achievements in radio. The dealer who is first

with Unitrons will be first with products patented beyond competition.

And we want him first. And when he sees the breadth of our helpfulness—including the extensive national advertising—and the vast measure of our dealer co-operation, he will be glad he was one of the first to send this coupon.



Send This Coupon
to us Today!



FOREST ELECTRIC COMPANY
New and Wilsey Streets, Newark, N. J.

Mail me Details of the Unitron Franchise—the Unitron Power Devices—and the filamentless Light Socket Power tubes.

Name

Address

City

State



Window Displays

MAGNAVOX

Radio

Advertising

1926

Booklets

Q.S.T.

New Magnavox Cone Speaker — the most advanced yet made. Covers entire tonal scale — will sell itself in demonstration with any speaker. Cornell model above (9½" wide, 11" high, 5" deep, 7" cone) non-resonant metal finish, mahogany base in two tones. List \$22.50. Stanford model, all-mahogany cabinet, \$35.

These speakers made under Magnavox patents. Distributors and dealers protected from infringement liability.

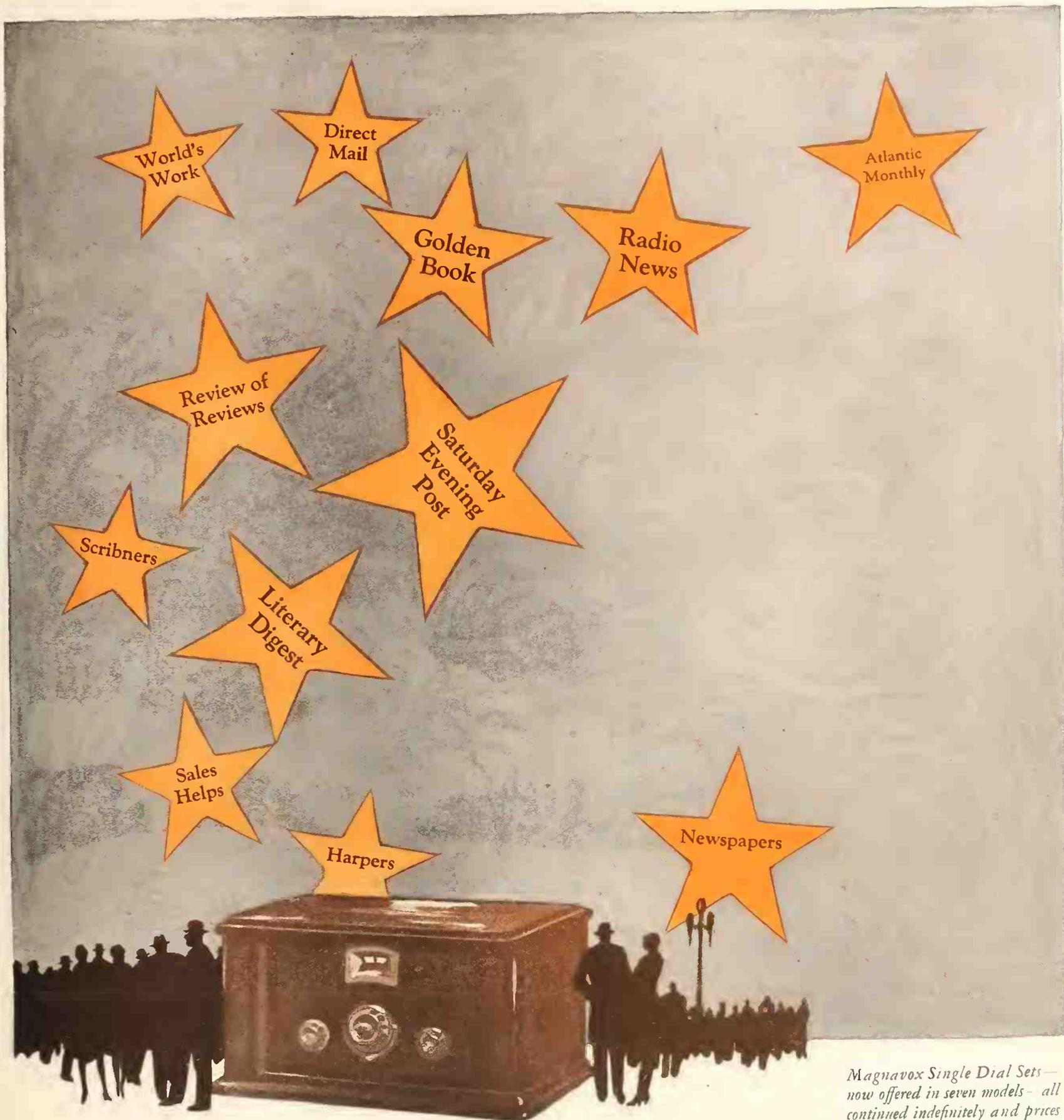
Radio's first large advertiser

FROM 1922 to 1925 Magnavox stood among the top three radio advertisers in national magazines. Consistent, sane advertising always has been a main plank in the Magnavox platform of dealer support. This year our advertising is planned on a more spectacular basis than ever before. It will far surpass, in volume and sales-value, our previous advertising in national maga-

zines over the same period of time.

The prime objective of this advertising is to draw selected prospects to the Magnavox dealer's store for demonstrations of sets, speakers and tubes. Pages and double pages will be used in a long list of proved radio mediums starting in September. Leading newspapers will be used also.

A minimum of one double page in colors and eight full pages in black



—and still a leading one

will be used in the Saturday Evening Post alone before Christmas. Here are the magazines with circulations:

Saturday Evening Post	2,800,000
Literary Digest	1,400,000
Atlantic Monthly	110,000
Scribners	71,000
Review of Reviews	180,000
Golden Book	190,000
Harpers	103,000
World's Work	114,000
Radio News	251,000

Q. S. T.	48,000
Radio Retailing	30,000
Talking Machine World	10,800
Talking Machine Journal	11,700

Total Magazine Circulation, each insertion 5,319,500

This campaign will feature both *Magnavox* Sets and Cone Speakers. It is a forceful, business-getting program that you can focus on your store. Write us about *Magnavox* dealerships—for set or speaker.

Magnavox Single Dial Sets—now offered in seven models—all continued indefinitely and prices guaranteed until January 1, 1927.

Magnavox is the perfected and proved single dial set. It sells and stays sold, without sustained service demands.

Only thirty-seven sets out of the entire *Magnavox* production last year were returned to the factory as defective.

24D 15 © 1926

THE MAGNAVOX COMPANY

General Office and Factory: Oakland, Calif.
Chicago Sales Office: 1315 S. Michigan Ave.

R. S. Williams & Sons, Ltd., Toronto · Distributors for Canada [not including British Columbia]

Just a Minute Please!

Best Buy Ever in Phonograph Line

Main Springs

3 1 1/4 in. used for old and new type Victor	\$1.00
3 1 in. Columbia main springs	1.00
3 1 in. Heineman main springs	1.00
3 1 in. used for old and new type Victor	1.00
3 1 in. oblong hole used for Meisselbach, Brunswick, Sonora, Krasco, etc.	1.00
3 7/8 in. main springs	1.00
4 3/4 in. main springs	1.00
6 1/2 in. main springs	1.00
1 1 1/2 in. used for Edison	.75
3 1 1/8 in. main springs	1.00

Necessary (Useful) Parts

Columbia and Victor governor shafts, new and old types	.35
Columbia bevel gears, new and old types	.55
Columbia and Victor handles	.25
Columbia drive shafts	.40
Columbia spring barrel head, new and old type	.55
Columbia and Victor, and all types governor balls and springs	.08
Columbia and Victor pawls	.10
Victor driving gear, brass	.50
Columbia governor springs C	.50
Victor governor springs C	.60
Assorted governor springs C	.60
Columbia governor screws C	.40
Victor governor screws C	.50
Columbia barrel screws C	.75
Columbia gaskets for S.B.	.01
Assorted thumbscrews C	1.00
Columbia stylus bar comp.	.25
Victor No. 1 and No. 2 stylus Comp.	.35
Standard makes stylus Comp.	.15
Victor No. 1 and No. 2 rubber backs	.18
Assorted fibre gears	.15
All types check springs	.05
Meisselbach & Heineman turntable shafts complete	.60

Turntable Covers

Green turntable plush	.50
12 in. turntable felt green	.15
Colored 10 in. felts	.05

Micas

8 assorted sizes, Micas	1.00
-------------------------	------

Tone-arms and Soundboxes

Tone-arm and soundbox	1.10
Throwback T. A. & S. B.	2.50
Columbia tone-arm	1.60
Columbia soundbox	1.50
Exhibition reproducer "V" hub	.75
Soundbox 3/4 and 7/8 in. hub	.50
Saxophonic reproducer	2.90
Edison attachment and S. B.	1.75

Motors

Double spring motor, complete with all accessories and 10 or 12 in. turntable	2.75
---	------

Steel Needles

100 packages high grade steel needles 2.50
 Speed indicator .45
 Also have a full line of Madison and Carnival parts, tone-arms and reproducers, at reduced prices. These are strictly genuine and very difficult to obtain.

Pleasing Sound Phonograph Company

204 E. 113th St. New York, N. Y.

Telephone—Lehigh 5212

Mid-West Radio Industry Honors Major H. H. Frost

Radio Manufacturers Ass'n and Sixteen Other Trade Bodies Sponsor Banquet to Popular Manufacturer on Eve of Departure for East

As a token of the esteem in which he is held in the radio industry, both in national and local circles, a farewell banquet was tendered to Major Herbert H. Frost, former president of the Radio Manufacturers Association, at the Palmer House, Chicago, on the evening of August 18. While originally intended as a limited gathering of close acquaintances, the occasion assumed the proportion of a general radio industry event. The banquet was sponsored by the Radio Manufacturers Association and sixteen other trade bodies, with A. J. Carter as general chairman and John M. Redell assisting in arranging the details of the banquet. Major Frost has relinquished the active management of Herbert H. Frost, Inc., Chicago, and will assume the general sales managership of E. T. Cunningham, Inc., with headquarters in New York City.

The banquet was held in the Red Lacquer room of the Palmer House with Paul B. Klugh,

response outlined the function which radio will perform in the future in national defense.

A huge basket of flowers was presented by Mr. Klugh to Mrs. Herbert H. Frost, who was a guest of honor. Other speakers on the program were Frank Watts, New York City, and Harold J. Wrape, St. Louis, president of the Federal Radio Trade Commission, St. Louis, who thanked Major Frost for the interest he had taken in that organization and the wise counsel he had given them at the time of its formation and during its growth.

A feature of the evening's entertainment was a series of comic cartoons thrown upon a screen, depicting various events in Major Frost's life. During the showing of the pictures Eddie & Fannie Cavanaugh, the "Gaelic Twins" of KYW, sang humorous verses. Throughout the banquet music was furnished by Frank Westphal and his All-American Pioneers of station WENR.

Globe Technolian Loud Speaker Cabinet on Market

READING, MASS., September 7.—The Globe Phone Mfg. Co., of this city, has announced a new product, the Globe Technolian radio reproducing



Many Friends of Major H. H. Frost Present at Banquet Held in His Honor

vice-president, Zenith Radio Corp., acting as toastmaster. At the opening of the gathering Carl D. Boyd, director of sales promotion of the Reichmann Co., Chicago, read wires of congratulation to Major Frost from Povel Crosley, Jr., the Electric Club of Chicago, Frank P. Melvin, Harry L. Bradley, Allen Bradley Co., Milwaukee, the Ray-O-Vac Twins, and Peter Sampson, president of Sampson Electric Co., who on that evening was entertaining Atwater Kent dealers at a banquet at the Congress Hotel. In the opening address Mr. Klugh lauded Major Frost, terming him a leader in the industry and voiced the hope of the Middle West that he was merely "loaned" to the East for a limited time.

A. J. Carter, president of the Carter Radio Co., presented a silver loving cup to Major Frost as a visible token of friendship and appreciation of the trade for his untiring efforts in the furthering of radio activities. In his response Major Frost expressed his thanks and promised to devote his best efforts to enlarging the scope of radio activities in the Middle West. He stated that Chicago was in reality the birth place of the Radio Manufacturers Association, and other trade organizations, and pointed especially to the high caliber of radio broadcasting programs which Middle West stations are placing on the air. He prophesied that radio is on the threshold of a new period of development and that Chicago and the surrounding territory will play her part in making radio a necessity and not a luxury.

Colonel Clifton, of the Signal Corps of the U. S. Army, stated that the radio industry's gain was the Army's loss, for Major Frost was exceedingly popular among his army comrades. Colonel Clifton, in the name of the Chicago Post of the American Signal Corps Division, presented a sabre to Major Frost, who in his

loud speaker cabinet. This new product incorporates in a modified form the basic principles of the new Technolian Ohmitonal Music Reproducing System, an invention of Irving Kimball, of Boston.

Advices Dealer Tie-up With Dempsey-Tunney Bout

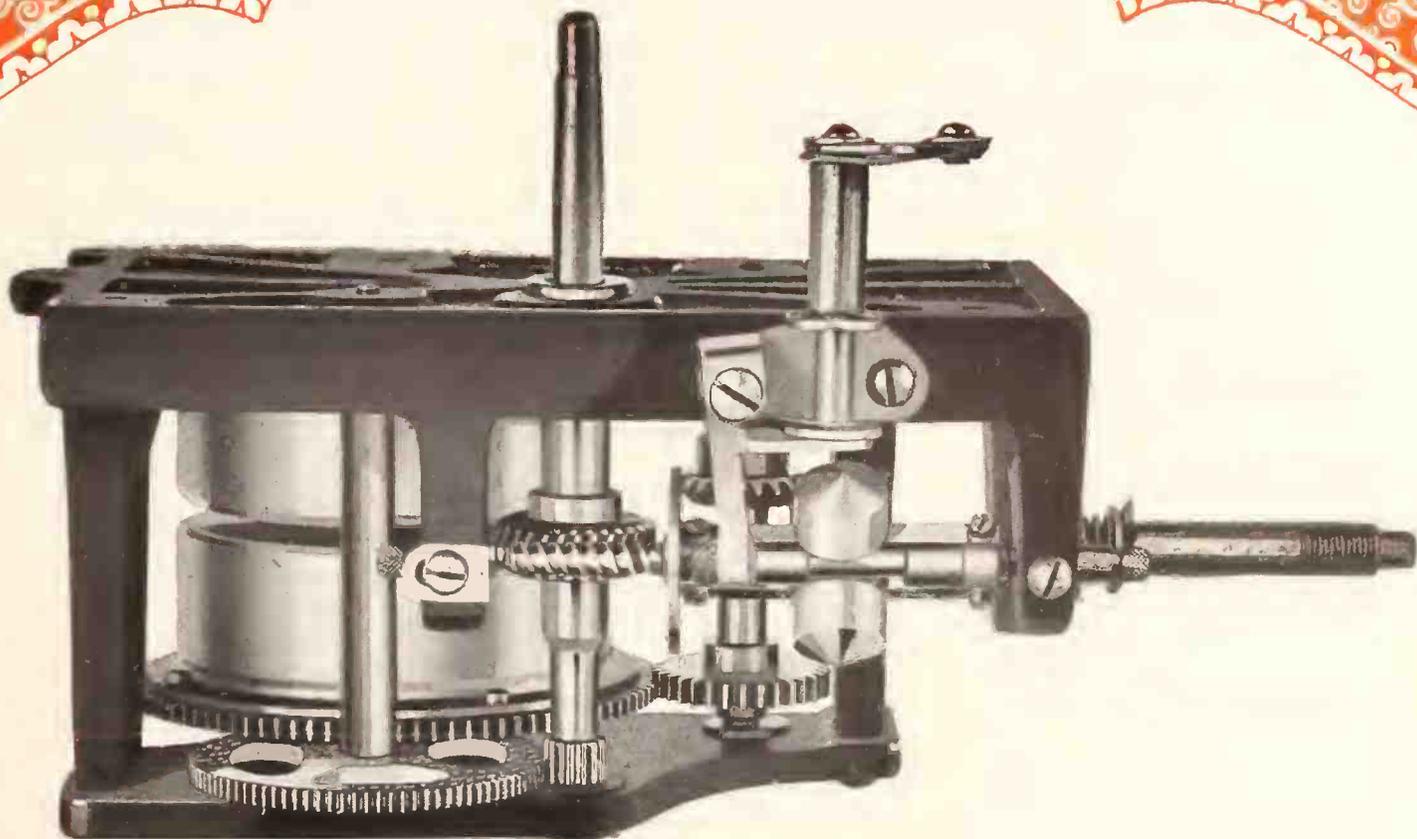
Tying up with current events of popular interest has always provided stimulation in sales. Accordingly a recent timely bulletin issued by the Atwater Kent Mfg. Co., Philadelphia, Pa., urges its dealers to take advantage of the great interest in the Dempsey-Tunney bout. Many valuable suggestions are made as to the method of capitalizing this event.

New Brilliantone Product

The new product of the Brilliantone Steel Needle Co. of America, New York City, the Junior Gilt Edge Twins needle, has leaped into instant popularity. This is a ten-record playing needle and is in keeping with the established quality of Bagshaw products. The new needle is packed in 50-package cartons and 50-package display stands.

Cluett Leases New Store

ALBANY, N. Y., September 4.—Cluett & Sons, the well-known music house, of 49 State street, this city, has leased the property adjoining Stanwix Hall on Broadway and will occupy the whole building in the Fall. Alterations costing about \$50,000 will be started in a short time, according to plans of the firm, and will be completed about November 1, it is expected.



HEINEMAN MOTOR No. 77

THE
STANDARD MOTOR
OF THE
Phonograph Industry

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 West 45th Street

New York, N. Y.

Chas. Freshman Predicts Successful Radio Season

President of Chas. Freshman Co., Manufacturer of Freshman Masterpiece Receivers, Sees Coming Season as Most Successful

A prediction that the forthcoming season will be the most successful in the history of radio was voiced by Chas. Freshman, president of the Chas. Freshman Co., Inc., New York, upon his return to his desk from a visit to the Sesqui-Centennial Exposition in Philadelphia, where he was impressed by the interest with which visitors viewed the latest developments in receiving sets. The Freshman Masterpiece receivers are on display at the Exposition.

"Radio is growing by leaps and bounds, and the saturation point is really nowhere in sight," said Mr. Freshman. "The public demands quality merchandise, giving quality service. This year the Freshman Co. has exceeded all its previous efforts in the building of receivers, and we have taken the lady of the house into primary consideration. For her we have designed the most pleasing furniture models, each one designed to enhance the beauty of any room in which it is placed."

St. Louis Columbia Branch Manager Visits New York

After a five-day stay in New York, Norman B. Smith, manager of the St. Louis branch of the Columbia Phonograph Co., has again taken his trusty steering wheel in hand and is now driving his family back to St. Louis. Mr. Smith motored from St. Louis to New York by way of Indianapolis, Baltimore and Philadelphia. His return trip will be via Boston, Albany, Buffalo and Cleveland. While in town Mr. Smith visited the executive offices of the Columbia Co., and reported with much enthusiasm the remarkable reception that the St. Louis district

is giving the new Viva-tonal Columbia models. Many new Columbia dealers have been appointed as a result of the showing of the new Columbia line and Mr. Smith expects, upon his arrival in St. Louis, to learn that quite a few more have jumped aboard the Columbia band wagon during his absence.

C. H. Smith Appointed to Important New Position

Now Is President of Westinghouse Union Battery Co.—Other Changes Made in Sales, Engineering and Executive Staffs

CLEVELAND, O., September 7.—Announcement was recently made by A. L. Humphrey, chairman of the board of directors of the Westinghouse Union Battery Co., of the following changes in the sales, engineering and executive departments of the organizations: C. H. Smith, formerly vice-president and general manager, has been made president and general manager; D. W. Souser has been appointed assistant to the president; J. K. Ross Duggan, manager of the export department, has been promoted to vice-president of sales; J. L. Rupp, formerly sales manager, has been promoted to the post of vice-president of engineering, and G. B. Cushing, formerly assistant sales manager, has been promoted to sales manager of the organization.

Panatrope in Philippines

The American Electric Co., Inc., Manila, Philippine Islands, Brunswick agent for that territory, reports that the Panatrope has achieved great success throughout the Islands. Daily demonstrations are given in the company's headquarters at Manila and always attract capacity audiences. The Panatrope is also being demonstrated before various clubs and organizations with excellent results in the matter of sales.

Stromberg-Carlson Dealer Has Attractive Display

G. C. Knickerbocker Presents Receiver and Cone Speaker in Simple Setting—Features of Totally Shielded Set Strongly Emphasized

DECATUR, ILL., September 7.—A window display that was attractive and effective, yet which depended upon simplicity for its motive recently



Featuring Stromberg-Carlson Radio graced the windows of G. C. Knickerbocker, authorized Stromberg-Carlson dealer. The accompanying photograph gives an idea of the arrangement of the window. Every feature of the totally shielded receiver is explained through the series of window cards which are supplied dealers by the Stromberg-Carlson Telephone Manufacturing Co. and the prices of the receiver and the loud speaker are plainly indicated. The Summer foliage used in the background gave a touch of color to the display and helped give it a seasonal atmosphere.

C. H. DeFoe, Dickinson, N. D., is preparing to move into new and larger quarters about the middle of this month. Mr. DeFoe features the Northland radio line and has succeeded in building up a prosperous business by his aggressive merchandising methods.

"Leads the World in Radio Values"

A Sample at Factory Cost

DIAMOND T
BABY GRAND CONSOLE

List Price \$89.50
40% Discount, Dealers Price \$53.70

Sample Price \$44.60

Only one at this price

Two speakers built in. One for high notes and one for low tones. No single horn will produce both.

6 TUBES T. R. F.

You be the judge! Send us a trial order and if the set does not equal your expectations in every way send it back. *Your Money Will Be Refunded Without Question.*

Sample one now, then talk to us about exclusive agency in your town.

Send check with order

DIAMOND T RADIO MFRS.
SOUTH BEND, IND.



Establishing a Policy on Radio Trade-ins

Vital Problems Involved in the Radio Trade-in Situation—Results of an Investigation Made by the Pacific Radio Trade Association

Radio retail merchandising has reached the point where it is faced with many of the problems common to the talking machine business, the automobile business, and other older industries. Of vital importance at this time is the question of radio trade-ins. Should the dealer make an allowance on an old obsolete radio set in order to make a sale of a later model? That is what is troubling a good many retail merchants at the present time. Some dealers have solved the problem by making very small allowances to old customers in certain cases. Other merchants have absolutely refused to consider a trade-in deal and prefer to lose a sale to having an old radio set on their hands. However, the time has come when dealers must make a definite policy in connection with handling trade-ins. The changes in the industry have been so rapid—new sets have been produced making obsolete old models, new concerns have entered the field with products in which are incorporated refinements of construction and new ideas in cabinets—and all of these developments have combined to create a condition where there are thousands of radio sets in homes in which new and later models can be placed with very little trouble by dealers. Another point; competition is so keen in the retail field that the dealers must utilize every opportunity for making sales and they can ill afford to overlook this great replacement market.

Guesswork in making allowance on trade-ins can result in only one thing—loss to the dealer. Two important factors stand out in connection with the establishment of a trade-in policy on radio. The first is the marketability of the set that the prospect is seeking to trade in and the second is an allowance sufficiently low so that the dealer can sell the trade-in not only without loss to himself but at a profit. That this can be done is indicated by the experiences of dealers who have approached the matter intelligently and also this is proved by the fact that some talking machine dealers have made the trade-in phonograph a source of profit.

The first important development in establishing a trade-in policy on radio has been taken by the Pacific Radio Trade Association, which some time ago appointed a special committee to investigate this matter. As a result of the work of this committee a report entitled "Radio Trade-ins" will be submitted to the association. This report contains much information on this subject that will be of practical use to dealers throughout the country and, therefore, it is reproduced in part as follows:

Analysis Based on Questionnaire

In order to gain a definite expression from the retailers of Northern California, the Pacific Radio Trade Association sent a questionnaire to a widely scattered list of several hundred of the most thoughtful dealers, particularly to those whose methods of business and whose knowledge of radio merchandising warranted confidence.

The questionnaire asked what percentage of the retailers' customers wanted to trade in sets and the answers varied quite widely. A fair statement would be that from 25 to 30 per cent of the people buying sets at the present time have a set which they would like to trade in or on which they would like an allowance. Your committee believes that if it were generally known that a used set might have some value, this percentage would increase and that it is possible that of the sets in use to-day nearly one-half might be available to trade-in on a higher priced or a better job. The market, therefore, for the sale of new radio receiving sets constitutes not only all of the people who have no set of any kind, but also comprises probably 40 per cent of those who already have sets, including, particularly, home-made sets, those with one, two or three tubes and receivers which have been pushed out at cut-price sales, through mail order houses, miscellaneous manufacturers and similar selling outlets.

The radio dealers were asked whether, in their opinion, the sets traded in should be re-sold or wrecked. Here the opinion was very decidedly in favor of re-sale.

To what extent trade-ins are at present a factor is very clearly indicated in two questions in the questionnaire. The first question on the list asked whether the dealer thought trade-ins were necessary, and nearly 80 per cent of the dealers stated that they were. Far down the list appeared another question in connection with the dealer's present practice in handling trade-ins, in which he was asked whether he made trades. The division here was nearly identical and more than 75 per cent of the dealers, while they may not openly be advertising the fact, are, nevertheless, taking trade-ins at the present time.

Methods of Handling

Most of the dealers were in favor of the re-sale of trade-in sets being handled by each dealer individually, although nearly as many dealers favored a central bureau maintained jointly by all dealers. The latter plan, to your committee, does not appear to be a feasible one, because it involves co-operative action on the part of all dealers in the employment of help, the determining of a store location and policy, and in the handling of a business.

It is at this point important to point out that if a home-made set is acquired by a dealer as a trade-in and the set embodies a patented circuit or patented features, the re-sale of the set by the dealer is not legal.

It is interesting to note the answers of the various dealers to the trade-in questionnaire covering questions of policy. The dealers were asked: "Do you favor a policy of trade-ins based upon a schedule of values taking into consideration the type of receiver, type of circuit, model and number of tubes?" The dealers indicated, by two to one, that they did not favor an unrestricted trade-in policy but that they favored, instead, a schedule of some kind which would indicate at least within what range an allowance would be in order and profitable. The sets on which it is easiest to place a trade-in value, such as the standard makes, are not so easy to trade and there is not the sales possibility among their owners. It is, furthermore, not possible to list all of the receivers which have been built, determine an allowance on each, irrespective of their condition, and it is obvious that such an allowance if once determined would, two years from now, be entirely out of line.

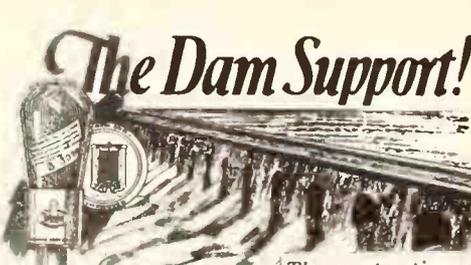
No Fixed Rule Feasible

From the above, it may readily be seen that as far as suggesting a hard and fast rule that will cover all trade-ins and all conditions, your committee is faced with an impossible task and the best it can do is to present the various ideas used by many scattered dealers, summarize them and make several concrete suggestions, leaving the matter in this shape for the present, at least. In making these suggestions, a word of caution is in order. A dealer should bear in mind that before re-selling a second-hand set it should be checked thoroughly, it should be cleaned up and, if necessary, the cabinet should be re-finished and that it should be sold as a second-hand set and at a profit. In outlining a trade-in policy, it should be borne in mind that batteries, tubes and accessories are not included and, in the committee's opinion, should not be traded.

Several dealers allow 10 to 20 per cent less than what the set could be re-sold for and it may be pointed out that this allowance does not provide the dealer with a fair profit, nor does the plan used by several of allowing 25 per cent off list on current models. It is obvious that the traded-in set re-sold by the dealer must carry its full margin of profit based upon

(Continued on page 62)

THE TUBE WITH THE SENSIBLE GUARANTEE




The Dam Support!

VIBRATIONLESS
UNIFORM
AND GOOD

The construction of a dam is no better than its supports—they are equally important.

There are three elements in a radio tube—
The slightest movement in relation to each other causes a characteristic change, invariably disqualifying the tube.

THE NEW SUPERTRONS HAVE SUPPORTS THAT TIE THE THREE ELEMENTS INTO ONE UNIT.

The Base and Supports are Isolantite

SUPERTRON MFG. CO., INC.—HOBOKEN, N. J.
Chicago Office, 30 N. Dearborn St.
Export Dept., 220 Broadway, N. Y. C.

ALL TYPES AT PUBLIC DEMAND PRICES	
SX 201 A	\$2.00
SX 199	2.25
SV 199 small	2.25
SV 199 large	2.25
SX 112	5.00
SX 120	2.50
SX HiMu	3.00
SUPERTRON Half	4.00
SUPERTRON Full	5.00

In Canada slightly higher.

PERSONALLY ENDORSED
H. Bobber
ASK THE MAN WHO KNOWS

SUPERTRON

A SERIAL NUMBER GUARANTEE

The Foremost Independent Tube In America

SPARTON RADIO

"The pathfinder of the air"



The Sparton Console

Presenting a truly masterful blending of modern radio science with artful furnishing design.

The beautiful finely balanced two-tone walnut cabinet carries a hint of quiet old world splendor. The large built in cone speaker suspended in seasoned wood, fills the room with full rich melody and faithfully reproduces every inflection of voice or note. There is ample room for all accessories.

*A complete line at prices of \$63 and upward.
In the far West, and in Canada, slightly more.*

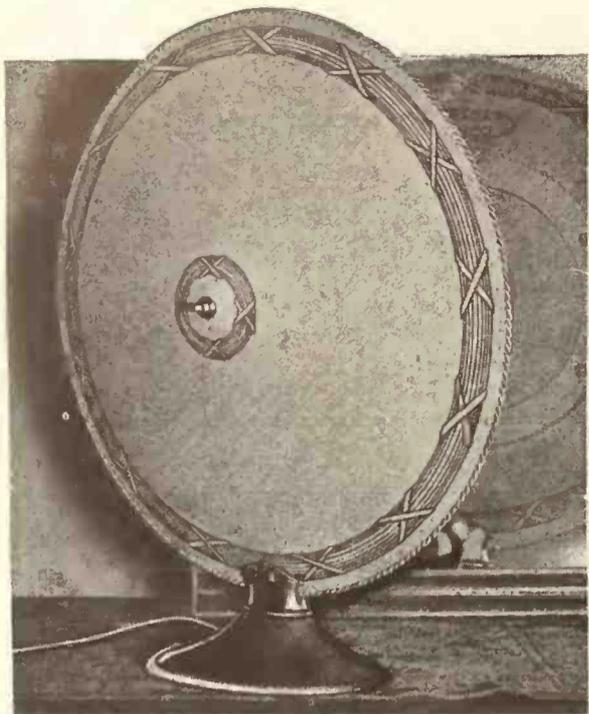
Sparton Radio is built by the manufacturers of the world-famous Sparton horns for motor cars. Its production is a logical development of the Company's quarter-century of precision manufacture of electrical equipment.



THE SPARKS-WITHINGTON COMPANY (Established 1900) JACKSON, MICHIGAN

Establishing a Radio Trade-in Policy That Will Bring Profits to Retailers

(Continued from page 60)



The Pacent Cone is made in two sizes: 17 inches in diameter and 3 feet in diameter

TO FULLY appreciate the revolutionary quality of reproduction made possible by the Pacent Powerformer and Cone, these two new Pacent developments must be heard.

The Pacent Powerformer reproduces music and speech with a tonal quality and sound range heretofore impossible. It also eliminates "B" Batteries.

List Price (exclusive of tubes but including all necessary connections) \$82.50

The Pacent Cone, manufactured under the Lektophone Patents, has practically unlimited tone range with great volume and sweetness.

Type A, 17 inches in diameter - - \$28.50
(West of Rockies \$31.50)

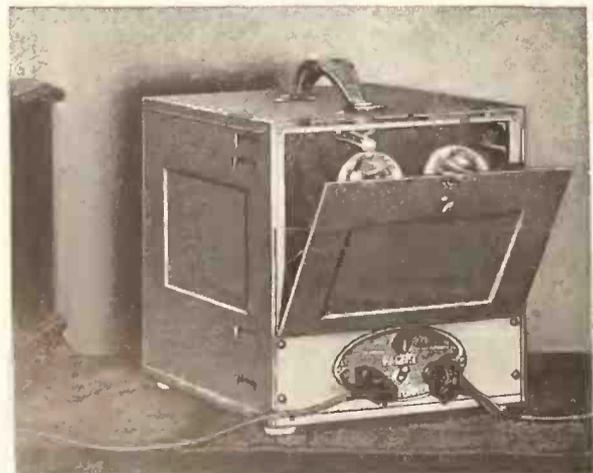
Also available in 36-inch size for either floor or wall mounting. Prices and full information on these two sizes sent on request. All types equipped with suitable length cord and Pacent Detachable Plug.

We have some desirable territory still open and a special proposition to make to those who will stock these quick-selling Pacent developments.

Pacent Radio Corporation

156 West 16th St. New York City

The Pacent Powerformer is only 8x8x10 inches and its weight is approximately 32 pounds, making it truly portable.



a cost which would include re-conditioning. Good business demands this.

Can Set Be Re-sold?

Running all through the answers was the often expressed thought of "probable re-sale value." In other words, a dealer should size up the set to determine whether it was re-salable and, if so, at what price, and because of this the plan worked out here has been based solely upon the question, "Can the set be re-sold?" and the trade-in is made only if, in the judgment of the dealer, a re-sale may be effected. In line with one of the plans for handling automobile re-sales is that used by several radio stores in which the customer's set is left with the dealer for re-sale, and after re-sale credit for the transaction is passed to the customer. As your committee understands this procedure, however, the dealer does not receive a profit on the re-sale so effected and is, therefore, gratuitously giving his effort in making a sale. Another consideration appears and that is, how large a new sale is being made, it being evident by the answers given that if the new sale runs into considerable money the dealer is inclined to make a larger allowance. Here, again, the thought must be borne in mind that the dealer is entitled to a full profit on the re-sale of the traded-in set.

There are many other ideas, such as an allowance based on the appraisal of the parts used in the sets, the probable sale of the parts themselves, the re-vamping of sets and the making over of circuits, and other ideas too numerous to list, to all of which the committee is opposed.

It is probably a fair statement to say that the average radio merchant is appraising the trade-in set for its re-sale value based upon a

quick turnover and is making an allowance of 40 to 50 per cent of such an appraisal. In other words, if, in the dealer's estimation, he can effect a re-sale of the set offered him promptly for \$50, he is offering the customer \$25 on a trade-in and, checking back further, we find that this method is, in a great majority of cases, used by firms of recognized standing in the retailing of radio and by those whose methods and successes justify a study of their procedure.

Committee's Suggestion

The Committee feels that the ideal handling of a set which is offered as a trade-in would be as follows:

The dealer should examine the set and quickly make an estimate of what he feels it may be promptly re-sold for and should offer its owner one-half of that figure. The above procedure calls for an eye appraisal made promptly and a statement of the exchange offered in a manner that does not leave room for bargaining.

The committee cautions the dealer in making the above appraisal of a trade-in that his profit is not equivalent to a 50 per cent discount, as might be indicated at first glance, because, after acquiring the set, the dealer will be put to the expense of testing, of correcting any defects, of putting the set in presentable appearance as well as in operative condition and, furthermore, he is assuming a hazard more or less great in putting the set into his stock.

A Case in Point

For example, if a set was tendered to a dealer for a trade-in and the dealer, upon inspection of it, believed that he could promptly re-sell it by showing it in his store for \$50, the owner of the set should be offered on a trade-in \$25.

Atwater Kent Distributor Starts School for Salesmen

Ernest Ingold, Inc., Has Classes to Train Men in Selling Atwater Kent Line—Graduates to Be Sent to Dealers Needing Salesmen

SAN FRANCISCO, CAL., September 4.—A school for salesmanship, training men to merchandise Atwater Kent products in the proper manner, was recently inaugurated by Ernest Ingold, Inc., distributor of Atwater Kent radio sets and other equipment, and marks an advance in placing radio selling on the highest possible plane.

The school is designed to fit salesmen in selling Atwater Kent, the salesmen being furnished by Ernest Ingold, Inc., to dealers who have openings in their sales staffs. It was started to fill a need which exists, particularly among country dealers. A city dealer is usually able to secure whatever help he needs but a country dealer is not so fortunately situated and the Ingold school is supplying men with a good grounding in the sale of Atwater Kent radio.

The school has a regular application blank and it might bear mention that three out of four of the applicants are rejected at the start as not having the necessary qualifications. The curriculum consists not only of a complete in-

tensive selling and training course but also includes instruction in the conduct of the men, their approach, their appearance and in competitive conditions. The school is non-technical in character and deals purely with the sale of radio apparatus and accessories as merchandise, staying as far away as it is possible to do so from technical discussions. The Atwater Kent Salesman's Manual is used as a text book. The accompanying illustration shows the first class on the opening night



School for Salesmen Sponsored by Ernest Ingold, Inc.

session. Seated at the table, from left to right, are: H. C. Webb, technical director of Ernest Ingold, Inc.; H. S. Hinze and Melvin De Lyons, treasurer and vice-president.

C. W. Barton, radio dealer, formerly of Lisbon, N. D., has opened a new store at La Moure, N. D.

Did you know that the radio receiver used by great broadcasting stations to listen to their own programs is the

DAY-FAN

This announcement breaks in the Saturday Evening Post full page Sept. 11th, followed by a total of 22 full pages in the Post, Literary Digest and Liberty, with a circulation of over six million every month!

If you think you can sell such a receiver—if you want a square deal and the backing of a 37 year old company, write

DAY-FAN ELECTRIC CO.
DAYTON, OHIO

Super-Ball Antenna Proves Popular in All Countries

Yahr-Lange, Inc., National Distributor, Reports Constantly Growing Demand for Spherical Type Antenna—Many Foreign Orders

MILWAUKEE, Wis., September 7.—A convincing example of the possibilities for big business in the radio field is provided by the recent achievement of Fred E. Yahr, president of Yahr-Lange, Inc. Mr. Yahr assumed the national distribu-



Fred E. Yahr

tion of a new radio accessory, the Super-Ball Antenna, toward the close of last year, and in the seven months following built up a distributing organization that sold some twenty-five thousand Super-Balls, with additional orders for another thirty thousand now being completed.

This spherical antenna, which is ten inches in diameter, has proved highly efficient on all circuits, and has aroused the interest of radio experts in all parts of the country. The design of the Super-Ball antenna makes it non-directional, and it is built of metal having the greatest electrical conductivity known. The manufacturer states that it will receive all wave lengths, increase selectivity, clarify tone, and reject a large part of the noise and interference collected by long wire aerials.

A new neutralizing condenser, just perfected, is said to give the Super-Ball Antenna from

40 per cent to 60 per cent more volume, and another important development is the Super-Ground Clamp, which reduces high resistance in the ground wire, increases volume, saves batteries, and makes a dependable, permanent ground connection.

Mr. Yahr is enthusiastic over the sales possibilities of the Super-Ball Antenna, and the Super-Ground Clamp, and considers that his success with these specialties is an excellent indication of the universal appeal of radio. He states that he has received orders from practically every country on the globe, and a recent shipment included consignments to Argentina, Holland and Japan. Super-Ball Antennas are now handled by about 125 distributors in the United States, Canada and foreign countries. It has been approved by the National Board of Fire Underwriters and under the National Electric Code.

H. F. Hopkins Sales Manager of Borkman Radio Corp.

Appointment as General Sales Manager Announced Recently by George F. Borkman—Has Been Long Active in Radio Circles

SALT LAKE CITY, UTAH, September 7.—George F. Borkman, president of the Borkman Radio Corp., recently announced that H. F. Hopkins was appointed general sales manager of the corporation, with offices in Chicago, effective August 10.

Mr. Hopkins has been active in radio and its development since 1909, and operated one of the first transmitting stations in Chicago. He has acted as technical adviser to many leading radio manufacturers and his articles have appeared in many radio publications. For some time past he has been connected with the engineering and sales department of the Borkman Radio Corp. and his appointment as general sales manager is an excellent recognition of his ability and achievement. Mr. Hopkins has moved the Chicago office of the Borkman Radio Corp., and is now located at 230 East Ohio street.

Suffers Fire Loss

The Murmann Phonograph Co., 1318 Olive street, recently suffered a loss of \$6,000 through a fire of undetermined origin which occurred in the store last month.

Features Embodied in Borkman Velvet Speakers

Line of Radio Speakers Manufactured by the Borkman Radio Corp. Represents New Developments in These Products

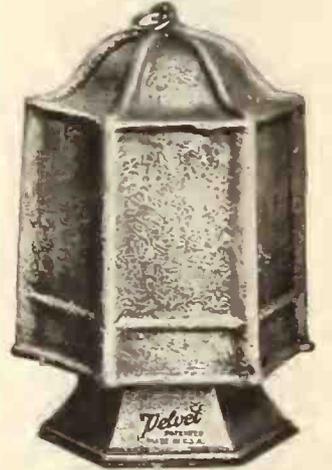
In the new Velvet line of radio speakers manufactured by the Borkman Radio Corp., Salt Lake City, and Kalamazoo, Mich., and for which the Zinke Co., Chicago, Ill., acts as sales department, four outstanding features have been incorporated. The Velvet unit, which has the patented Borkman double-stylus bar and the specially formed diaphragm, is one of the



Jewel Case Model No. 21

unusual features. It develops a clear soft tone, yet secures great range from the high vocal registers down to the deepest notes of the bass. There are no adjustments to make, no polarity interchanges, yet it is said that the unit will not blast on the heaviest power amplification.

In the horn type speaker another unique development has been achieved with the introduction of the entirely new material, "BK." "BK" is an inert material which reflects and resonates sound perfectly without adding any vibrations of its own. It is practically indestructible, not affected by moisture, quickly worked and lends itself to various attractive finishes. New acoustic principles have been worked out by a nationally known designer on the Borkman staff, and with scientific air columns greater volume has been secured from smaller horns.



Velvet Speaker No. 9

The last-named feature is particularly noted in the Jewel Case, model 21 speaker, designed by one of America's leading acoustic specialists. As the name might imply, the speaker is an enlarged reproduction of a jewel case, and upon lifting the cover there is found the bell of a sixty-inch horn. The cover with its two side pieces retains the shape of the bell of the resonating chamber. The Jewel Case speaker may be operated while either closed or open and all of the wood of its contour is used as a resonating factor, the same as in a violin. The Jewel Case is furnished in walnut or brown mahogany in a hand-rubbed finish, and the five-foot horn is made of Kerstenite. It measures sixteen by eleven by nine inches high, and lists for \$45.00.

The latest of the Velvet radio speakers to be introduced by the Borkman Radio Corp. is the "Lantern," known as Velvet speaker No. 9. The design is especially pleasing and novel and it has thirty-three inches of new type horn with an air column of scientific design so that that portion of tones usually lost in reproduction is built up to give the full tonal range and complete rounded tone with none of the overtones or undertones left out. The "Lantern" is equipped with the Borkman unit, and the horn is made of indestructible Borkmanite. It is finished in antique bronze and furnished with a five-foot telephone-type cord connection. The firm has already prepared a number of merchandising helps, such as window displays, broadsides, sepia photographs, circulars, etc., for use of dealers.

The Nedmel Baby Grand RADIO CONSOLE



Accommodates Any Radio

FRANK H. ISAACS, 241 W. 36th St., N. Y. C.
Factory Representative

Height46"
Width33"
Depth30"

Panel Dimensions:

Height8½"
Depth10"
Length14" to 30"

The console contains the Echo speaker, 14" wide, with a throw 25", made of a combination of woods producing a wonderful tone quality.

There is ample room in the cabinet to accommodate all batteries and charger.

This console is a work of art, finished in antique walnut, and has been most favorably received by those who have had the privilege of seeing and examining it.

Radio's Latest Necessity—

BRACH

The
HEART
of the
POWER
PLANT



\$ 6⁰⁰
IN U.S.A.

Make
your
SET
a **POWER**
SET

CONTROLIT

Your set switch or rheostat ALONE can now control "B" Battery Substitute and "A" Trickle Charger automatically.

Merely adding a BRACH CONTROLIT makes any set a light power-operated set, eliminating all switches from "B" Battery substitutes and Trickle Chargers. No added wiring; no alterations to set required.

Anyone can install CONTROLIT, and the power plant can be placed anywhere—in cellar, or closet, or shelf.

Set makers are urging the use of CONTROLIT; radio users will demand it.

Price \$6

*Leading manufacturers of socket-power units have adopted Brach Controlits as standard equipment.



Brach Totem Pole Antenna

An indestructible, weather-proof Antenna—like a flag pole, with 100 feet of wound wire—that can be erected on flat roofs, gables, or side of house or chimney; on tent poles or boat decks—avoiding all unsightliness.

Ready for erecting.
Insures fine tone and clarity.
Price \$10

Extension Cord Connector

A simple Brach device, in one piece—made of pure Bakelite indestructible; readily connecting speaker or head set cord with extension cord. Enabling you to place loud speaker wherever desired. Cord tips grip automatically.



Price 50c.

Brach Lightning Arrester

—Radio's Safeguard



"STORM KING"

Dealers cannot satisfy their trade with any but a really dependable Arrester—and "STORM KING" is just that.

\$1.00

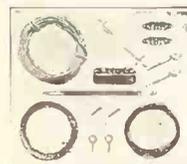
"STORM GUARD" Arrester is made of Bakelite, will stand years of exposure; operates on proven non-air-gap principle—yet sells at a modest price—

\$1.50

All Brach Lightning Arresters carry a \$100 Insurance Guarantee

Brach Master Aerial Outfit

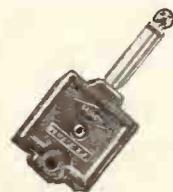
The highest form of aerial obtainable—for those having room to stretch wires outdoors. The set is complete to the last screw and includes Brach Lightning Arrester—all ready for erection.



Brach Master Aerial - \$3.50

Other Aerials - \$4 to \$5.50

Shock-Proof Radio Plug



Simplicity itself. Gives perfect electrical contact. Withstands high voltages. No exposed metal parts to shock the user. Easily connected or released. Neat, artistic and inexpensive
Price 50c.

Brach Radio Products

20
years
in the
lead

L. S. BRACH MFG. CO., Newark, N. J.

Makers of Famous Brach Lightning Arresters

Fansteel Arranges Series of Damrosch Radio Concerts

Fansteel Products Co. Completes Arrangements Whereby Walter Damrosch and N. Y. Symphony Orchestra Will Be Heard Weekly

CHICAGO, ILL., September 7.—The Fansteel Products Co., North Chicago, manufacturer of Balkite radio power units, recently completed ar-



Walter Damrosch

rangements for Walter Damrosch and the New York Symphony Orchestra to broadcast a regular series of concerts over thirteen stations in the chain of stations of the Broadcasting Co. of America. Beginning on October 23, these concerts will be given every Saturday night at 9 p. m. Eastern Standard time, over stations WEA, New York; WEEI, Boston; WGR, Buffalo; WFI, Philadelphia; WCAE, Pittsburgh; WSAI, Cincinnati; WTAM, Cleveland;

WWJ, Detroit; WGN or WLIB, Chicago; WCCO Minneapolis-St. Paul; KSD, St. Louis; WDAF, Kansas City, and WOC, Davenport.

While Mr. Damrosch and his orchestra have been on the air before, this is the first time that any attempt has been made to broadcast a regular series of symphony concerts. The program is one of the most ambitious ever attempted by any broadcaster, and in effect makes available to any owner of a radio set a symphony season in his own home. The first concert will be a full symphony program by Mr. Damrosch and the orchestra, and thereafter concerts will be arranged as far as possible in pairs. Each symphony program will be preceded by a piano recital by Mr. Damrosch alone. In these recitals he will discuss, explain and play important parts of the programs of the following week. By this method it is expected that the programs can be made not only of the greatest entertainment value, but be made to constitute a liberal education in music as well.

Mr. Damrosch is too well known to require comment, for he was one of the nation's pioneer orchestra leaders and today he is one of the most popular and widely known conductors. With his standing as a conductor, Mr. Damrosch combines an amazing fund of knowledge of the musical world, and has known personally most of the great musicians of the last fifty years, including Liszt and Wagner.

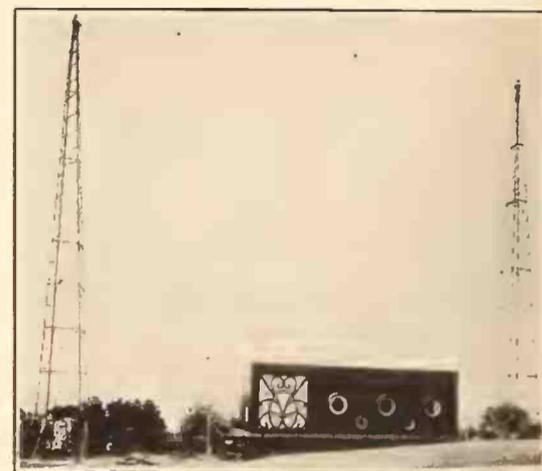
While actual programs have not yet been made up, but will be announced later, it is planned that because of the large number of listeners to whom portions of the programs may be new the programs shall be of popular character. According to the plan there will be programs of the widest variety to appeal to everybody from music students to laymen.

The United Phonograph Co., Charleston, S. C., recently opened a branch store at 321 King street. The company carries the complete Columbia line of phonographs and records.

Broadcasting Station Made to Resemble Freshman Set

Station WPAP at Palisades Park, N. J., Resembles Freshman Masterpiece Receiver—One of the Most Unique in the Country

What is said to be the most unique broadcasting station in the country is located at Palisades Park, N. J., and was built to resemble the Freshman Masterpiece receiver, manufactured by the Chas. Freshman Co., New York.



Station WPAP, Palisades Park

It is illustrated herewith. The station is operated by officials of Palisades Amusement Park and is completely equipped for broadcasting on a wave length of 361 meters. It is called Station WPAP.

Installs Crosley Speaker

The Division Office of the Virginia Railway at Victoria, Va., has installed a Crosley Musicone radio speaker in its train dispatching office to control the movement of trains. The speaker connects with lines to all stations and the passage of each train is reported.

Louder tones are not sufficient

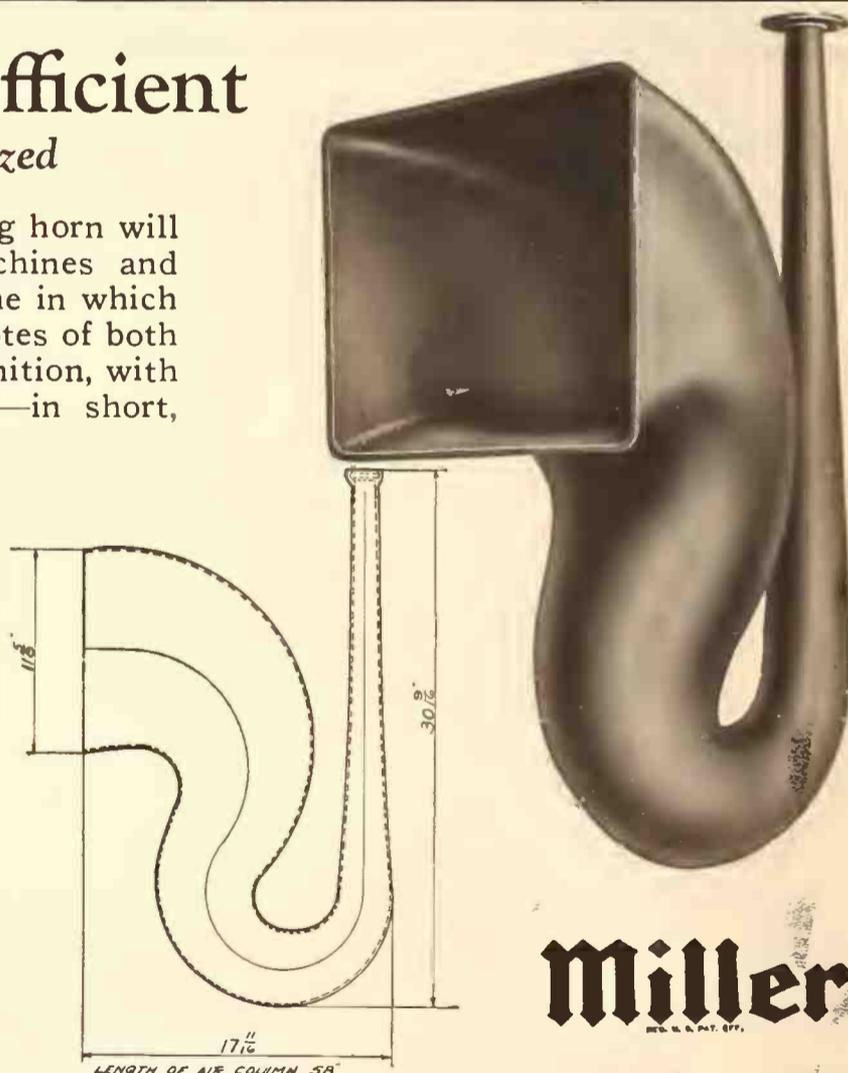
The amplification must be synchronized

IT is easy enough to secure a "loud speaker." A fog horn will accomplish that purpose. But for talking machines and radio sets, the *only* amplifier worth considering is one in which the tones are *synchronized*—an amplifier by which notes of both high and low frequency are produced with equal definition, with their original color, timbre and harmony of blend—in short, amplification having *every quality of the original*.

This has been accomplished and is being accomplished, by applying the latest discoveries in scientific amplification in what is becoming famous as the *Miller system of synchronized amplification*.

In this system, the basic principle is a horn having the proper length and exponential curve from the reproducer to the bell. Miller is peculiarly competent in producing amplifiers to suit the manufacturers' needs and secure a true, amplified reproduction without distortion.

Send us your data and our audio-engineering department is at your service in solving your problems.



Miller
MILLER R. & PAT. OFF.

The Miller Rubber Co.

of N. Y.

Akron, Ohio, U. S. A.

Fifth Anniversary

James K. Polk Inc.
ESTABLISHED 1888

Oren Warren
Asst. Director of Sales, in charge of Dallas Office

J. M. Caswell
Assistant general manager

P. C. Brockman
Secretary and Director of Sales

Charles J. Rey
Asst. Director of Sales, in charge of Richmond Office

W. Shepherd Miller
North Georgia and South Carolina

V. F. Kinn
East Texas, Oklahoma and Arkansas

Paul Blackwell
Assistant Manager of Dallas Office

Hugh L. Smith
Assistant Manager of Richmond Office

J. Warren Butler
North Carolina

B. W. Whiteman
Alabama and Tennessee

W. J. B. Kennedy
Louisiana, Mississippi and Southern Arkansas

T. J. Beutell
South Georgia and North Florida

O. C. Miller
Virginia

Testa Wallace
City of Atlanta and Suburbs

C. C. Alexander
South Florida

“The South’s Largest Phonograph Supply House”

EXCLUSIVELY WHOLESALE

1921 SEPTEMBER 1926

James K. Polk, Inc.

Richmond, Va.

Atlanta, Ga.

Dallas, Tex.

A Birth and a Birthday!

Congratulations are in order on the Fifth Anniversary in the Wholesale Phonograph business of

James K. Polk, Inc.

We are proud of our association with this sterling house and we wish them many, many happy returns of the day

And Congratulations Are in Order(s)
on the

Birth of a New Idea— *The Junior Gilt Edge Twins Have Arrived!*

50 Package Display Stand—Assorted Tones
50 Package Display Carton—One Tone

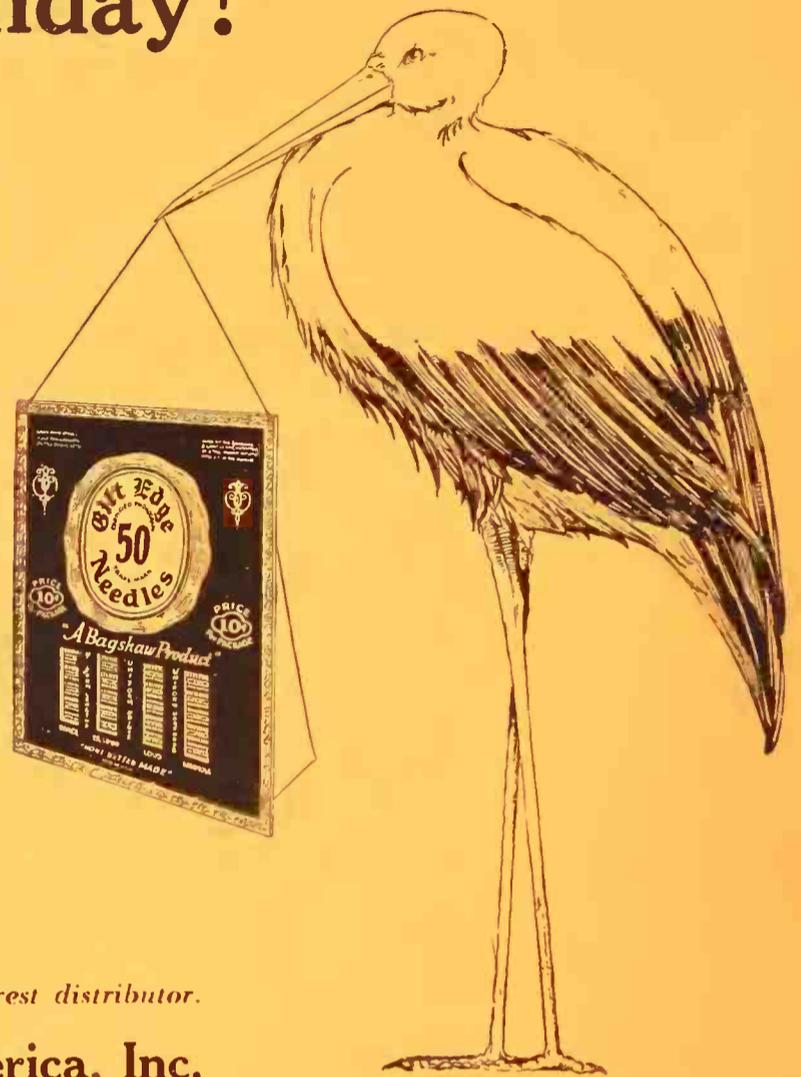
Either Costs You Only **\$2.50**

The only ten-record playing needle packed in this manner and selling at this low price!

Write NOW for sample display carton and name of your nearest distributor.

Brilliantone Steel Needle Co. of America, Inc.

370 Seventh Avenue, New York City



THE MAGNATRON Family is proud of its happy relations with the POLK Family. The association has been a double guarantee of dependability to the dealers of the South.

More Power to James K. Polk, Inc., on this, their Fifth Birthday.

MAGNATRONS

are individually built by

CONNEWAY ELECTRIC LABORATORIES
MAGNATRON BUILDING HOBOKEN, N. J.



All Magnatrons, DC-201A, DC-199, DC-120, DC-200A, DC-112, DC-171, DC-210, DC-216B, Red, etc., are now packed in patented cushioned containers, in handsome gold boxes, and in convenient display cartons of five.

The CARRYOLA COMPANY *of* AMERICA

**World's Largest Manufacturer
of Portable Phonographs**

Extends to

James K. Polk, Inc.

Its Sincere

Congratulations

on its

5th

Anniversary

Again, we say—
SUCCESS
 to James K. Polk, Inc.



ANOTHER milestone, in Time's inexorable flight, has been passed by James K. Polk, Inc., Atlanta, Ga.

Again, we here in the Caswell organization have the opportunity of wishing the entire James K. Polk organization a continued and well-merited success.

Since Caswell Portables first appeared on the market, the activities of this progressive Southern jobbing institution have been conspicuous for alertness and a close adherence to a high-minded, square-dealing business policy.

It is altogether fitting and proper that the future success of James K. Polk, Inc., be as great as the past. That it will be so, is the hope of this institution.

Like the James K. Polk organization, Caswell Portables are also a marked success in their particular sphere. They can rightfully be termed: The World's Most Distinctive Portables.

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET

The Mutual
SAXO-TONE-ARM

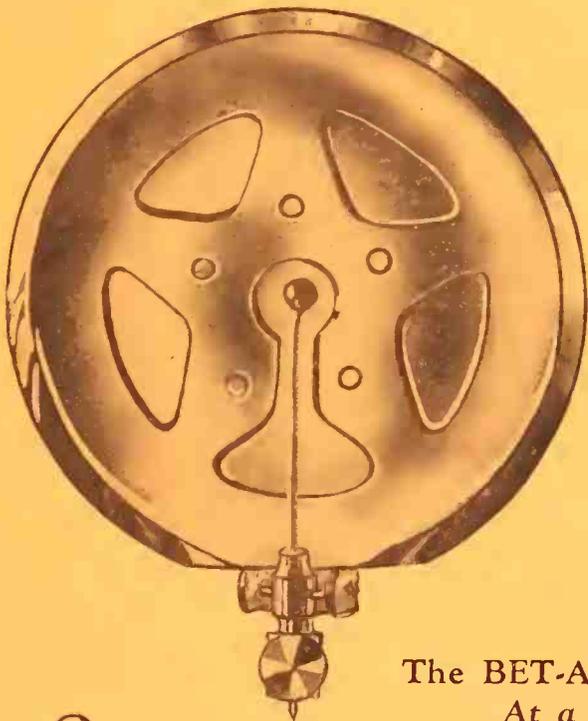


Pat. Serial No. 118,390

PERFECTION!

Another new addition to The Mutual line is the drawn brass SAXO-TONE ARM as featured above. Equipped with ball bearing throwback together with double row of ball bearings in base race and tested under air pressure for leakage. There can be absolutely no loose or vibrating joints.

STANDARD LENGTH



Pat. Pending

The BET-A-TONE Reproducer
 At a Popular Price

We take this opportunity
 to congratulate
James K. Polk, Inc.
 upon its Fifth Anniversary.
 Through its efforts Mutual products
 have become widely known
 throughout the wide
 territory it serves.

Mutual Phono Parts Mfg Corp.

- DISTRIBUTORS
- Canadian Acme Screw & Gear, Ltd. 1209 King St., West, Toronto, Can.
 - Industrias Unidas, S. A. Bardenas 110, Mexico City, Mexico
 - Targ & Dinner Music Co. 229 W. Randolph St., Chicago, Ill.
 - Playertone Talking Machine Co. 632 Grant St., Pittsburgh, Pa.
 - Shapleigh Hardware Co. 4th St. and Washington Ave., St. Louis, Mo.

610-614 Broadway,
 (Cor. Houston Street)

New York City, N.Y.

Congratulations—

JAMES K. POLK, Inc.

ATLANTA, GA.

on your Fifth Anniversary

Knowing the keen, energetic gentlemen of your organization we knew that you would forge ahead into one of the foremost phonograph distributing companies in the country, but the unusual rapidity with which you have attained such success is truly remarkable. We want you to know that it is with a feeling of pride we say—"Our Southern Distributors?—The James K. Polk Company of Atlanta, Georgia, and Richmond, Virginia."

Sonora Phonograph Company, Inc.

16 EAST 40TH STREET

NEW YORK

Congratulations!

We take sincere pleasure in extending JAMES K. POLK, INC., ATLANTA, GEORGIA, our cordial congratulations and best wishes on the fifth anniversary of their entry into the phonograph business.

This company leads the phonograph distributors of the South, and is one of the most successful in the country—a significant evidence of house-policy, initiative, meritorious product and efficient service.

It is our sincere hope that the future will evidence a progressive combination of their present splendid success.

It is our privilege to state that JAMES K. POLK, INC., have used "MASTERCRAFT" cabinets exclusively.

THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

Builders of "Mastercraft" Phonographs and Radio Cabinets

QUINCY, ILLINOIS

New York Office: 47 West 42nd Street

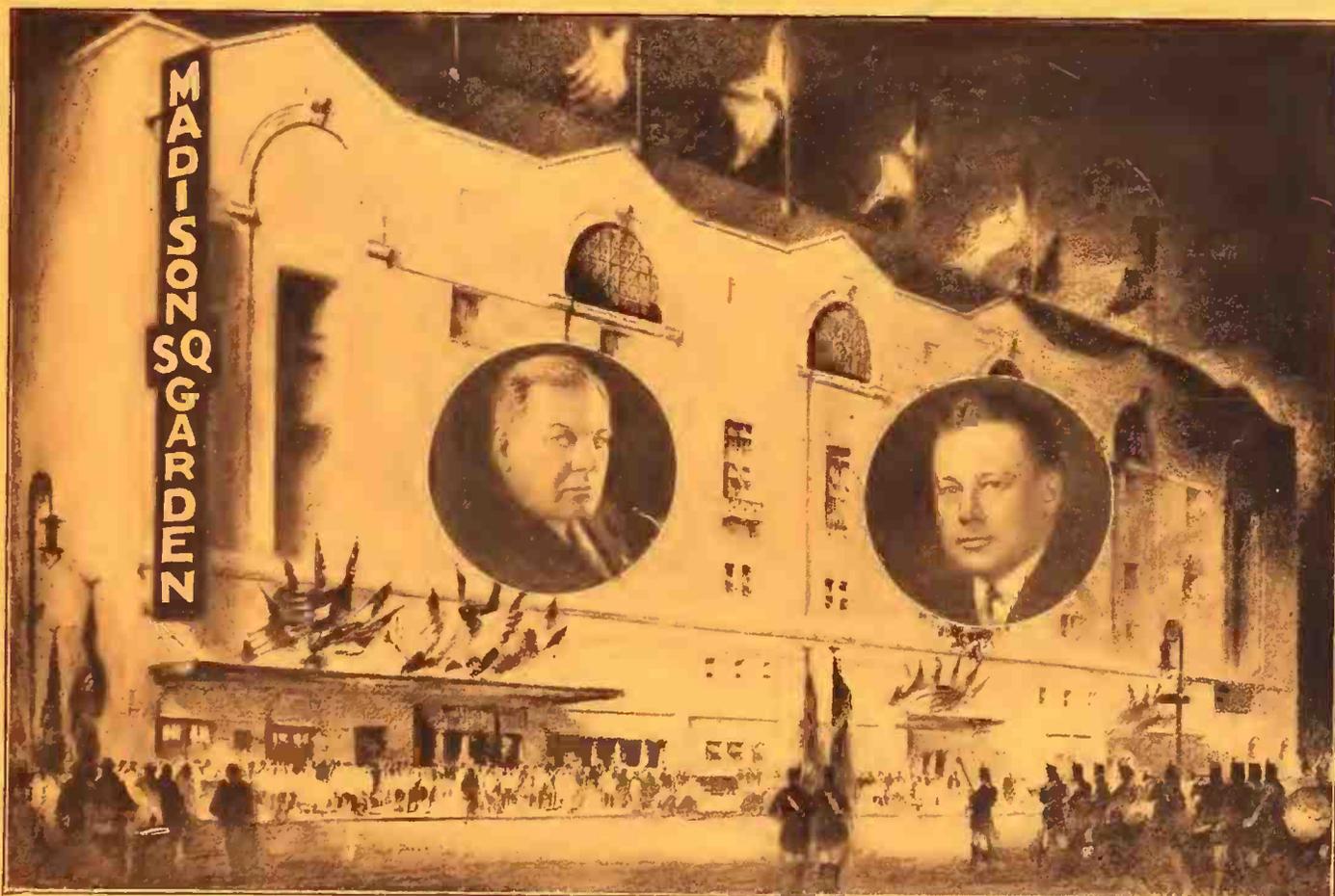
LIST OF EXHIBITORS

The Third Annual Radio World's Fair

NEW MADISON SQUARE GARDEN
NEW YORK CITY

September 13 to 18, 1926

- | | |
|---|--|
| DD-1 A-C Electrical Mfg. Co. Dayton, O. | A-1 Burgess Battery Chicago, Ill. |
| BB-9 Acme Apparatus Co. Cambridge, Mass. | Y-1 Boy Scouts of America New York City |
| DD-5 Acme Wire Co. New Haven, Conn. | |
| Z-8 Aero Products Co. Chicago, Ill. | HH-3 Canotex Co. Auburn, N. Y. |
| AA-8 Aerovox Wireless Corp. New York City | GG-6 Allen D. Cardwell Mfg. Corp. Brooklyn, N. Y. |
| W-5 Alden Mfg. Co. Springfield, Mass. | AA-7 Carter Radio Co. Chicago, Ill. |
| K-3 All American Radio Corp. Chicago, Ill. | FF-2 C. E. Mfg. Co. Providence, R. I. |
| M-2 Allen Bradley Co. Milwaukee, Wis. | DD-4 Cell-o-kay Mfg. Co. New York City |
| BB-5 Aluminum Co. of America Pittsburgh, Pa. | DD-3 Central Radio Lab. Milwaukee, Wis. |
| DD-7 American Bosch Magneto Corp. Springfield, Mass. | S-6 Chicago Solder Co. Chicago, Ill. |
| CC-14 American Electric Co. Chicago, Ill. | K-1 Chicago Telephone Supply Co. Elkhart, Ind. |
| T-2 American Mechanical Lab. Brooklyn, N. Y. | EE-3 Clarke-Splittorf Corp. New York City |
| S-7 Amplex Instrument Lab. New York City | R-1 Cleartron Vacuum Tube Co. New York City |
| CC-10 Amplion Corp. of America New York City | EE-1 Colonial Radio Corp. New York City |
| F-13 Amsco Products Co., Inc. New York City | AA-12 Connewey Electric Lab. Hoboken, N. J. |



Radio World's Fair Headquarters. Insert: Right, G. Clayton Irwin; Left, U. J. Herrmann

- | | |
|--|---|
| BB-17 Apco Mfg. Co. Providence, R. I. | DD-5 Corbett Cabinet Mfg. Co. St. Mary's, Pa. |
| BB-11 Apex Elec. Mfg. Co. Chicago, Ill. | O-2 Cornell Electric Mfg. Co. New York City |
| FF-1 Argus Power Radio Co. New York City | CC-17 Cornish Wire Co. New York City |
| G-1 Atwater Kent Mfg. Co. Philadelphia, Pa. | L-1 Crosley Radio Corp. Cincinnati, O. |
| HH-3 Auburn Button Works. New York City | B-1-3 E. T. Cunningham, Inc. New York City |
| H-5 Bakelite Corp. New York City | CC-2 Daven Radio Corp. Newark, N. J. |
| DD-19 Nathaniel Baldwin, Inc. Salt Lake City, Utah | DD-12 Richard T. Davis, Inc. Chicago, Ill. |
| DD-11 Batteryless Corp. New York City | X-1 Day-Fan Electric Co. Dayton, O. |
| BB-2 Beacon Radio Mfg. Co. Brooklyn, N. Y. | L-5 De Forest Radio Co. Jersey City, N. J. |
| CC-9 Benjamin Elec. Mfg. Co. Chicago, Ill. | E-3 Dejur Products Co., Inc. New York City |
| DD-5 Best Manufacturing Co. Irvington, N. J. | DD-5 De Veaux Radio Co. Boston, Mass. |
| HH-6 Blair Radio Lab. New York City | CC-20 Tobe Deutschmann Co. Boston, Mass. |
| CC-5 Blandin Phonograph Co. Racine, Wis. | T-5 Diamond Electrical Corp. Newark, N. J. |
| DD-3 Bodine Electric Co. Chicago, Ill. | BB-1 Diamond State Fibre Co. Bridgeport, Pa. |
| CC-12 Borkman Radio Corp. Salt Lake City | M-1 Dictograph Products Corp. New York City |
| DD-11 Bosworth Electric Mfg. Co. Cincinnati, O. | II-8 Diva Radio Corp. New York City |
| E-7 L. S. Brach Mfg. Co. Newark, N. J. | W-4 Dodd Mead & Co. New York City |
| BB-12 Bremer-Tully Mfg. Co. Chicago, Ill. | BB-16 Dongan Elec. Mfg. Co. Detroit, Mich. |
| V-1 Briggs & Stratton Corp. Milwaukee, Wis. | EE-7 Dry Storage Battery Co. Philadelphia, Pa. |
| BB-16 Brooklyn Metal Stamping Corp. Brooklyn, N. Y. | W-1 Dubilier Condenser & Radio Corp. New York City |
| CC-1 Browning-Drake Corp. Brighton, Mass. | |
| S-5 Bruno Radio Corp. Long Island City, N. Y. | EE-9-11 Executive Radio Council. New York City |

(See List of Exhibitors—Continued on Next Page)

Exhibitors at Third Annual Radio World's Fair—(Continued From Previous Page)

- EE-7 Eagle Charger Co. Philadelphia, Pa.
 Z-5 Eagle Radio Co. Newark, N. J.
 C-1 Ekko Products Co. Chicago, Ill.
 II-2 Electrad, Inc. New York City
 K-7 Electrical Research Lab. Chicago, Ill.
 C-7 Electric Storage Battery Co. Philadelphia, Pa.
 T-7 Empire Electrical Products Co. New York City
 BB-18 English-Whitman Products Co. New York City
- C-1 Fansteel Products Co. North Chicago, Ill.
 L-7 Farrand Mfg. Co. Long Island City, N. Y.
 F-7-9 Federal-Brandes, Inc. New York City
 K-9 Federal Radio Corp. Buffalo, N. Y.
 BB-14 J. B. Ferguson, Inc. New York City
 DD-5 Fett & Kimmell. Bluffton, O.
 CC-13 Forest Electric Co. Newark, N. J.
 BB-10 Formica Insulating Co. Cincinnati, O.
 G-5 Freed-Eisemann Radio Corp. Brooklyn, N. Y.
 O-4 French Battery Co. New York City
 H-1 Chas. Freshman Co., Inc. New York City
 K-1 Herbert H. Frost, Inc. Chicago, Ill.
 II-1 Furnell Mfg. Corp. Newark, N. J.
 K-9 Federal Radio Corp. Buffalo, N. Y.
- I-7 Garod Corp. Belleville, N. J.
 CC-6 General Instrument Corp. New York City
 V-2 General Radio Co. Cambridge, Mass.
 CC-12 Globe Phone Mfg. Co. Reading, Mass.
 DD-17 Golden-Leutz, Inc. Long Island City, N. Y.
 S-3 Gold Seal Electrical Co., Inc. New York City
 T-S Gould Storage Battery Co., Inc. New York City
 CC-12 Graynie Corp. Chicago, Ill.
 I-1 A. H. Grebe & Co., Inc. New York City
 DD-10 Grigsby-Grunow-Hinds Co. Chicago, Ill.
 Z-6 David Grimes, Inc. Jersey City, N. J.
- DD-9 Hammarlund Mfg. Co. New York City
 DD-14 Hartford Battery Mfg. Co. Hartford, Conn.
 EE-5 Hartman Electric Mfg. Co. Mansfield, O.
 EE-16 Heath Radio & Electric Mfg. Co. Newark, N. J.
 M-1 Howard Radio Co. Chicago, Ill.
 S-8 Hoyt Electrical Instrument Co. Cambridge, Mass.
- FF-7 Indiana Mfg. & Electric Co. Marion, Ind.
 DD-5 International Insulating Corp. Elyria, O.
- BB-4 Jewell Electrical Instrument Co. Chicago, Ill.
 E-5 Howard B. Jones. Chicago, Ill.
- AA-5 Karas Electric Co. Chicago, Ill.
 II-5 Kay Electric Co. Newark, N. J.
 J-9 Kellogg Switchboard & Supply Co. Chicago, Ill.
 H-6 King-Buffalo, Inc. Buffalo, N. Y.
- E-9 Kodel Radio Corp. Cincinnati, O.
 DD-5 Knox Porcelain Corp. Knoxville, Tenn.
- DD-5 Lectrodio Corp. Lynn, Mass.
 II-5 J. Libarkin & Son. Philadelphia, Pa.
 BB-7 Liberty Electric Corp. New York City
 DD-5 Lignole Corp. Chicago, Ill.
 DD-3 W. F. Loughman, Inc. Boston, Mass.
 FF-4 Arthur Lynch, Inc. New York City
- H-3 Magnavox Co. Oakland, Cal.
 Y-6 Marko Storage Battery Co. Brooklyn, N. Y.
 Y-4 Martain Mfg. Co., Inc. West Orange, N. J.
 BB-19 Martin-Copeland Co. Providence, R. I.
 FF-6 Mayolian Radio Corp. New York City
 S-4 Micamold Radio Corp. Brooklyn, N. Y.
 FF-9 Miller Rubber Co. Akron, O.
 EE-19 Montrose-Hast, Inc. New York City
 T-6 Moulded Products Corp. New York City
 F-1 Leslie F. Muter Co. Chicago, Ill.
- EE-13 Nassau Radio Co. Brooklyn, N. Y.
 FF-5 National Co. Boston, Mass.
 B-5-7 National Carbon Co. New York City
 GG-2 National Lead Battery Co. St. Paul, Minn.
 Z-2 Northern Mfg. Co. Newark, N. J.
- G-7 Operadio Corp. Chicago, Ill.
- EE-2 Pacent Electric Co. New York City
 U-2 Pathe Phonograph & Radio Corp. New York City
 CC-7 Pequot Mfg. Co. New York City
 DD-3 Perlesz Radio Corp. Chicago, Ill.
 II-5 Permatron Tube Co. Union City, N. J.
 DD-13 Perryman Electric Co. New York City
 Y-2 Perry Wire Works. Yonkers, N. Y.
 BB-6 Pfanstiehl Radio Co. Chicago, Ill.
 H-1 Phenix Radio Corp. New York City
 HH-4 Philmore Mfg. Co. New York City
 CC-15 Plaza Music Co. New York City
 EE-15 Polymet Mfg. Co. New York City
 G-3 Pooley Co. Philadelphia, Pa.
 BB-16 Potter Mfg. Co. New York City
 BB-7 Precise Mfg. Co. Rochester, N. Y.
 CC-12 Pressed Metal Co. Waukesha, Wis.
 Z-4 The Prest-O-Lite Co., Inc. Indianapolis, Ind.
 DD-2 Priess Radio Corp. New York City
- CC-19 Q R S Co. Chicago, Ill.
- EE-17 Radio Cabinet Co. Indianapolis, Ind.
 J-5-7 The Radio Corp. of America New York City
 BB-3 Radio Master Corp. Bay City, Mich.
 BB-15 Raytheon Mfg. Co. Cambridge, Mass.
 II-3 R. B. Radio Co. New York City
 DD-20 Regent Radio Corp. New York City
 K-5 Reichmann Co. Chicago, Ill.
- BB-8 H. G. Saal Co. Chicago, Ill.
 I-9 Samson Electric Co. Canton, Mass.
 BB-13 Schickerling Products Corp. Newark, N. J.
 II-5 Serenada Mfg. Co. New York City
 GG-5 Shamrock Mfg. Co. Newark, N. J.
 DD-16 Showers Brothers Co. Bloomington, Ind.
 CC-3 Silver-Marshall, Inc. Chicago, Ill.
 1/2-II-16 Simplex Radio Devices. Newark, N. J.
 AA-18 Sleeper Radio & Mfg. Corp. Long Island City, N. Y.
 H-7 Sonora Phonograph Co. New York City
 W-2 Spaulding Fiber Co., Inc. New York City
 A-3 Sparks-Withington. Jackson, Mich.
 CC-11 Spartan Electric Corp. New York City
 L-3 Splidfors Electrical Co. Newark, N. J.
 HH-5 Steinite Lab. Chicago, Ill.
 C-5 Sterling Mfg. Co. Cleveland, O.
 FF-3 Stettner Phonograph Corp. New York City
 DD-15 Stevens & Co., Inc. New York City
 G-9 Stewart-Warner Speedometer Corp. Chicago, Ill.
 N. 1-2-3 Stromberg-Carlson Telephone Co. Rochester, N. Y.
 CC-12 Sturdy Engineering Co. Chicago, Ill.
 DD-18 Sturges Multiple Battery Co. Jamaica, L. I.
- II-8 Tectron Radio Corp. New York City
 DD-5 Teleradio Engineering Co. New York City
 I-7 Thordarson Elec. Mfg. Co. Chicago, Ill.
 CC-18 Timmons Radio Products Co. Philadelphia, Pa.
 CC-8 Tower Mfg. Corp. Boston, Mass.
 BB-4 Trimm Radio Mfg. Co. Chicago, Ill.
- AA-1 U. S. Army Governors Island, N. Y.
 W-3 U. S. Light & Heat Corp. Buffalo, N. Y.
 D-1-3 United Mfrs. Cabinet Corp. Chicago, Ill.
 GG-4 University Radio Co. New York City
 D-1-3 Utah Radio Products Co. Chicago, Ill.
- CC-16 Valley Electric Co. St. Louis, Mo.
 S-1 Vesta Battery Corp. Chicago, Ill.
- 1-5 Walbert Mfg. Co. Chicago, Ill.
 DD-5 Geo. W. Walker Co. Toledo, O.
 Y-3 Watsontown Table & Furniture Co. Watsontown, Pa.
 1/2-II-6 Webster Co. Chicago, Ill.
 Y-7 Weston Electrical Inst. Corp. Newark, N. J.
 HH-7 J. Andrew White. New York City
 C-3 Willard Storage Battery Co. Cleveland, O.
 C-1 Westinghouse Electric & Mfg. Co. East Pittsburgh, Pa.
 CC-12 W. K. Electric Co. Kenosha, Wis.
- II-10 Yaxley Mfg. Co. Chicago, Ill.
 J-1-3 Zenith Radio Corp. Chicago, Ill.
 Y-5 Zetka Lab. Montclair, N. J.

WALL-KANE

"Bigger Than Ever"

The first multi-playing steel needle company congratulates JAMES K. POLK, Inc., upon its 5th birthday in the wholesale phonograph business.

Our best wishes for future success to the Officers and Staff of

JAMES K. POLK, Inc.

**WALL-KANE NEEDLE
MFG. CO., Inc.**

N. COHEN, President

3922-14th Ave., Brooklyn, N. Y.

Also JAZZ, CONCERT, BEST TONE
and PETMECKY NEEDLES

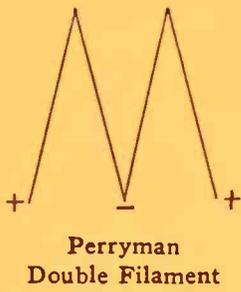
PERRYMAN P RADIO TUBES

"Distance without Distortion"

Double Filament! Extra Capacity!



Above is the clear glass demonstrating tube showing the patented Perryman Bridge which holds the elements in place at the distance of greatest efficiency. Ordinary jars or jolts do not affect Perryman Tubes. Notice the double filament which distributes the electron emission over the full area of the plate, giving greater capacity without overloading. You get natural tone for the life of the tube and the life of the tube is exceptionally long.



The filament of Perryman Radio Tubes with the patented Perryman bridge are doubled to form a letter M. This twin construction not only exposes a greater area of filament surface, but it doubles the area of electron emission and increases the capacity of the tube. The real result is a tube that does its appointed work more easily, giving greater volume without distortion. Its longer life is a distinct economy.

Perryman authorized distributors carry ample stocks and can service dealers on sales helps and advertising material. The dealer who anticipates his requirements will greatly assist his distributor in making timely deliveries. This will be a big Perryman year.



Type R.H. 201-A Amplifier-Detector New Standard Base with long pins



Type P.D. 200-A Super-Sensitive Detector New Standard Base with long pins



Type P.A. 171 Power Amplifier New Standard Base with long pins



Type P.A. 210 Super-Power Amplifier New Standard Base with long pins



Type P.R. 213 Full Wave Rectifier New Standard Base with long pins



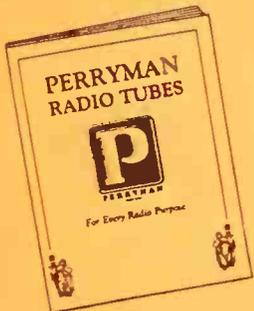
Type R.H. 199 Amplifier-Detector New Standard Base with long pins



Type R.H. 199 Amplifier-Detector Adapter Base with short pins



Type R.H. 199 Amplifier-Detector Miniature Base with short pins



This Perryman catalog "Just off the Press" lists and illustrates the complete line of Perryman Tubes, giving all characteristics, sizes, etc. Send for your copy.



PERRYMAN ELECTRIC CO., INC.

33 West 60th St., New York, N. Y. Dept. T.

Gentlemen: Kindly send me a copy of your latest catalog.

Name

Address

My distributor is

PERRYMAN P ELECTRIC CO., INC.

LABORATORIES AND PLANT
NORTH BERGEN, N. J.



SALES AND EXECUTIVE OFFICES
33 W. 60th ST., N. Y. C.

McMillan

TEL-O-AIR

At the Top!

Universally accepted as the season's most beautiful radio receivers the McMillan Tel-O-Air line is also the season's outstanding value.

McMillan Tel-O-Air combines modern single control, six tubes and an exclusive patented device for tuning antenna circuit.

With the McMillan Tel-O-Air you can offer your trade the finest example of design and craftsmanship—the finest in radio reproduction at prices that cannot be duplicated elsewhere. Write for discounts and complete information.

The
McMILLAN *Radio Corporation*

1425 S. Michigan Avenue, Chicago

Factories—Chicago and Indianapolis



Tel-O-Air
De Luxe
Highboy

A model of beauty—selected American walnut, choice curly maple decorations. Ample space for 9 volts of C battery and "Terra-Antenna." Space in lower compartment for 120-ampere A battery and 135 volts of B battery. Size 25¼" x 19¾" x 45" high. Shipping weight 100 pounds.

\$175



Table Cabinet

Standard Tel-O-Air receiver with compact cabinet of solid walnut paneled effect. Panel size 7" x 18" x 10½" in depth behind panel. Shipping weight 25 pounds.

\$100



Table Model

\$160

This model combines the perfect efficiency of the famous Tel-O-Air receiver with a table cabinet of genuine American black walnut face veneer. Beautiful redwood burl panel and Spanish pulls on doors. Dull gold and velvet smooth finish. Ample space for A and B batteries and charger. Size 38" x 18". Shipping weight 70 pounds.

McMillan Incomparable Five

McMillan means performance, design, clarity, volume, selectivity—and low price. The McMillan Five model is a five-tube tuned radio frequency receiver, with specially constructed transformers and Vernier dials. Models with built-in speakers contain the Utah unit, famous for its tone quality. In range, volume, selectivity and tone, the McMillan Five ranks with anything on the market and can undersell any receiver of like quality and performance.

THE MCMILLAN RADIO CORPORATION

1425 So. Michigan Avenue, Chicago

Factories—Chicago and Indianapolis

McMillan De Luxe



McMillan De Luxe Standard combines the McMillan receiver with a compact table cabinet of outstanding beauty, made of solid American black walnut with paneled effect. Panel size 7" x 18" x 10½" in depth behind panel. Shipping weight 25 pounds. Price

\$65

McMillan No. 1



McMillan No. 1 cabinet equals in performance and beauty the two other McMillan models. Beautifully finished two-tone mahogany cabinet. Price undersells any receiver of like quality 25 per cent or more. Height 9"—width 19½"—depth 10½". Price

\$50

McMillan No. 2

McMillan No. 2 Console type with Superfine McMillan Five Receiver is a mahogany console with most distinctive lines. Built-in speaker with famous Utah unit. Height 36½"—width 30"—depth 12¾". Price

\$71

McMillan No. 3

McMillan No. 3 Highboy model two-tone walnut cabinet. McMillan Five Receiver. Speaker with Utah unit built in. Height 45"—width 24"—depth 13½". Price

\$99.50



\$71



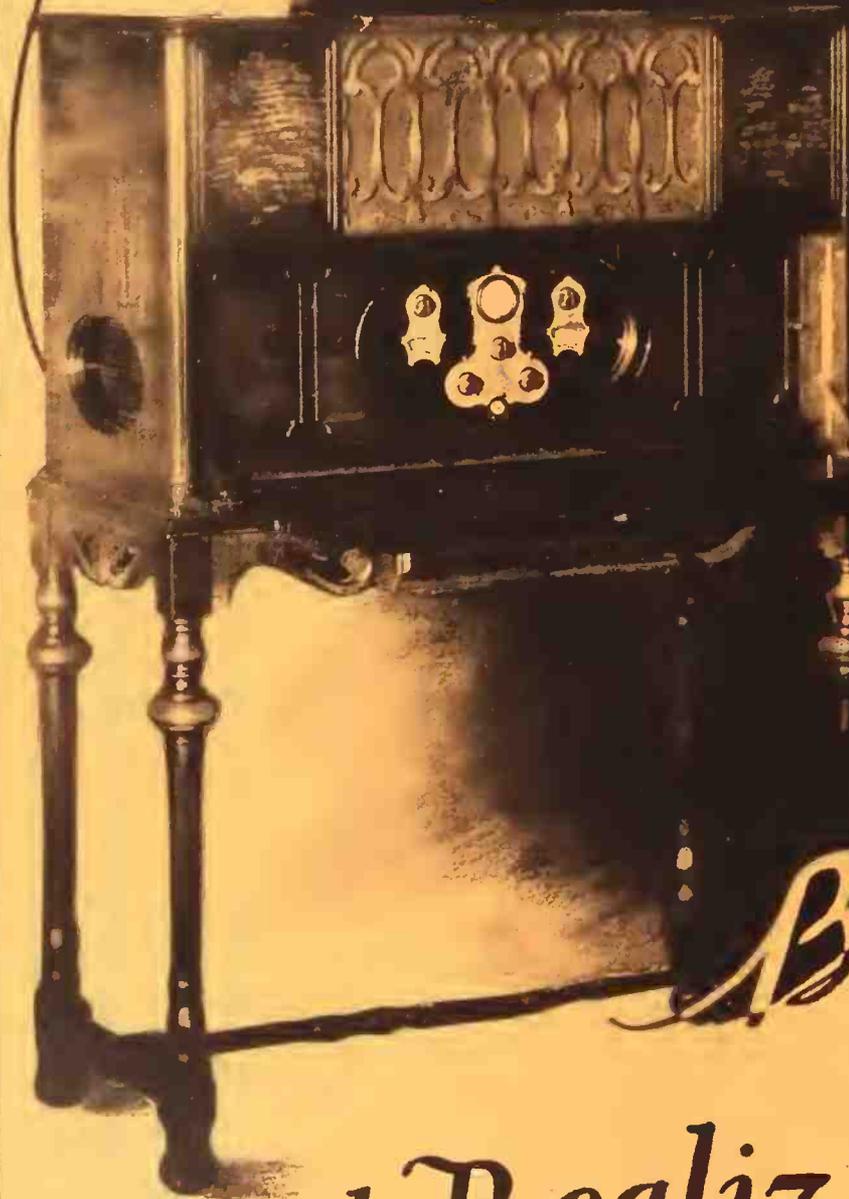
\$99.50

HAS NO COMPETITOR AT NEAR THE PRICE

Just
plug
in!

Think!

of the Achievement



ARGUS

ELECTRIC RADIO

257 West 17th St. New York City

No Batteries
No Attachments
No Rectifying Tubes
No Trouble

But A reception that is
Crystal-Clear ~ ~
chromatically and
accoustically perfect

And Realize ~
the Tremendous Market!
Thirteen Million A.C. wired homes
Get Your Share of this New Market
Be first to introduce the Argus in your territory

BRUNO



"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

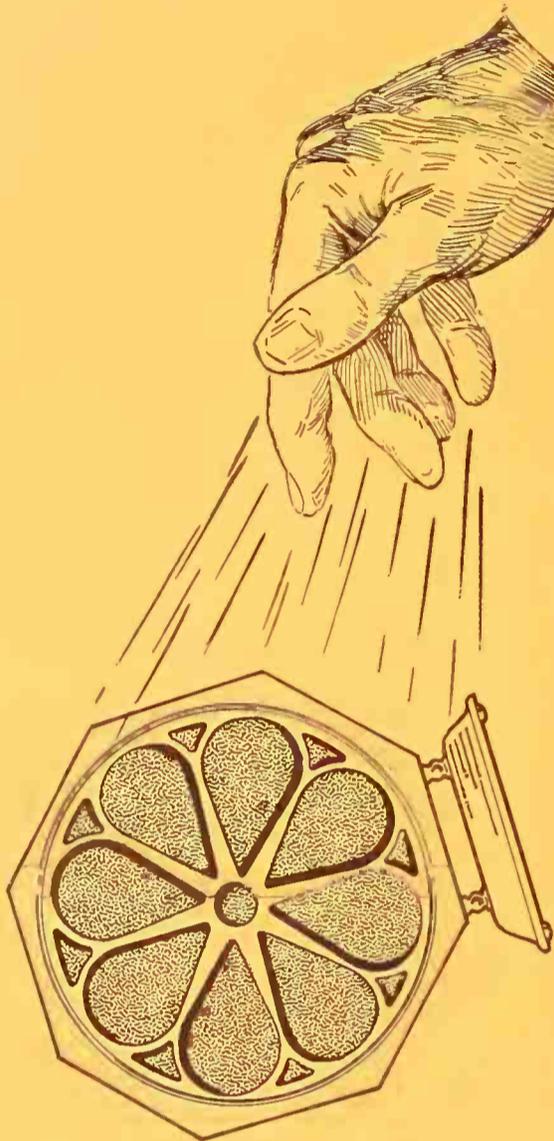
PRODUCTS BEARING THIS TRADE-MARK ARE ALWAYS IMITATED BUT NEVER EQUALLED . . . THE PUBLIC KNOWS . . . AND IT ACCORDINGLY BEHOOVES THE RETAIL MERCHANT TO DEAL ONLY IN THE GENUINE

C. BRUNO & SON, Inc.

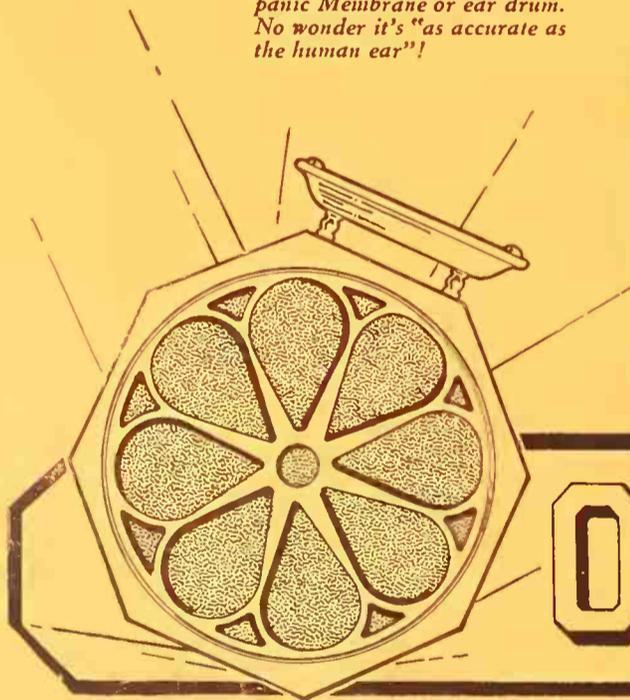
351-353 Fourth Avenue

New York

1834—Over 92 Years of Dependable Service to the Music Trade—1926



Octacone is built on the same principles as the most perfect reproducing instrument known to science—the human ear. It has a patented diaphragm, shaped exactly like the ear. The apex of this diaphragm is placed off center—exactly as in the Tympanic Membrane or ear drum. No wonder it's "as accurate as the human ear"!



Is there another
CONE
SPEAKER
That can stand this test?

What was your percentage of returns on your cone speakers last year?

Tremendously high? Lots of trouble and loss?

Remember that every customer who got a speaker that didn't stand up for a single season is not boosting *your* store today!

Investigate the Octacone—the sensation of the year. There's only one way you can injure it. Use a hammer. Subject it to shipping abuse, handle it as much as you will—even drop it from a ten foot height—and it will not be injured in the least!

We repeat—drop it from a ten foot height! Will any other cone speaker show such rugged strength and promise such satisfaction to your customers?

Remember this, too. It's a handsome looking object—an adornment for any home. And you'll find that Octacone gives a naturalness of tone reproduction unequalled by even the highest priced speakers.

\$19⁵⁰
Slightly higher West of the Rockies

Pausin Engineering Company
 727 Frelinghuysen Ave. Newark, N. J.

OCTACONE
 PAUSIN

SLEEPER

OFFERS NEW VALUES IN FAMOUS SCOUT and SERENADER SETS

Sleeper Again Leads in Modern Features Offered in This Year's Models

To proven superiority in fundamentals of tone quality, simplicity of control, fine selectivity, and long range power, Sleeper now adds semi-electric operation, provision for power amplification and many other latest developments in radio engineering.

1. Wired for electric power devices
2. Wired for 171 power tube
3. Wired for new 200-A detectors
4. Five tubes with super-power transformers
5. Cushioned detector socket
6. Simple two-control tuning
7. Calibrated wave length scales
8. Reduction vernier condenser drives
9. Hinged panel for easy access
10. Amplion adjustable unit for Serenader tone chamber
11. Duco style two-toned brown mahogany cabinet finish
12. Compartments for 90 volts of B battery and 45 volts of "C"
13. Non-microphonic
14. Non-oscillating
15. Brilliant distance performers
16. Six months' guarantee.

Scout, Type 61, 35 inches long, 11 inches high, 11 inches wide. Shipping weight 50 pounds. Price \$100.

Serenader, Type 62 with built-in loud speaker; 35 inches long, 16 inches high, 11 inches wide. Shipping weight 60 pounds. Price \$125.00. Prices f. o. b. Long Island City.

Distinction of appearance—a certain unusual appeal of design, proportion and finish has always characterized Sleeper radio sets.

Distinction in engineering has been equally characteristic. Sleeper was first to use etched metal panels, first to use dual condensers, first to pioneer in simplified control.

Distinction in performance is proven in many thousands of Sleeper sets used throughout the world. They are found in China, the Philippines, Australia, New Zealand, South Africa and throughout South America. There are few markets where the name Sleeper is not a recognized hall-mark of quality.

The new series of Scout and Serenader models maintains every tradition of advanced engineering, compelling eye value and downright performance. Deservedly the fastest selling sets of last year's competitive market the new models are destined to establish new records for dealers holding the Sleeper franchise.

Powerful, super-selective, thoroughly dependable, the Scout and Serenader appeal irresistibly to those who demand the utmost in radio efficiency and to those accustomed to the possession of fine things.

Make these your leaders this year. Easily sold, and easily serviced, they are the answer to profits in your radio department. Write for the full story of the Sleeper Community Dealer Franchise.

Sleeper Radio & Mfg. Corporation

GORDON C. SLEEPER, President

6th and Washington Aves.

Long Island City, N. Y.



The SCOUT
Type 60



The SERENADER
Type 61

Blackman

announces

appointment as distributor for

RCA Radiotrons

IT has been the Blackman policy for twenty-five years to put the finest service behind the finest products.

Now we take pleasure in announcing our appointment as RCA Radiotron distributor. And we assure every dealer of service worthy of our reputation—giving prompt deliveries—and facilitating quick turnover of this all-year profit maker. Our stocks are ready now for your orders.

*Reliable Radio Merchandise Made by Responsible
Manufacturers and Distributed by
BLACKMAN*

BRACH Products
BIRNBACH Products
POLYMET Products

RECEPTRAD
Powerizer
B Eliminator and
Power Amplifier
combined

TUBES
RCA Radiotrons

BATTERIES
Eveready
Philco
Philco Socket Power

SPEAKERS
Rola
Utah
Fada

Crosley
Victor

METERS
Weston
Beede
Hoyt

B ELIMINATORS
Majestic
Philco

CHARGERS
Ful-Wave
Eagle
Philco

RADIO FURNITURE



VICTOR TALKING MACHINE AND
RADIO DISTRIBUTORS
WHOLESALE ONLY

The GRADEON

A NEW MUSICAL ACHIEVEMENT



Sells Three Other Products While Selling Itself

Electrical reproduction! That is the coming thing. The Gradeon is the sensational new instrument that is taking the country by storm. The Gradeon is the instrument that enables phonograph and radio owners to enjoy the superiority of electrical reproduction of phonograph records at a cost of only \$17.50 retail!

*In Your Store—the Gradeon Shows Off Phonographs,
Radio and Records as They Have Never Been Shown Before.*

Attached to the tone arm of any phonograph, the Gradeon carries the sound impulses from the record through the audio tubes of the radio set, amplifies them electrically, picks up all the fine tones usually lost and pours them forth in glorious splendor and volume through your radio loud speaker. Volume

enough for dancing—tone quality surpassing the most expensive instruments.

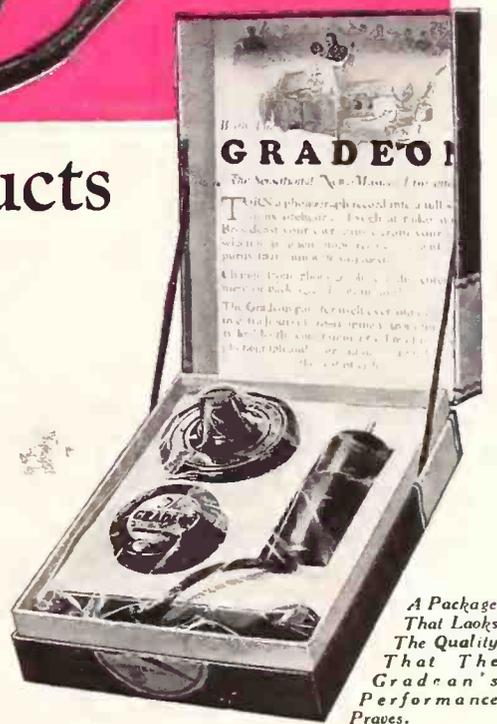
Leading department stores are already using The Gradeon (1) to demonstrate all new phonograph records, (2) to sell phonographs to radio owners, (3) to sell radio sets to phonograph owners.

*We are exhibiting at both the New York and Chicago Radio Shows
Orders received at once can be promptly filled by Jobbers*

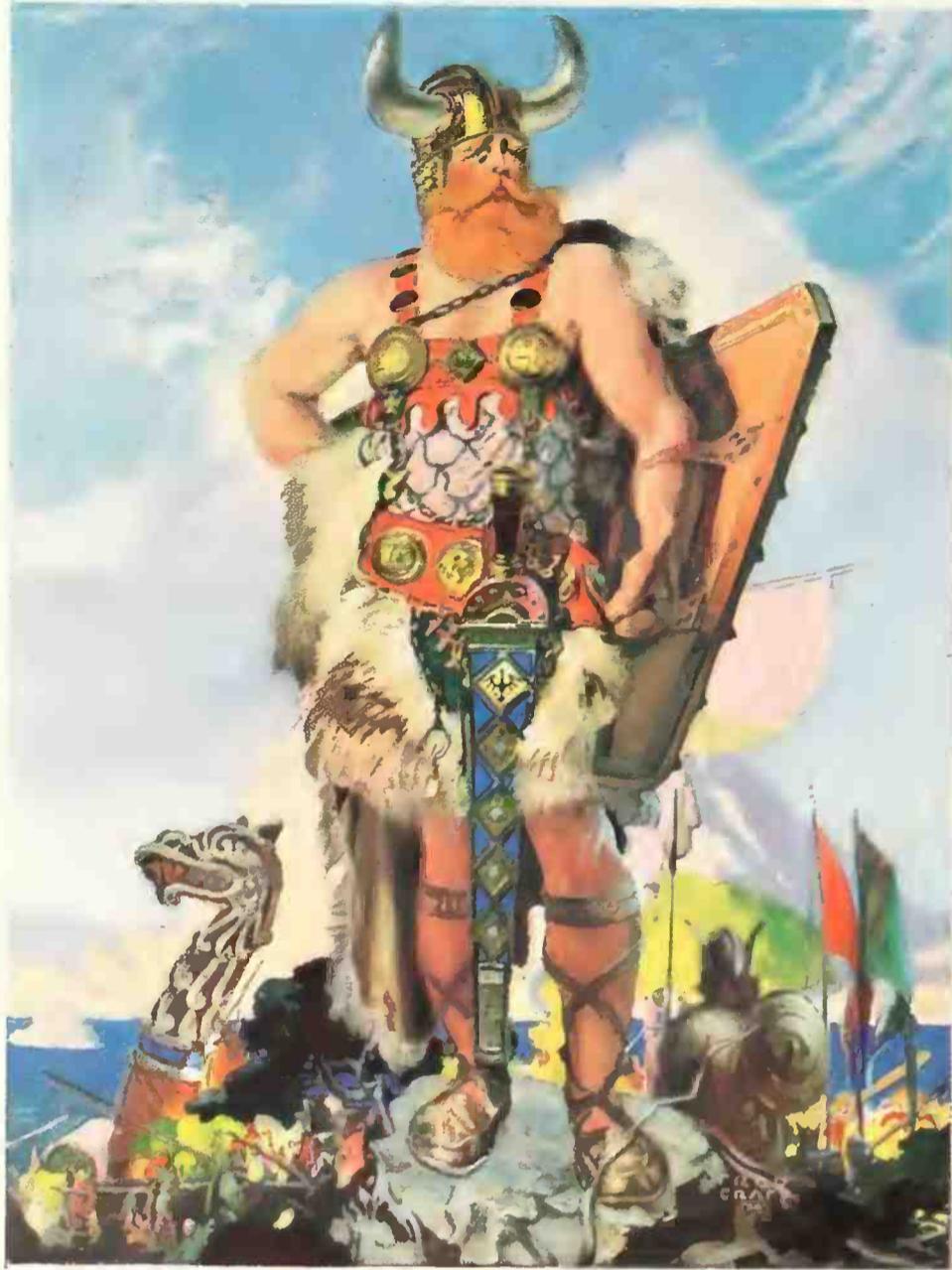
DAVID GRIMES, INC.

151 BAY STREET

JERSEY CITY, N. J.



*A Package
That Looks
The Quality
That The
Gradeon's
Performance
Proves.*



VIKING

At last, with final radio perfection, the time has come to give the most distinguished of all new radio models a distinctive

name of its own, just as new automobile models became worthy of special names when perfection had been finally attained.

Exclusive Dealers Now Being Appointed

DAVID GRIMES, INC.

JERSEY CITY, N. J.

Manufacturers of the Viking Radio and the Viking Imperial. Retail price range, \$79.50 to \$300.
Also producers of "The Gradeon." See opposite side of this page.

Big Sales in Buffalo Territory Feature of Summer—Dealers Expect Busy Fall Trade

Growing Opinion Among Best Informed Dealers That Early Ordering of Most Popular Models Will Safeguard Trade Against Shortage During Busiest Season of the Year—The News

BUFFALO, N. Y., September 7.—Not in a number of years have dealers in phonographs, records and radio of Buffalo and this section had such a prosperous Summer season as that just drawing to a close. Fall outlook is bright and there are indications that the dealer who does not place his order early for the most wanted models in talking machines as well as radio is going to find himself unable to secure them later in the season.

Brunswick Activities

The Brunswick Panatropé Model P-1, operating on twenty-five-cycle electric current, is now being furnished Buffalo dealers and is being consumed by the public as quickly as they arrive. This instrument, retailing at \$400, will undoubtedly lead everything else in the way of an electric machine in Buffalo, according to George M. Jensen, manager of the Buffalo distributing office, inasmuch as it is the only instrument equipped to operate on a twenty-five-cycle current, used in the great majority of Buffalo homes.

The Brunswick name contest looms as the biggest attraction in the way of publicity at present among readers of the Buffalo Evening Times, in which announcements and advertising are carried exclusively. Dealers are also showing great interest in the new Brunswick policy of releasing records every Thursday instead of every day.

Mr. Jensen expressed himself as pleased with Summer Brunswick sales. "The volume of sales has been climbing monthly since the first of May," he said. "This is encouraging in view of the fact that during these months sales are ordinarily on the decline. There is every indi-

cation that the mechanical as well as the electrical line complete is going to eclipse in sales volume, this Winter, anything the company has ever produced in this territory."

Expects Heavy Fall Demand

The new Victor models are meeting with great favor among retailers throughout the western New York and Pennsylvania district, and great enthusiasm was expressed by dealers who visited the Curtis N. Andrews display room during the recent gathering of his dealers and viewed the new models.

Closing Busy Season

M. O. Grinnell, sales manager of the Buffalo Talking Machine Co., said this distributing office is closing one of the most active warm-weather seasons it has ever experienced. August sales in popular records were unprecedented. A shortage in popular numbers was experienced for the first time in a couple of years. One of the biggest seasons in the history of the business here is expected.

Viva-tonal Well Received

The Columbia Viva-tonal is meeting a warm reception in the district, according to E. L. Wallace, new district sales manager in this city. Mr. Wallace already has opened a number of new Columbia accounts and is receiving large orders from old Columbia dealers.

Perhaps one of the liveliest Columbia dealers in the outlying section is the Shafer Music House, Batavia, N. Y. Advance orders were taken by Mr. Shafer at the Batavia fair, for early Fall delivery, that had gone beyond all his hopes. More than 15,000 circulars advertising the Viva-tonal were handed out at the exposition. Dealers carried full-page advertis-

ing tying up with the Lafayette Theatre in exploiting the appearance of the California Ramblers, Columbia artists, during their local appearance and record sales gained.

Welcome Return of E. L. Wallace

The Columbia dealer trade here is glad to welcome back in their midst E. L. Wallace, who covered the western New York section a few years ago for Columbia. He succeeds J. W. Hannah, who has left the talking machine trade. Mr. Wallace has represented Columbia in this section and also in the Chicago district, covering Indiana and Michigan.

Predicts Success for Radio Show

Elmer Metzger, vice-president of the Buffalo Radio Trades Association and president of the Medo Electric Co., said he looks for the 1926 season to be the biggest radio year in the history of the trade here. He anticipates the 1926 show, which opens October 16, will be the finest and biggest ever attempted in any Eastern city.

H. F. Cook a Benedict

Henry F. Cook, a member of the advertising staff of the Federal Radio Corp., was married last month to Miss Mary Franz, of Oswego, N. Y. Congratulations and felicitations to the young couple have been pouring into the Federal office by the score.

News Brieflets

The Campbell-Parker Music Shop has been granted a charter to operate a retail music store in Erie, Pa. The incorporators are G. C. Campbell, V. R. Parker and F. B. Quinn, all of Erie. Capital is \$10,000.

Claude Buckpitt, Elmira, N. Y., music dealer, has opened a new branch store in Ithaca, N. Y., at 115 East State street.

The Hoffman Piano Co. has remodeled the lower floor of its Main street store.

James G. Goodwin, a recent graduate of Columbia University, has joined the sales staff of the Brunswick distributing office here, covering the western New York territory under George M. Jensen.

BURT-BUILT

RADIO CABINETS

LET OUR CABINETS
SELL YOUR RADIO

Furnished with Cone or Unit



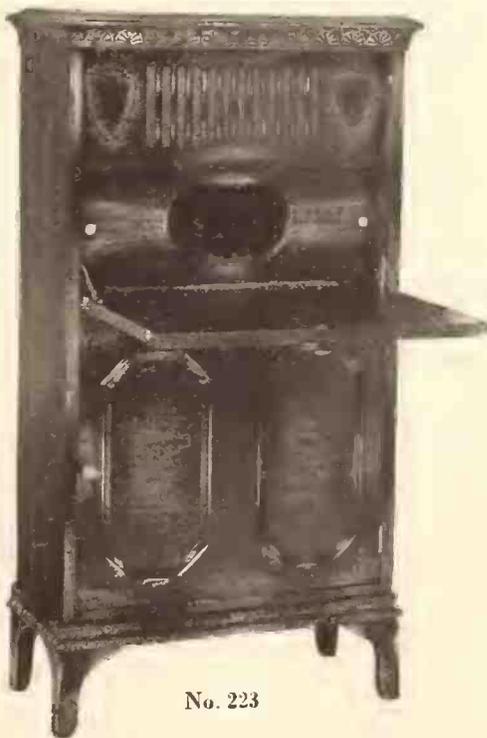
No. 228

All cabinets are finished in lacquer, with ample room for all accessories.

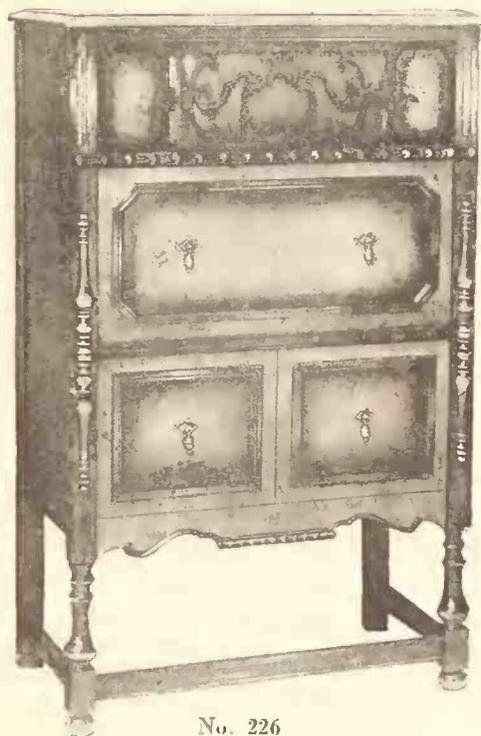
Write for our new catalog. Twelve new numbers with many unique features.

Fifty years of Furniture building.

A few desirable territories open for salesmen and jobbers



No. 223



No. 226

BURT BROS., Inc.

2000 S. 9th STREET PHILA.

New York Office and Showroom

Gramercy Bldg., 24 E. 21st St.

Truck delivery to New York

Phila. Phone

New York

Oregon 7994

Caledonia 9229

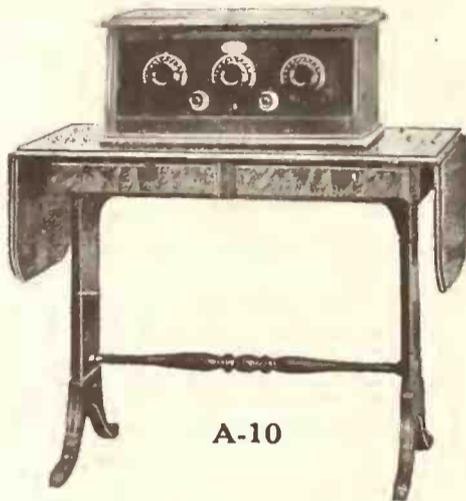
A remarkable



D-10

D-10—Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Centralized control. Very selective and sensitive. Mahogany cabinet, mahogany lined. Finish, rich brown. Without accessories \$100.00

D-5—Console. As illustrated. Specially designed and finished to match D-10 Ortho-sonic. Ample battery space. Equipped with gliders \$30.00



A-10

A-10—Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Rich brown mahogany finish. Without accessories ..\$75.00



B-20

B-20—Five Tubes. 199's or 201-A's. Balanced, tuned radio frequency. Genuine mahogany cabinet with rich finish. Micrometer tuning controls. Space for batteries. Without accessories\$100.00

NEVER has a radio display created such interest. An inspection of the Federal factories left a lasting impression. Never a line of Radio packed with so many possibilities...Never a gathering of wholesalers so enthusiastic!

. . .

So much for the Federal Ortho-sonic Radio Wholesalers' convention. Held in Buffalo on the 2nd and 3rd of August and attended by wholesalers and their salesmen from all parts of the United States and Canada.

A word concerning the line itself.

With the addition of these beautiful models, shown here with the fast-selling Federal A-10, the line is now all-inclusive. With a price range from \$75.00 to \$400.00 on popular models; \$600.00 to \$1000.00 on custom-built models, it now meets practically every individual preference.



E-10

E-10—Six tubes. Wet or dry battery type. Balanced, tuned radio frequency. Single control. Extremely selective. Maximum receiving range. All-metal construction. Illuminated scale. Perfect control of volume. Beautiful brown mahogany cabinet—rosewood inlay. Well finished. Satin texture. Without accessories \$150.00

E-5—Console as illustrated. Specially designed and finished to match E-10 Ortho-sonic. Ample battery space. Equipped with gliders\$40.00



F-10

F-10—Seven tubes. Wet or dry battery type. Balanced, tuned radio frequency. For use with loop only. Single control. Maximum selectivity—long range reception. All-metal construction. Illuminated scale. Perfect control of volume. Beautiful mahogany cabinet. Vermillion inlay. Finish, rich brown—satin texture. Without accessories\$250.00

F-5—Console. As illustrated. Specially designed and finished to match F-10 Ortho-sonic. Ample battery space. Equipped with special rubber-tired casters\$50.00

Federal ORTHO

demonstration



B-30

B-30—Five tubes. 199's or 201-A's. Balanced, tuned radio frequency. Extremely sensitive and selective. Mahogany cabinet finished in rich, lustrous brown. Micrometer tuning controls. Ample space for batteries. Federal enclosed adjustable speaker. Exceptional volume and tone. Without accessories\$140.00



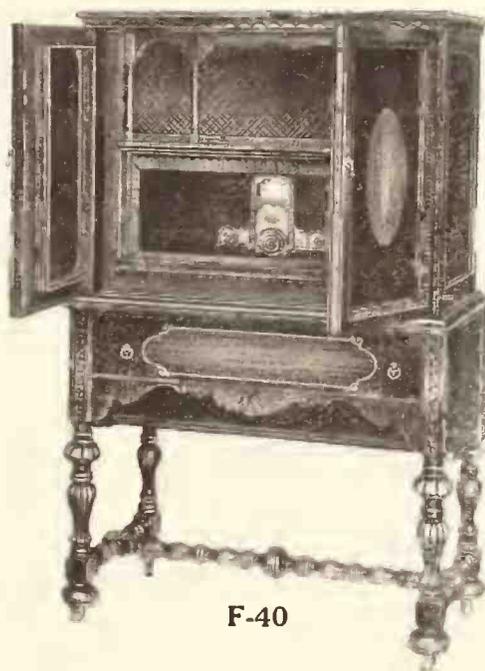
D-40

D-40—Five tubes. Wet or dry battery type. Balanced, tuned radio frequency. Centralized control. Built-in speaker. Deep, rich tone quality. Receiver compartment slides out. Walnut cabinet. Ample battery space. Without accessories \$200.00



E-40

E-40—Six tubes. Wet or dry battery type. Balanced, tuned radio frequency. Single control. Extremely selective. Maximum receiving range. All-metal construction. Illuminated scale. Built-in speaker. Receiver compartment slides out. Walnut cabinet, antiqued and inlaid with rosewood. Ample battery space. Without accessories\$300.00



F-40

F-40—Seven tubes. Wet or dry battery type. Balanced, tuned radio frequency. For use with loop only. Single control. Maximum selectivity—long range reception. All-metal construction. Illuminated scale. Extra large built-in speaker. Walnut cabinet, artistically antiqued. Inlaid with Vermilion. Ample battery space. Without accessories..\$400.00



★ The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470.

And remember! Every Federal Radio set has the patented Ortho-sonic circuit, magnificently shielded and second to none in selectivity, ruggedness and operative simplicity. And we ask you—where did you ever see any furniture more beautifully designed than these Ortho-sonic cabinets?

The Federal line is backed by a proposition as sound and appealing as any ever going out to a radio retailer. Includes national magazine and newspaper advertising, powerful resale help, liberal discounts, red tape freedom, and adequate protection from a manufacturer for twenty-five years in the field and here to stay.

Line up with Federal. If you don't know your Federal wholesaler please feel free to write us.

FEDERAL RADIO CORPORATION
Buffalo, N. Y.

*(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo*

SONIC[★] Radio

J. K. Polk Southwestern Division Holds Meeting

Sales Staff of Southwestern Division Meets at Dallas Office and Plans Activities for the Coming Season—Bright Outlook Predicted

ATLANTA, GA., September 4.—The Southwestern sales division of James K. Polk, Inc., distributor of Sonora products and other fine talking



Making Plans for a Busy Season

machine and radio equipment, held a sales meeting at the Dallas office of the organization the latter part of last month. Plans were made for the coming season and P. C. Brockman, secretary of the company and director of sales, congratulated the members of the sales division on the excellent record which they had made for the first eight months of the year. The accompanying photograph shows the members of the Southwestern division, including V. F. Kirn, W. J. B. Kennedy, P. C. Brockman, Oren Warren, assistant director of sales in charge of the Dallas office, and Paul Blackman.

Short Wave Communication to Link Crosley Factories

CINCINNATI, O., September 4.—A license for short wave radio communication has been issued to the Crosley Radio Corp. to operate on 21.4 and 26.3 meters. The transmitter, it is understood, will work with the American Radio Co., Medford Hills, Mass., which was purchased by the Crosley Co.

Although no plans for the operation of the short wave station have been made, it is expected that considerable experimental work

will be carried on in point-to-point communication between the plants located in Ohio and Massachusetts.

The broadcasting of the Crosley programs from their station WLW, in Harrison, O., through short waves to WARC, Medford Hills, Mass., has also been contemplated.

Sells Thousand Records a Week of One Number

Atlanta Phonograph Co., Columbia Dealer of Atlanta, Ga., Moves 3,000 Recordings of One Number in Three Weeks

ATLANTA, GA., September 7.—What is believed to be a record on the sale of a single number of a phonograph record was recently made by the Atlanta Phonograph Co., Columbia dealer, of Atlanta, Ga.

This extraordinary record consisted in the sale of three thousand records in a period of three weeks of a recent release of the Columbia Phonograph Co., namely, "Death's Little Black Train Is Coming," coupled with "Need of Prayer," exhortations by a colored evangelist, Rev. J. M. Gates.

Joe Luttrell, manager of the Atlanta Phonograph Co., in speaking of the record, says, "Never before in the time that I have been connected with the phonograph business has there been such a demand for a record. It is impossible for us to keep in stock on this number." Mr. Luttrell recently placed an order with the Atlanta branch of the Columbia Phonograph Co. for one thousand of the next shipment.

The Ney Pharmacy, Columbia dealer, also of Atlanta, has also felt the demand for this record recently, placing a single order for 500 of this number. Sales on this number alone in the past three weeks have been in excess of 2,000. The Atlanta branch of the Columbia Phonograph Co. reports that at no time since its release have they been able to fill orders to the capacity of the retail merchants to dispose of these records.

Opens a New Store

Landau's, music, furniture and jewelry dealer, opened a new store at 25 West Broad street, Hazleton, Pa., on Saturday, September 4, with appropriate ceremonies. A musical program was given and souvenirs were distributed.

Thiebes Music Co. Displays Stromberg-Carlson Set

New Loop-operated Receiver Presented in Artistic and Effective Setting—Set Is Represented as Newly Discovered Treasure

St. Louis, Mo., September 4.—A particularly attractive and sales-stimulating display of Stromberg-Carlson radio equipment was recently



Eye-Arresting Window Display

shown in the window of the Thiebes Music Co., Stromberg-Carlson dealer. The figure of the bold pirate in the foreground and the cut-out of the Spanish galleon in the background against a full moon made a most artistic and forceful appeal. The pirate in his hand holds a small card reading, "Discovered the new Stromberg-Carlson radio," and at his feet reposes the new Stromberg-Carlson loop-operated receiver. The Thiebes Music Co. is one of the oldest established music houses of this city.

New Model Current Supply Introduced to the Trade

By the Grigsby-Grunow-Hinds Co.—Is Known as the Majestic Master B

A new model current supply called the Majestic Master-B was recently announced by



G-G-H Majestic Master-B

the Grigsby-Grunow-Hinds Co., Chicago, manufacturers of Majestic current supply units. The Majestic Master-B has been especially designed for those sets having heavily biased circuits with resultant low current draw. The manufacturer states that the new current supply will deliver to the set the exact voltage required, neither too little, which results in weak signals, nor too much, which causes blasting. The Master-B has three adjustable resistances controlling all voltage and the maximum voltage output is sufficiently high to operate not only UV-112 and UV-120 power tubes, but also the latest super-power tube, UV-171. It is said that the new power supply is ideal for sets having a heavy current drain, such as ten-tube receivers. The Master-B retails at \$42.50 complete, equipped with a Raytheon tube. The radio products of the Grigsby-Grunow-Hinds Co. are enjoying consistent growth in sales.

That Bugaboo — Poor Business — Just "Isn't the Worry" of a Licensed Okeh Record Dealer!

How could it be when he has European Orchestras. Music in all foreign languages.

Popular lyrics and dances everyone wants to buy.

Okeh
TRUE ONE
Records

RACE RECORDS SUPREME

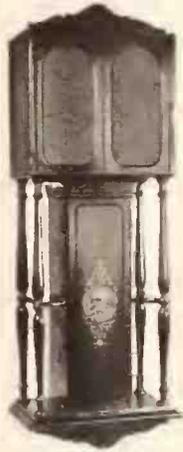
GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15-17 West 18th Street

New York City

Pfanstiehl Gives Radio Users What They Want Most



The Wall Speaker

Designed for use on top of the console or to be hung on the wall. Looks like an old-fashioned wall clock, flanked by four graceful spindles and supported by a narrow shelf at the bottom. From the standpoint of acoustics there is a certain advantage in having the mouth of the speaker six or more feet from the floor. The tone vibrations are better distributed.

\$65



Model 202

Console "Single-tuned Six" with in-built speaker. Space for A & B batteries and charger or socket-power equipment.

\$210

An Exclusive Dealer Franchise

The Pfanstiehl line is sold through exclusive dealers who are thus protected against unfair competition and price cutting. Whatever good will the dealer builds up for Pfanstiehl is his own. He enjoys a liberal profit and is expected in return to push the line aggressively with the cooperation of the maker.

LIKE other mechanical and electrical discoveries, radio has had to go through a period of rapid change and experimentation. While radio engineers tried this and that, the public could not but be confused as to the substantial merits of various receivers.

From the first, Pfanstiehl avoided the complicated and devious circuits — and worked for efficient, simple control of the radio energy through the set. That is the source of dependable performance and tone quality. It is what the public always wanted.

Supreme Tone Quality with PRECISE Single Control

No set with complicated mechanism can be precisely single-tuned. There is too much unevenness in the radio stream. The circuits are unequal electrically. They might be tuned all at once, but not with precision.

With the Pfanstiehl precise single control, anyone can tune as accurately as an expert. There is no groping around adjusting dials. A single knob enables one to turn immediately to the wave length desired. The number registers in a small illuminated window.

The radio stream flows unhampered through the set and brings to the ear of listeners the full, true reproduction of overtones—which are the soul of music.

Something Really New in Cabinet Design

There is so little machinery in a Pfanstiehl, inside and out, that an extremely compact radio cabinet is possible. It is only twenty inches wide. The console model is even narrower and only forty-one inches high. And still it has room for every accessory needed to operate a radio: inbuilt speaker, A and B batteries and charger, or socket power-equipment. This makes a "petite" piece of furniture for the home; and it makes a nicely balanced and perfectly adjusted radio unit. The console is a space saver. It fits anywhere.

For further details, address

PFANSTIEHL RADIO COMPANY

11 South La Salle Street, Chicago

Prices West of the Rockies slightly higher

Pfanstiehl
Overtone Radio



The "Highboy"

A more elaborate console model, eighteen inches wide and seventy-four inches high. Speaker is contained in a tall, graceful superstructure extending six feet from the floor. There is nothing like it in a radio design. It is like a grandfather's clock or perhaps more nearly like a tall, slender cupboard of old English design.

\$235



Model 201

"Single-tuned Six" Console without speaker, but space for A & B batteries and charger or socket-power equipment. Six tubes.

\$170



Model 20

"Single-tuned Six" Table Set.

\$125

Steady Sales Gains Presage Busy Fall Throughout the Cincinnati Territory

Bright Outlook Creates Satisfaction—New Columbia Viva-tonal Phonographs Promise to Be Among Sales Leaders—Link's Record Shop Changes Name—Other Trade Activities

CINCINNATI, O., September 8.—Dealers in talking machines and records state that this month has started out well and that already their sales are showing a fine increase. There is every indication that trade will increase as the weather gets cooler, and there are some who express the opinion that a record-breaking period is near at hand for the talking machine trade.

Viva-tonal Phonograph Pleases

Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co., is very much elated at the reception that has been accorded the new Viva-tonal phonograph. "Although we only received the complete line last month," she explained, "a big demand for this wonderful instrument has sprung up, and we are kept busy filling orders. It is so pleasing to the eye, as well as to the ear, that the public simply cannot resist it. We expect a record-breaking Fall, and we have made our preparations accordingly."

Link's Changes Name and Expands

What for many years has been known as Link's Record Shop, at 1711 Vine street, will in the future be known as Link's Music & Electric Shop. The adjoining store, at 1709 Vine street, has been added to the other, and a new front, with large show windows, has been added to the building, and the interior has been remodeled, refurnished and redecorated. Small goods and other products have been added.

Bright Outlook, Says E. W. Young

"September is opening up well and there is every indication that there will be a good demand for talking machines and records this Fall," stated E. W. Young, manager of the talking machine section of the Otto Grau Piano Co. "The new machines have passed the experimental stage, and with the former delays and uncertainties removed they should move rapidly from now on."

Features Brunswick Recording

In a most attractive and very befitting manner the "Breezin' Along With the Breeze" record was exploited in the show window of the Brunswick Shop in the hot weather of the latter part of August. Whistling winds, from concealed electric fans, blew through the leaves of palm

trees in a way that made the heated passer-by stop and gaze wistfully. There were two makes of this record, one a Brunswick, by Abe Lyman's Californians, with vocal chorus furnished by Charles Kaley, and the other a Vocalion record, by the Blue Ribbon Quartet. "September is bringing us an increased business and the prospects seem bright for a good Fall trade," stated Louis H. Ahaus, proprietor, who had just returned from a business trip to Chicago.

Combines Talking Machine and Radio Depts.

In order to get his radio business nearer to his talking machine and record department, George P. Gross has moved it from the adjacent store it has occupied for about a year and placed it in the basement of the store. The new quarters of the department have been handsomely furnished and decorated and are very attractive in every way.

Good Demand for Starr Line

"The demand for Starr phonographs and Gennett records is picking up right along, and we

D. W. May, Eagle Distributor, Runs Demonstration Bus

Specially Made Truck With Pullman Body Has Complete Installation of Receivers and Speakers for Dealers' Inspection

D. W. May, of Newark, N. J., distributor of Eagle neotrodyne radio receivers, saves the time of his dealers, renders them a valuable service, and is incidentally reaping the benefit of a good idea that he has the courage to put into practice and carry out successfully. A few months ago Mr. May decided that he would do a little "path wearing" on his own account, so, by way of experiment, he borrowed one of the Eagle Radio Co.'s trucks, filled it with the line of equipment he carried and started out on a store-to-store, door-to-door round-up of the trade. His plan included the idea of taking up as little of the dealer's time as consistent with good business, saving him a trip to the wholesale house for demonstration, showing him exactly what the receivers would do in his own

expect a fine trade through the Fall and Winter," said W. J. Purnell, of the local branch of the wholesale department of the Starr Piano Co., who had just returned from a trip through his territory and was about to start on an automobile tour.

Elmer Halley, formerly in charge of the Starr Co.'s record and roll department, has been made assistant credit manager. The name of his successor has not yet been announced.

A. H. Bates Optimistic

"Business is opening up well in our territory and everything indicates that we are going to have a very active Fall," said A. H. Bates, secretary of the Ohio Talking Machine Co., exclusive wholesaler. "Farmers have had big crops and there should be a good demand for talking machines in the rural districts."

Morris Fantle Meeting With Success

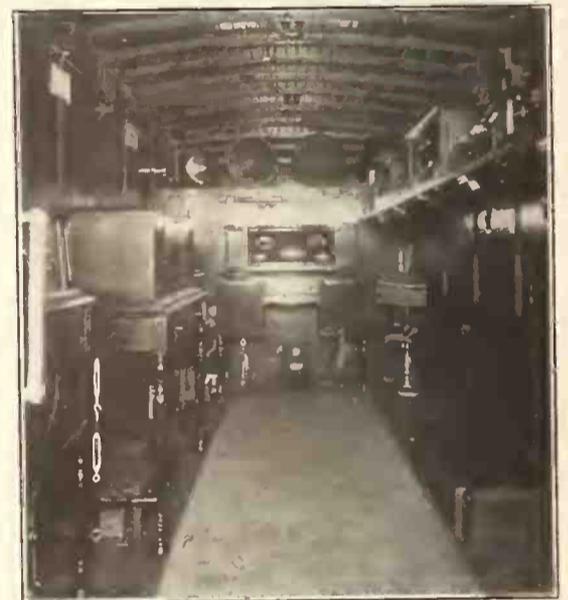
Morris Fantle, who recently opened up a specialty and service business at 119 West Fourth street, reports that he is meeting with success and that everything is going fine.

Doing Well With Symphonic Reproducer

Arthur Brand, of the Arthur Brand Co., dealer in talking machines and records, at 1618 Vine street, reports that he is doing well with the Symphonic Reproducer, as well as with other lines he carries.

locality. In a short time the thing was going over so big that two trucks were necessary, and even they were kept busy twelve and more hours a day, so Mr. May decided to have special trucks built, and now he finds these an enormous asset to his business.

He consulted truck builders and recently started his radio truck de luxe on the road. It has a specially made Pullman body seventeen



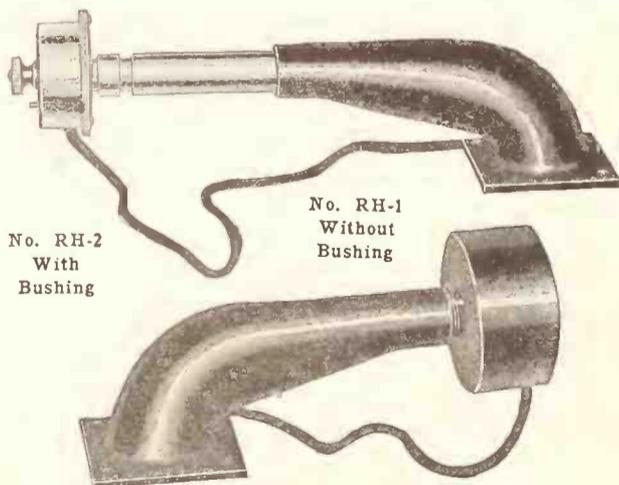
Interior View of the Radio Bus

feet long by six feet wide and high, on a commercial chassis. It is painted an attractive red with good-looking gold lettering while the inside is comfortable, with a complete line of receivers and battery installation. The equipment was installed by the engineering department of the Eagle Radio Co. and includes grounds, antenna and sufficient switches so that any set or horn can be heard almost instantly by the throwing of a switch. A dealer or an individual wishing to listen to something being broadcast may sit comfortably in the bus and judge the quality of the receiver, horn or other equipment and make his selection under the most favorable conditions.

Ohioans to Honor Edison With Memorial School

The people of the village of Milan, O., have expressed their readiness, through F. A. Day, editor of the Milan Register, and chairman of the general committee, to donate two hundred acres of land as a site for a technical school to honor Thomas A. Edison, who was born in the village. The site is to include the Edison birthplace, of which the inventor is owner. The project is expected to cost \$1,000,000.

ORO-TONE Radio Speaker Tubes Made to Fit All Speaker Units



No. RH-2
With
Bushings

No. RH-1
Without
Bushings

ORO-TONE Radio Speaker Tubes are built to the same high quality construction standards found in all Oro-Tone products.

The tube without bushing is seven inches over all. The taper is perfectly graduated, which insures splendid amplification. They can be supplied with or without bushings as illustrated above. Bushings can be supplied in any length. This feature makes Oro-Tone Radio Speaker Tubes applicable to any speaker unit built.

We welcome the opportunity of submitting samples and prices to responsible radio speaker manufacturers.

THE ORO-TONE CO.

1010 George St., Chicago, Ill.

The Beautiful New AMPLION Cone

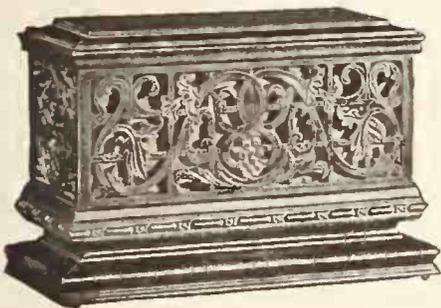


Model AC 12
List \$30.00

The Amplion Cone is the result of over two years deliberate, intensive experimenting—subjected to the most rigid tests and comparisons by the corps of "The House of Graham" scientists. For, true to Amplion tradition, a cone speaker could be introduced only after it was proved worthy of bearing the Amplion name! . . . Consequently, the Amplion Cone represents a time-perfected development—totally different in appearance, construction and results—loud, clear, sensitive and realistic in tone—complete in musical range. Artistically, a masterpiece in two-tone mahogany; 14" x 14" x 9". Reasonably priced. Nationally advertised. *The money-making cone of 1926-27!*

and also

The AMPLION
PATRICIAN



Model AA 18 — List \$45.00

Remarkable 48-inch air column, with standard Amplion unit, assembled in luxurious richly carved cabinet. Non-directional; to the famous Amplion sensitivity and clarity, this model brings a new, softly diffused mellowness of tone that makes it the choice of the connoisseur wherever shown. *Already an Amplion Sales Leader.*

The AMPLION DRAGON



AR 19 — List \$42.50

This is the AMPLION model that is used as standard in the engineering departments of leading radio manufacturers throughout the world, wherever broadcasting exists. From season to season, the AMPLION DRAGON continues "a world's best seller", by reason of the unapproached efficiency of its electro-magnetic and acoustic systems. Famous for unequalled sensitivity to speech and musical signals—for clarity, naturalness and volume without distortion. . . . The mahogany-finished paneled flare is 20½ inches high, 14½ inches diameter. Hinged base permits tilting to any angle.

The Complete Amplion Line for 1926-27

Priced from \$12.00 to \$45.00

FOR all of the famous group of Amplions, known throughout the world as the Dragon Type, there always will be a popular demand wherever the use of an air-column type of loud speaker is desired.

The addition of the Luxurious Amplion Patrician and the new Amplion Cone now rounds out the most comprehensive line of radio reproducers on the market.

—a line which offers Dealers the prestige and the absolute guarantee of "The House of Graham"—the world's oldest and best known manufacturers of radio reproducing instruments—since 1887, pioneers and leaders in the field!

NATIONALLY ADVERTISED

in these class and popular publications: Literary Digest, Popular Science Monthly, National Geographic, Scribner's, Atlantic Monthly, American Review of Reviews, World's Work, Harper's Magazine, The Golden Book, Popular Radio, Radio Broadcast, Radio News. Supplemented by intensive Newspaper Advertising in your local territories, and a strong battery of Dealer's Selling Helps.

If you are not already in line for Amplion, write us at once for name of Jobber in your territory and for complete details of the Amplion Sales and Advertising Campaign.

THE AMPLION CORPORATION OF AMERICA

Suite C, 280 Madison Avenue

New York City

The Amplion Corporation of Canada Ltd., Toronto

AMPLION

DRAGON MODELS

AR 19 Amplion Dragon List \$42.50
AR 114 Amplion Junior de Luxe List \$27.50

AR 111 Amplion Junior List \$24.00
AR 102 Amplion Dragonfly List \$12.00

PHONOGRAPH ATTACHMENTS

AR 35 Amplion Concert Grand List \$20.00
AR 67 Amplion Standard Unit List \$12.00

Okeh
and
Odeon
Records

A
Complete List
of

Okeh
TRUETONE

Distributors

WALTER S. GRAY COMPANY
926 Midway Place, Los Angeles, Calif.

WALTER S. GRAY COMPANY
1054 Mission St., San Francisco, Calif.

PHONOLA CO., LTD., OF CANADA
Elmira, Ont., Canada

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

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

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

FRANK R. WITMAN PHONOGRAPH
SUPPLY COMPANY
Putnam, Conn.

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

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

THE ARTOPHONE CORPORATION
1103 Olive St., St. Louis, Mo.

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

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

STERLING ROLL AND RECORD
COMPANY
137 W. 4th St., Cincinnati, Ohio

IDEAL PHONO-PARTS CO.
1231 Superior Ave., Cleveland, Ohio

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

EVERYBODY'S TALKING MACHINE
COMPANY
810 Arch St., Philadelphia, Pa.

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

JAMES K. POLK, INC.,
811 West Broad St., Richmond, Va.

Okeh
and
Odeon
Records

Improvements in Design Feature Amplion Speakers

Amplion Cone and Amplion Patrician Represent Radical Departures in Loud Speaker Construction, It Is Claimed

The great strides that have been made in loud speaker design and construction are evidenced by the Amplion Cone and the Amplion Patrician, two new models which have been introduced by the Amplion Corp. of America this season. The company states that the Cone represents a radical departure in cone speaker construction and design. Unlike contemporary instruments, the Amplion unit is said to be rigidly attached to a seamless material, conical in shape with a depth over twice that of other cones.

Eminent musical critics are declared to have expressed wonder at the true, lifelike reproduction of voice and music covering the entire musical scale, without blur or distortion. The entire cone is housed in a dignified two-tone mahogany cabinet with pleasing lines.

The Amplion Patrician is claimed to be a distinct innovation in loud speakers. While utilizing the air column principle, it is non-directional and gives a diffused mellowness of reproduction. It is encased in a richly carved mahogany cabinet, with an air column of forty-eight inches. Officials of the Amplion Corp. state that the Patrician represents the highest attainment so far reached in the acoustical design of an air column speaker.

Columbia Cincinnati Branch Manager Visits New York

Miss R. Helberg, manager of the Cincinnati branch of the Columbia Phonograph Co., was a two-day visitor to New York recently. While in town Miss Helberg availed herself of the opportunity to visit the Columbia executive offices and there report that Cincinnati Columbia dealers are experiencing an increasing demand for Columbia New Process records and that the interest being shown in the new line of Viva-tonal Columbia phonographs is remarkable. Many new accounts, handling the complete Columbia line, have been signed up on the strength of the easily evident sales possibilities of the Viva-tonal models.

Mary Lewis to Sing at Radio Industries Banquet

Through the courtesy of A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., Mary Lewis, soprano of the Metropolitan Opera Co., will sing at the forthcoming Annual Radio Industries Banquet on the night of September 15. Miss Lewis will be heard not only by those present, but it is expected through the simultaneous broadcasting of the program by more than thirty-three stations throughout the country Miss Lewis will be heard by over 15,000,000 people.

Radio Exports Show Increase

A recent compilation by the Department of Commerce shows that during 1925 the total exports of radio apparatus from the United States were \$9,903,787, or an increase of \$3,000,000 over 1924. The total for 1923 was \$3,448,112, and for 1922, \$2,897,790. Transmitting apparatus is included in these totals.

The countries of Europe purchased over 15 per cent of the total, the leading market there being the United Kingdom, which received shipments valued at about \$644,900.

The General Instrument Corp., New York City, maker of radio parts, has announced the appointment of Albert C. Whitefield as director of sales and also his election by the board of directors to the office of vice-president.

Single Control a Feature of Bosch Amborada Set

Simplified Tuning by Accurate Single Control Feature of New Product of American Bosch Magneto Corp.—Seven-tube Set

That a single-control receiver can be made so accurate in its operation that a new simplicity of tuning is achieved is the boast of the engineers of the American Bosch Magneto Corp., Springfield, Mass. These engineers claim to have perfected a circuit for the new seven-tube Bosch Amborada receiving set in which the input stage is perfectly correlated with the four successive radio frequency amplifier stages so that maximum efficiency and amplification are obtained without recourse to minor adjustments. The Bosch engineers declare that the new circuit works perfectly over the entire broadcast wave band and that the use of so-called compensating condensers is unnecessary.

The Amborada has just been announced as one addition to the 1927 line of Bosch radio apparatus, which includes the Model 16, a six-tube receiver, which met with considerable success last season, the Cruiser, a new five-tube unified control receiver, the Bosch Nobattery, and two new reproducers.

Alma Rotter Recording for Okeh Record Catalog

New Artist Is Extremely Popular in St. Louis Territory as Exponent of "Blues"

The General Phonograph Corp., New York, manufacturer of Okeh records, recently added



Alma Rotter

a new and popular artist to the long list of vocalists making recordings for the Okeh catalog. She is Alma Rotter, who is well known throughout the mid-West and West as a "blues" singer. Mrs. Rotter, who hails from St. Louis, Mo., was a recent visitor to New York, where she made several recordings including "Who Tell Me Who," "Sleepy Head," "Wait Till I'm Gone" and others.

Three New Tubes Added to Perryman Elec. Co. Line

The line of radio tubes manufactured by the Perryman Electric Co. has been augmented by three new tubes, according to H. B. Foster, general sales manager of the company. They are a super-power amplifier, a full-wave rectifier and a super-sensitive detector. Mr. Foster is enthusiastic over the sales prospects this season.

Making History

The reward for good work has proved more work for James K. Polk, Inc.
And this has brought them success.

FIVE years ago the firm of James K. Polk, Inc., Atlanta, Ga., received its first shipment of 2,500 Okeh Records. It is interesting to know that these records were given no display; they were placed in a corner of a furniture store on temporary racks.

From this first small stock of Okeh Records has grown the largest record distributor for Okeh Records in the Southeastern section of the United States. James K. Polk, Inc., is one of the most successful distributors of records, phonographs and their parts in this country.

Today you will find the name of James K. Polk decorating its own three-story building in Atlanta, Ga., and its branch offices in Richmond, Va., and Dallas, Texas. This is achieving success, especially when it is realized that five years ago they started with a force consisting of Mr. P. C. Brockman and one assistant. Mr. P. C. Brockman is now Secretary of James K. Polk, Inc., and is also Director of Sales.

Five years ago James K. Polk, Inc., appreciated the profit from the sale of Okeh Records. Because the Okeh Dealer has always profited from the sale of Okeh Records James K. Polk, Inc., has profited to an established point of Success.

As the manufacturer of Okeh Records we are glad the Fifth Anniversary of James K. Polk, Inc., gives us an opportunity to acknowledge with congratulations the splendid accomplishments that make its history notable in the Record Industry.

General Phonograph Corporation

OTTO HEINEMAN, *President*

25 West 45th Street

New York City

Operadio Co. Marketing a New Seven-tube Radio Set

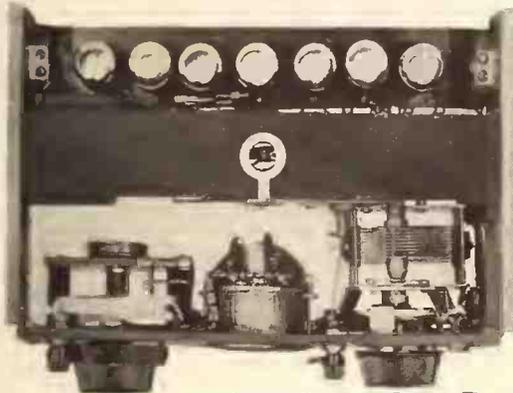
Radical Changes in Design Feature the Latest Product of This Well-known Manufacturer of Radio Sets—A Seven-tube Model

The Operadio Corp. of Chicago announces as a new model for the 1927 season a seven-tube set, which, while maintaining the essential form of previous models, contains radical changes in design. The new set, designated as



Operadio Model 7

Model 7, as in previous Operadio models, is of the combination home-and-portable type. Contained within the compact carrying case, the dimensions of which are seventeen inches by twelve inches by nine inches, is a seven-tube



Interior View of Operadio Set From Top set including ample battery supply and self-contained loud speaker.

The set utilizes six 199 type tubes and one power tube. The tuned input supplies one stage of tuned radio frequency and two transformer coupled stages. Behind the detector are a transformer stage and two resistance coupled stages of audio frequency. As in a previous model of the Operadio, the radio frequency transformers are entirely shielded and hermetically sealed in one can and the audio frequency equipment in another. The gang socket with the attached cans and tubes is mounted by an ingenious spring suspension, which solves one of the most difficult problems encountered in all self-contained sets, namely, trouble from microphonics. The self-contained loud speaker with a twenty-four-inch air column is of unique design and, in combination with the resistance coupling of the audio frequency, produces, it is claimed, a remarkable tone quality. The tuned input and the tuned stage of radio frequency are ganged together under one dial and, due to the inherent balance of the circuit, single dial tuning for all local and the stronger distant stations is obtained without any adjustment whatsoever of

other controls. A voltmeter is incorporated in the set to insure that proper voltage is impressed on dry battery tubes and also to enable the owner to determine at all times the condition of "A" and "B" batteries.

One of the new features of this model is the arrangement of the voltage control whereby it is impossible to supply to the tubes more than the correct voltage of 3.3 volts. Another feature is the volume control provided by a variable resistance across the input of the second audio tube.

J. McWilliams Stone, president of the Operadio Corp., is most enthusiastic about the performance and prospects of this new set. In an interview with *The Talking Machine World* he said: "It has always been my firm contention that the self-contained loop-operated set would be the choice of the buying public, provided such a set gave in every respect the same performance as a set using the indoor or outdoor antenna, for the simple reason that it represents radio in its simplest form and because of the tremendous convenience of this type of set which does not require the fixed installation of the outdoor aerial set. The greatest problem has been to duplicate the performance of sets operating with outside aerial. We firmly believe we have accomplished this result in the Model 7 Operadio, which is, without question, by far the best Operadio ever built."

W. B. Ricketts, sales manager of the Operadio Corp., reiterated Mr. Stone's views and said that the outlook for this season's business by far exceeds any previous year in this company's successful career. Harold H. Shotwell, chief engineer and one of the principals in the Operadio Corp., is responsible for the design of the new Model 7. The new Operadio will be shown in conspicuous spaces at both the Chicago and New York shows.

Big Diamond T Radio Sales

The Summer radio sales gap is evidently being shortened at both ends, according to reports from Diamond T Radio Manufacturers, makers of five and six-tube receivers, South Bend, Ind. July deliveries for this firm exceeded those of September, 1925, and the August sales were equal to the peak production and deliveries of last season. C. L. Smith, president of the firm, states that the baby grand console, containing two built-in loud speakers, is one of the models which is meeting with extremely encouraging favor in the trade.

Gilfillan Bros. Stage Big Sales Convention

Over 200 Radio Dealers From Southern California Gathered at Main Plant of Company at Los Angeles to View New Receivers

Over 200 representative radio dealers from every part of southern California gathered at the main plant of Gilfillan Bros., Inc., at Los Angeles on August 19, for a sales convention, at which was given a preview of the new Gilfillan Neutrodyne receiving sets.

Elaborate arrangements were made for the entertainment of the visiting dealers and, due to the fact that a large percentage of them had never seen a modern radio factory in operation, the visitors were enabled to see the various mechanical operations required in the making of parts and assembling of the Gilfillan models.

Morris E. Ebersole acted as master of ceremonies, introducing S. W. Gilfillan, president of the company, who welcomed the dealers and acquainted them with the efforts made by the company to produce the new features in the Gilfillan line. He was followed by W. W. Lindsay, Jr., chief engineer, who introduced the new Gilfillan models and explained to the assembled dealers the exclusive features developed in the Gilfillan laboratories.

In his talk Mr. Lindsay laid special stress on the excellence of the new Gilfillan one-dial control set, and the new six-tube, dual-control receiver with copper-shielded units. Prior to an inspection of the factory the dealers were addressed by Earl Howard, factory superintendent, who explained the production schedule of the Gilfillan plant and called attention to the increase of production facilities necessitated by the great demand for the Gilfillan product, both in this country and also in the Orient. Mr. Ebersole talked to the dealers about the plans for advertising the Gilfillan models during the coming radio season.

Factory officials expressed themselves as being much gratified with the attendance at this meeting and state that it was one of the most successful sales conventions ever held by them.

Lowenstein's music department, Memphis, Tenn., has added Columbia phonographs and records, according to Paul Gold, manager of the department, who reports that business is very satisfactory and the outlook for a busy Fall season is bright.

First Issue Out September 15th

The PHONOGRAPH MONTHLY REVIEW

MOSES SMITH
Associate Editor

AXEL B. JOHNSON
Managing Editor

RICHARD G. APPEL
Literary Editor

Among Other Special Features—READ

MY MUSICAL LIFE—By Nathaniel Shilkret.

BEETHOVEN'S DEBUTS IN AMERICA—By Richard G. Appel.

DOES AMERICA APPRECIATE THE BEST MUSIC?

By Robert Donaldson Darrell.

FROM JAZZ TO SYMPHONY—By Moses Smith. Self-Education in Music by means of the phonograph.

For sale at music stores and news stands at 35 cents per copy, or send your subscription, \$4.00 in U. S., \$5.00 in Canada and foreign countries, to

The Phonograph Publishing Co.

101 Milk Street

Advertising rates furnished upon application

Boston, Mass.

Louisiana Columbia Dealers Report Big Record Sales

Dealers In New Orleans Co-operate With Newspaper Advertising and Concentrate on Records of Popular Local Artists

NEW ORLEANS, LA., September 4.—Dealers in this city report exceptionally fine record sales, attributable in a large measure to their method of pushing sales by concentrating on a single orchestra's recordings and featuring aggressively the numbers in their advertising and publicity in every manner possible.

An example of this was the recent dealer tie-up campaign featuring the latest selections of the New Orleans Owls and the Halfway House Orchestra, both of which are New Orleans orchestras and Columbia recording artists. The new selections featured were "Since You're Gone," coupled with "I'm In Love" by the Halfway House Orchestra, and

"Tampeekoe," coupled with "West End Romp" by the New Orleans Owls.

This tie-up campaign consisted in securing a whole-page advertisement in the Times-Picayune, one of the leading dailies of that city. Along with this the dealers co-operating, including Grunewalds, D. H. Holmes, Maison Blanche and Dwyer Piano Co., featured the latest pieces of these orchestras on Columbia records in their show windows and with publicity in the papers.

J. E. Bivins, manager of the New Orleans branch of the Columbia Phonograph Co., says that all the dealers in the campaign report this method as highly successful. Mr. Bivins attributes the success of this method to the generous spirit of co-operation that is prevalent among the dealers in his city, combined with the liberal advertising policy of his company.

The Knight-Campbell Music Co., of Denver, Colo., will remodel a large part of its five story building. Talking machines are handled here.

Mgr. of Columbia Dallas Branch Visits New York

F. R. Erisman, manager of the Dallas, Tex., branch of the Columbia Phonograph Co., was a New Yorker for three days of the week of August 22. Despite the London-like weather he encountered during his short stay, the tall Texan was noticeably in excellent spirits, due, no doubt, to the fact that Columbia record business in general and Viva-tonal Columbia phonograph orders in particular are making things hum down Dallas way.

The radio broadcasting studio recently installed by the Denver Dry Goods Co., Denver, Col., which operates a large talking machine department, recently broadcast its first program through station KLZ in the Shirley-Savoy Hotel, with which the microphones in the studio of the Denver Dry Goods Co. are connected.

Announcing the New and Complete Line of Eagle Chargers

The long-experienced radio merchant knows that his average customer is a crank, and has been forced to keep his shop looking like a national radio exposition in order to satisfy these exacting buyers. There are, perhaps, a hundred different makes of chargers on the market, good, bad and indifferent; but each commands a few sales because it claims to do a certain job differently or better than the others. Here, then, is a way out of the profitless overstocking of "ten brands to please ten customers"—a comprehensive and complete line of chargers that not only meets all present-day demands but anticipates those of the future.

Quality—Performance—Price—Whatever customers ask for, there's an Eagle Charger to satisfy their wants. Furthermore, the increasing number of charger buyers will be "Eagle" buyers when our nation-wide newspaper campaign "talks" to your customers this Summer and Fall. Study these pages carefully, compare the performance of these instruments with the demands of your customers, bear in mind the growing popularity of chargers and place an order with your jobber to take care of the mighty profitable business that this Fall will bring. If your jobber can't supply you, get in touch with "Charger Headquarters" at once.



JUNIOR—2 AMP.

EAGLE JUNIOR—Tube type rectifier—charges automobile and radio six-volt batteries at full two (2) ampere rate. Charges B batteries up to 150 volts in series at 250 milliamperes. Straight transformer winding—cannot burn out tubes. Finished in green crackle with copper and black background name plate. Ample cable and markers. List Price—\$14.00 without tube.



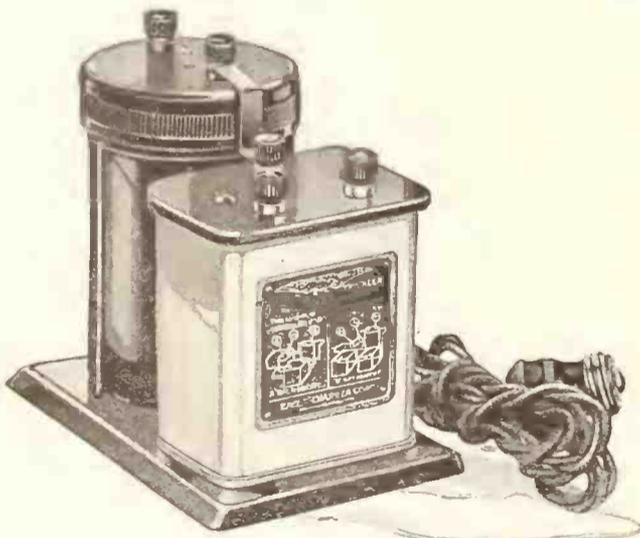
MASTER

EAGLE MASTER—The charger of the future! A complete power unit. Charges A batteries, full or trickle, and at a turn of the switch becomes a charger for B batteries of all standard voltages. It is not necessary to disconnect any wires—simply POINT THE ARROW AND THROW THE SWITCH. All connections are made in rear. No variable resistances in the form of lamps or coils for various size B Bats. Entirely automatic. Particularly adapted for the new TAB re-chargeable batteries. Charging range for A Batteries—trickle to 2 amps. Charging range for B Batteries—45 to 135 volts. Green crackle finish with copper and black background panel. List Price—\$21.00 without tube.



SENIOR—6 AMP.

EAGLE SENIOR—Tube type rectifier—charges automobile and radio six-volt batteries at six (6) ampere rate. Charges B batteries up to 150 volts in series at 250 milliamperes. Finished in green crackle with copper and black background plate. Battery leads, properly marked, with strong battery clips. List Price—\$20.00 without tube.



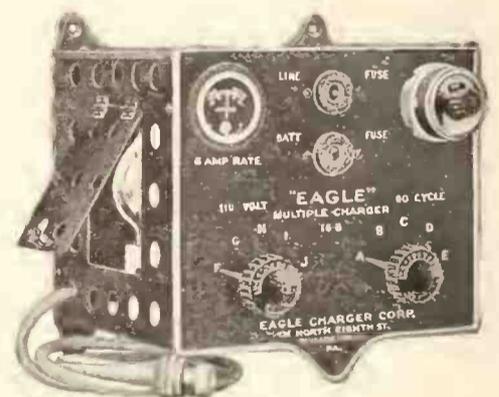
TRICKLER

EAGLE TRICKLER—Eagle has incorporated in this popular type charger an absolutely exclusive feature. In addition to charging your A batteries it also charges B batteries. Another big advantage is the fact that the Trickler is shipped dry. Particularly adaptable for new TAB re-chargeable dry B batteries. Charges A batteries at half ampere rate, B at 250 milliamperes. Charges A batteries while listening in. Beautiful crackle finish. List Price—\$10.00 complete.



5 B

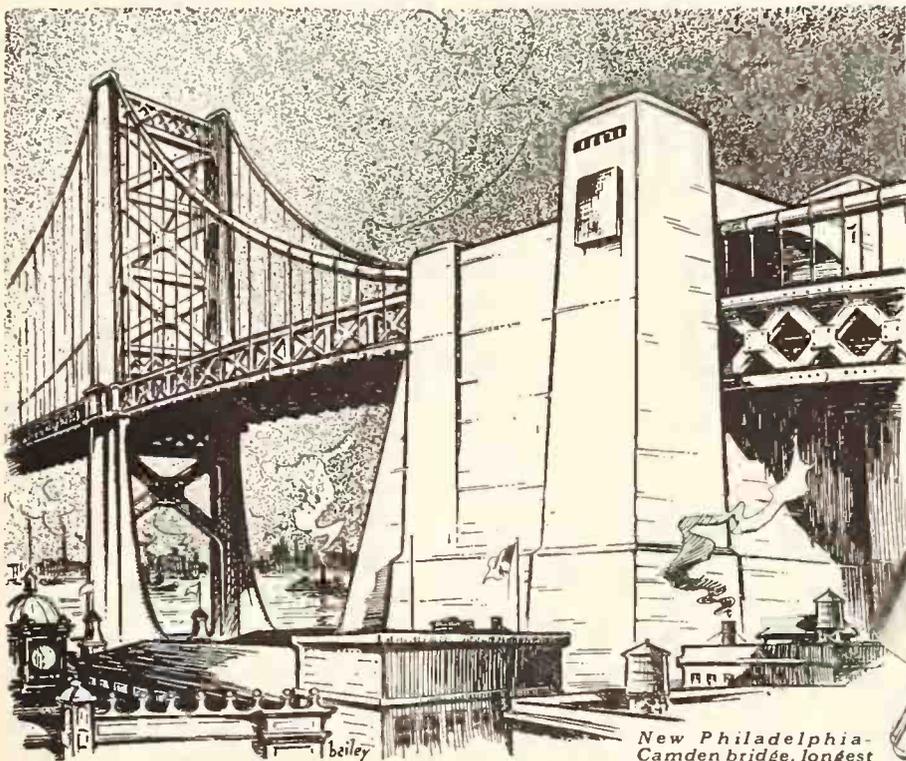
EAGLE 5B GANG CHARGER—Tube type rectifier, service station charger. Charges from one to five 6-volt automobile and radio batteries at six-ampere rate. Has patented magnetic control which permits charger to accommodate any line voltage from 100 to 140, thus eliminating over charging and under charging. Beautiful black crackle finish with gold raised letters and border, and accurate reading ammeter. One set of battery leads and tube complete. NET Price, \$54.00



16 B

EAGLE 16B GANG CHARGER—Tube type rectifier for service station work. Will charge from one to sixteen automobile or radio batteries at six ampere rate. Will charge sixteen in same time it takes to charge one. Equipped with ammeter, double pole, double throw switch and fused both in A.C. line and in Battery Circuit. Finished in black crackle with gold raised letters and gold border. Battery leads and tube complete. 110 Volts—60 cycle—NET price, \$85.00; 220 Volts—60 cycle—NET price, \$105.00.

EAGLE CHARGER CORPORATION, 121 North 8th St., Philadelphia, Pa.



New Philadelphia-Camden bridge, longest suspension span in the world.

An Engineering Triumph

AS in the building of a great bridge, the development of a master product requires the combined skill of many trained minds.

The supreme quality of Gold Seal Radio Tubes is not the result of chance. It is the culmination of exhaustive experiment and test by pioneers in radio tube manufacturing. Their skill and experience insure a superior product.

Nor is Gold Seal quality merely a catch phrase—it is easily demonstrable in the form of improved reception, tone and volume.

Profit by the rapidly growing popularity of these master products—made right, sold right, guaranteed right, backed up by real merchandising cooperation and a square deal policy.

[Send now for full information. If not obtainable from your jobber, write direct and we will see that you are supplied.]

Gold Seal Radio Tubes

Jobbers! Some desirable territories still open. Full Protection. Write for particulars.

GOLD SEAL ELECTRICAL CO. INCORPORATED
250 PARK AVE., NEW YORK

© 1926 - G. S. E. Co.

See our Exhibit Booth No. 3, Section S, at the Third Annual Radio World's Fair, New Madison Square Garden, New York, September 13th to 18th, inclusive



Type GSX-112
 High power tubes for use in last stage of audio amplification give increased volume.
 Price \$6.50
 Look for the red box



Type GSX-Hy-Mu
 For use only in the popular resistance coupled amplification—highly efficient in this system.
 Price \$4.00



Type GSX-200a
 For use as detector only, giving superior strength on weak signals—especially desirable for distance.
 Price \$5.00



Types GSX-201a and GS-201a
 The popular general purpose type, for amplifier or detector. Long life and high efficiency.
 Price \$2.00
 Look for the blue box



Types GSX-199 and GS-199
 For use with dry cell batteries—ideal for portable and other compact receiving sets.
 Price \$2.25
 Look for the green box



Type GSX-110
 For dry cell operation used in last stage of audio amplification it increases volume.
 Price \$2.50
 Look for the red box

All Standard Types

Dealers Predict Busy Fall Season in Milwaukee as Sales Continue to Gain

Exposition Sponsored by Wisconsin Radio Trades Association This Month Expected to Have Favorable Effect on Radio Sales—Talking Machine Sales Gain—Month's News

MILWAUKEE, Wis., September 7.—August has been a very good month in the talking machine trade and local jobbers and wholesalers are enthusiastic in their predictions that this Fall will be one of the biggest seasons the trade has ever known in this territory.

Radio Show to Help Business

Radio has also shown an improvement during the past month, with early orders coming in satisfactorily. Due to the fact that the Wisconsin Radio Trades Association will hold its annual radio show a little earlier this year, there is an indication that the radio business will open up a little earlier than last year. The exposition this year will be held from September 25 to 29 and plans have now been practically completed.

Brunswick Sales Increase

The entire group of new instruments being featured by the Brunswick Co. have been in very good demand, according to Carl Lovejoy, Brunswick representative in this territory. "Orders are now coming in steadily for the entire Brunswick line," stated Mr. Lovejoy, "and I am still of the belief that this will be the biggest season Brunswick has ever had in this territory. Shipments have been coming in very nicely during the month of August, but I believe that there is danger of a shortage of merchandise when Fall business gets under way."

Mr. Lovejoy states that dealers are taking great interest in the contest which is being instituted by the Brunswick Co., to obtain a name for a new line of mechanical instruments.

Columbia Viva-tonal Pleases

"Business has been very good for the Summer months, and the Fall outlook is fine," declared Walter E. Pugh, Columbia representative in Wisconsin, Upper Michigan and part of Illinois. "The new Columbia machines are getting a fine reception from the dealers, and reorders on original samples are coming in all the time. The record business is also very fine."

"My business is ahead of last year, and each month is showing an increase over the preceding month," continued Mr. Pugh. "Dealers are very optimistic and some predict the best Fall they ever have had."

Mr. Pugh has added several new dealers to his Columbia accounts. Among them are the Stiller Co., of Green Bay, Wis.; the Goullx Music Co., which operates a store in Green Bay, and a chain in several nearby cities; Sadler's, Aurora, Ill.; and Paulus Music Shop, Manitowoc, all live merchandisers.

Badger Co. Busy

"Business conditions are good," stated George F. Ruez, president of the Badger Talking Machine Co., Victor jobber. "There is no question but that we shall have a wonderful Fall. Right now we are sold out on everything. Machines are going out to the dealers as fast as we get them from the factory."

Bright Outlook for Yahr-Lange

The Super Ball antenna is still moving very well, and orders during the month of August were very satisfactory, according to Fred E. Yahr, of Yahr-Lange, Inc., national distributors for the Super Ball, and wholesalers for Sonora in Wisconsin and Michigan. The new line of Sonora instruments is also attracting much attention.

"We are receiving new instruments all the time, and we now have a very representative showing of the latest models in our salesroom," said G. K. Purdy, manager of the music department. "We are getting some very favorable comments from our dealers on the new instruments, and those who have heard them are already placing orders."

Take Over Atwater Kent Jobber

The Radio Specialty Co., distributor of the Atwater Kent line in this territory and one of Milwaukee's pioneer radio jobbers, has been purchased from its former owners by a group of five Milwaukee business men. The greater part of the stock was held by Ralph Miller, president, and the entire deal was said to involve approximately \$100,000. Following the change of ownership, the company was reorganized with A. Van Antwerpen, as general manager, and W. H. Roth, as vice-president and general sales manager.

Brief but Interesting

D. M. Williams, who has been with the Radio Corp. of Wisconsin for the past two years, has again joined the forces of the Milwaukee branch

of the Morley-Murphy Co. as manager of the radio division. He was previously connected with this firm for five years.

The Mueller Radio Shoppe, of this city, has filed articles of incorporation, listing capital stock of 150 shares of \$100 each. The papers were signed by Herbert Mueller, W. I. Rosenheimer and E. A. Mueller.

J. A. Sandee has sold his interest in the Badger Music Co., of Fond du Lac, Wis., to Arnold E. Knop, who has been connected with the firm since 1921. Mr. Knop with J. C. Turner, formerly of Chicago, will continue to operate the shop along the same lines as in the past, featuring the Brunswick line. The store will be entirely remodeled and when finished will be modern in every respect.

Mr. Sandee opened a shop of his own September 1, under the name of the Sandee Music Shop, featuring the Victor line and Atwater Kent radio.

Plans have been announced for the opening of one of the largest combination music and furniture stores in Kenosha, Wis., by Joseph Cardinal, who operates the Kimball Music store, and Walter and Frank Block, partners in the W. & F. Block Co., radio and electrical appliances.

Albert B. Ayers Elected Officer of Eagle Radio Co.

Former Sales Manager Now Occupies the Posts of Vice-President, Secretary and General Manager of Eagle Organization

Franklin M. Kellogg, president of the Eagle Radio Co., 16 Boyden Place, Newark, N. J., manufacturer of the well-known Eagle Neutro-



Albert B. Ayers

dyne receiving set, announces that, at a recent meeting of the board of directors, Albert B. Ayers, who has been associated with the Eagle Co. as sales manager for a number of years, was elected vice-president, secretary and general manager.

Mr. Ayers has, since the assumption of his new duties, arranged some very progressive plans adding to the efficiency of the manufacturing departments of the Eagle receiver and developing facilities for shipping these products to Eagle distributors and dealers. In addition the plans for developing sales on improved Eagle models are well under way and particular attention has been given to sales promotion with the idea of giving dealers intensive co-operation.

Davega Employees' Outing

The S. B. Davega Employees' Co-operative Association held its annual outing at Camp Mohegan, Mohegan Lake, N. Y., on Sunday, September 12. De luxe busses carried the Davega employees to the outing grounds, where a number of sporting events and athletic games were indulged in by practically all the employees. Following dinner, dancing and entertainment by Davega talent were in order and the return home was made with all voting the day one of the best ever.

Ask for **"IRON HORSE"** Insist on
PADDED PROTECTION COVERS

OLIVE DRAB DENIM



12 Styles Padded Covers, Form Fitting, With Strap and Buckle Attached

The representative line for all the new models of leading manufacturers of both talking machines and radio.

Perfectly made by a house specializing for many years in textiles.

Extra heavy padding, cushion-like, to prevent damages in making shipments.

Order now to insure prompt delivery for Fall business.

Reliable Manufacturing Standard Always Maintained

A. L. REACH TEXTILE CO., Inc.

Mill Contractors COTTON GOODS
 224-226 EAST 42ND ST.
 MAIN OFFICE AND SALESROOM

Manufacturers
 CANVAS SPECIALTIES
 NEW YORK, N. Y.

OPERADIO

THE OPERADIO CORPORATION
EIGHT SOUTH DEARBORN STREET
CHICAGO

The Greatest Operadio Ever Built!

It is Ready! The new 1927 Operadio - the crowning achievement of five years of leadership in developing the self-contained receiving set.

- seven tubes!
- remarkable volume and punch!
- full, round tone that faithfully reproduces the actual broadcasting!
- simple, quiet tuning!

Again we say - the greatest Operadio ever built! We invite comparison with any set. Write for complete information

See It At The New York Show

THE ORIGINAL SELF-CONTAINED RADIO SET

Big Gains Reported for the Month in Baltimore Territory by Distributors

Statements of Wholesalers Indicate That Dealers Also Are Enjoying an Excellent Sales Volume—Many Applications by Dealers for Columbia Line—Stieff Opens Department

BALTIMORE, MD., September 8.—William F. Roberts, of E. F. Droop & Sons, declared: "The month of August was 50 per cent ahead of August last year, in machines as well as records. There is still, however, a shortage on steel and tungsten needles, which has existed for the past six months. A shortage on popular numbers has been going on for about three weeks. I am more than enthusiastic over business for this Fall because I think it is going to be one of the greatest seasons ever had in this part of the country."

On account of increasing business we have had to appoint a new man for our record department, August Weigner, formerly with the Kunkel Piano Co., of Baltimore.

Chas. M. Stieff, Inc., Opens Department

Cohen & Hughes, Inc., Victor jobbers, opened the new Orthophonic department of Charles M. Stieff, Inc., on September 8. "Three up-to-date sound-proof booths have been installed in Stieff Hall," said William Biel, general manager of Cohen & Hughes, Inc., "and only the new types of Victor machines are being used for demonstrations."

Many Applications for Columbia Line

Columbia Wholesalers, Inc., report the most phenomenal reception of the new Viva-tonal line ever accorded the introduction of a new product in this territory. It seems that the taking on of the Columbia line by such accounts as Lyon & Healy, of Chicago, has been the signal for hundreds of similar accounts to come into the Columbia fold, with orders that stagger the imagination. As a result of this situation Columbia Wholesalers report their business for August 1926 on Columbia phonographs and records to be 112 per cent. ahead of last year. Phonograph sales alone show an increase of 233 per cent in August over the same month last year, while record sales show an increase of 33 per cent over July 1926.

During the last month dealers' meetings were held in Norfolk and Richmond, Va., and in Charlotte and Greensboro, N. C. Orders taken at these meetings were so far in excess of anticipation that Mr. Andrews, president of Columbia Wholesalers, Inc., made a special trip to the

Columbia executive offices in New York, putting forth every effort to get the largest quantity of machines possible.

Mr. Andrews, in charge of the radio end of the business, said that demand for new FADA loop-operated sets and the new Crosley sets was enormous and it was just a matter of getting enough merchandise to sell. New Philco Socket powers and Burgess batteries were also in tremendous demand.

The announcement of Columbia Wholesalers as De Forest tube distributors, was made to the trade here recently and due to very liberal discounts and replacement policy, great things are expected of these tubes.

The fire in the building occupied by Columbia Wholesalers, 205 West Camden street, on August 21, did not damage any stock, but put the freight elevator out of commission for some time. Fortunately the record department is on the ground floor, and several car loads of machines arriving here a few days after the fire were placed in the Baltimore & Ohio Warehouse and are being distributed from there.

Talking Machine Shop Reports Increase

"We are having one of the best periods ever experienced in the talking machine business in this section," said Andrew Oldewurtzel, of the Talking Machine Shop. "There is a shortage on all stock, especially needles. Radio combinations have sold right through the Summer, and record sales have been fine."

New Brunswick Franchise Granted

Charles F. Shaw, manager of the Brunswick-Balke-Collender Co., who has just returned from Charlotte, N. C., declared: "There is keen interest and activity, and consequently a shortage on the new Brunswick mechanical phonographs. Dealers are asking for the 'Valencia' and 'Cortez' records in such quantities that it is all that we can do to supply them. There is also a great deal of enthusiasm over the \$5,000 Brunswick contest for a new name for another mechanical instrument to be put on the market in a short time. The main attraction, however, is the Brunswick Panatrope, the new electrical reproducing musical instrument, which is being called for by many theatres, hotels and

dealers in this territory for public demonstrations. The sale of 'Light Ray' electrically recorded Brunswick records passed all expectations during the month of August. 'Light Ray' needles have also done very well in this section.

"C. E. Childs has been appointed record salesman for our territory, and is assisting dealers in record operation study. Joseph F. Mullin has taken the position of record promotion manager. He was formerly radio technician. New dealers recently appointed to handle Brunswick products are: Thomson Bros, Anacostia; Atlantic Music Co., Norfolk, Va.; Ellis Machine & Music Co., Bloomington, N. C.; Halloway Music House, Charlotte, N. C.; Victor Furniture Co., Morganstown, N. C., and the Sherrill Furniture Co., Newton, N. C.

"H. Emerson Yorke, special representative from Chicago, assisted by Mr. Lord, local representative, gave several demonstrations of the Panatrope in Richmond, Va., recently. The demonstrations were given before the Rotary Club, the Richmond Musical Club and the Hotel Richmond Inn. Demonstrations have also been given here in Baltimore at the Emerson Hotel, the Boulevard Theatre and the Aura Theatre."

Expects Big Fall Demand

In anticipation of increased Fall business both the office and sales staff of the Braiterman-Fedder Co., phonograph products distributor of this city, has been augmented. Dudley E. Samelson, formerly secretary and treasurer of the Kronenberg X-Ray & Supply Co., who has had twenty years' experience as office manager, has been placed in charge of the office.

Maurice E. Fedder and Meyer Gold have been added to the sales staff, which is increased to number five. Both are experienced salesmen and Mr. Gold has had talking machine experience in the past with James Cowan, formerly Okeh jobber in Richmond.

Among recent visitors to the Braiterman-Fedder headquarters was J. A. Fischer, of the J. A. Fischer Co., Philadelphia, maker of Valley Forge main springs and talking machine repair material. Another visitor was Mr. Sanford, of the Ideal Phono Parts Co., of Pittsburgh.

Among the social activities at the Braiterman-Fedder quarters is the marriage of Miss Fedder, a sister-in-law of William Braiterman and William Fedder, to Samuel Harrison Fischer, well-known merchant and sportsman, of Baltimore. Miss Fedder is chief assistant to William Fedder, one of the executives of the company.

Business Gain of 154 Per Cent

Due to a misprint there appeared in the August issue of The World a statement to the effect that the record business of the Columbia Wholesalers, Inc., for the month of July showed an increase of 454 per cent over July of 1925. We regret the error and make haste to correct it, quoting the words of W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., who writes: "We appreciate the compliment, but would not like this erroneous statement to stand, inasmuch as our increase was exactly 154 per cent. Frankly the latter amount is a tremendous increase and one worthy of attention, but we do not want to get credit for such an astonishing increase as the one stated."

C. F. Pflugfelder Jones-Motrola Co. Sales Manager

The appointment of Chas. F. Pflugfelder as sales manager of the Jones-Motrola Sales Co., New York, has been announced. The company, headed by Joseph W. Jones, manufactures the well-known line of radio receivers bearing his name, and is planning to market two new models this season. The organization also handles the marketing of the electrical instruments developed by Joseph W. Jones, including the Jones Speedometer, the Jones phonograph process, the Motrola, the Jones taximeter and other electrical supplies.



Have You Heard It?

HAVE you heard the new Viva-tonal Columbia Phonograph? If you haven't, there's the musical surprise of a lifetime in store for you and for your customers.

Years of experience and experiment in recording sound achieved Columbia New

Process Records, the *only* records *without scratch*. Years of experiment and experience in reproducing sound has now culminated in the Viva-tonal Columbia — "like life itself."

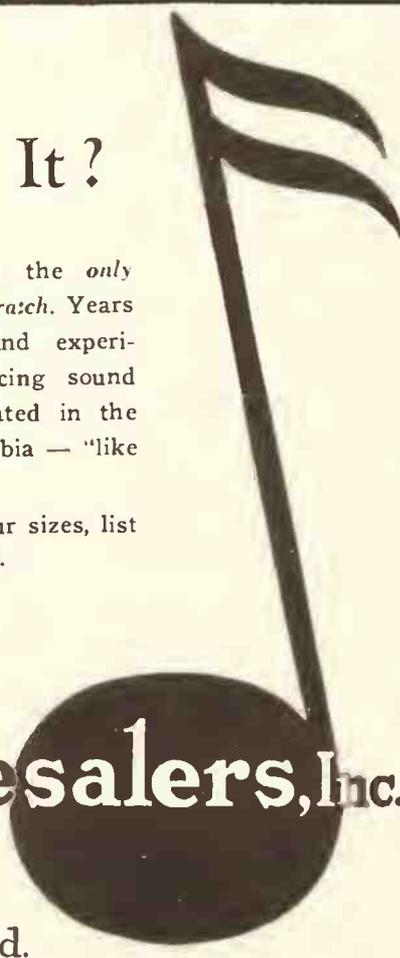
Seven models, four sizes, list prices \$90 to \$300.

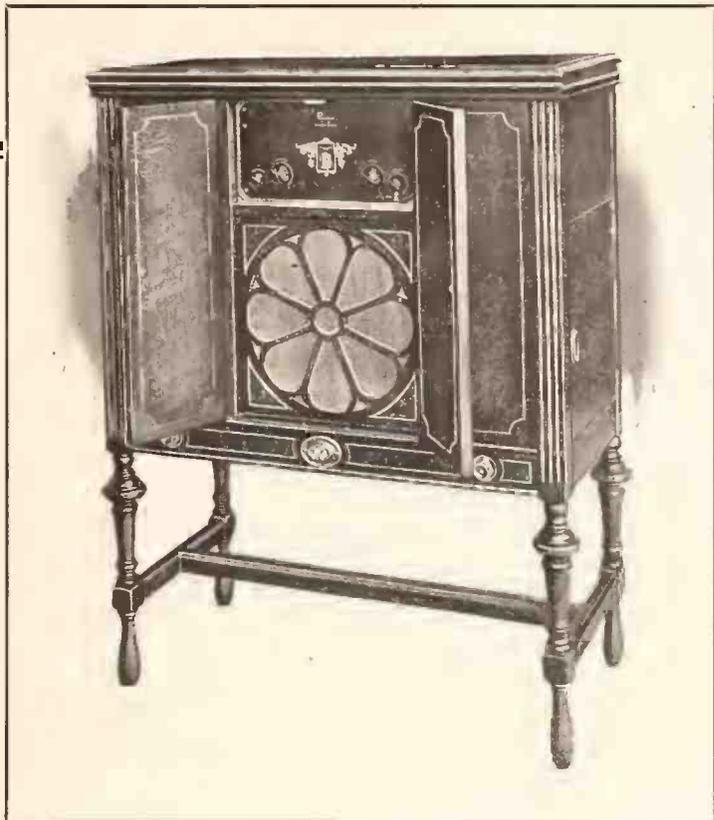
Columbia Wholesalers, Inc.

L.L. Andrews — Wm.H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.





**Specifications—
Console Model**

Range—205 to 555 meters.
Accommodates power tube in second audio stage.
New 200-A detector can be used.
Straight-line, wave length condenser with exaggerated spacing on shortest wave lengths. Great sensitivity and distance on loop alone. Selectivity of three-tuned circuits, shock-mounted last radio tube and detector tube. No-play vernier drive on main tuning.

Top mounted collapsible loop.
Handsome figured mahogany cabinet.
All primary parts of set designed and built at Priess plant.

A two-tone, figured walnut console cabinet, splendidly proportioned; loop inclosed, front operated; switching mechanism and plug system for A. C. equipment; built-in cone speaker; ample space for batteries; full enclosure of all mechanism when not being operated, giving very charming appearance to cabinet. Complete magnetic shielded compartment for "A" and "B" eliminators. No interaction between loop and set.

List price, without accessories, \$335.00

Such matchless selectivity and tremendous distance ability, combined with tonal brilliancy never before obtained, places this remarkable new Priess "9" Nine in a class quite by itself.

The dealer in radio has never been in a position to sell such complete customer satisfaction.

B EING loop operated and a complete unit in itself it is easy to give demonstrations in the customer's home. That done, the sale is made. Any one who lives in a city or other congested broadcasting district and hears this new Priess—sees how easy it is to go through local stations, while they are all broadcasting, and bring in programs from remote sections clearly, in beautiful tone and loud speaker volume—you just can't keep that man from buying, that's all.

Last season's Straight 8 for rural localities will continue to be made, to comply with dealer demand. List, \$175

**Distributor
Demonstration**

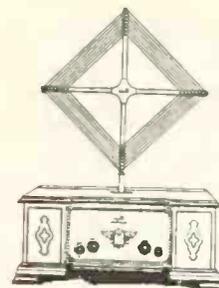
Write or wire for dealer reservation, subject to demonstration by our distributor in your territory.

Priess
TRADE MARK
STRAIGHT 9 NINE

It's loop operated!

"Outstanding radio value and performance in the market today—without exception."

The same specifications as described above for the TABLE MODEL.



List Price . \$195

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

New England Dealers Optimistic Over the Outlook for a Substantial Fall Business

Feeling Is Prevalent That With Summer Over Business Will Quickly Reach a Satisfactory Level
—Columbia Viva-tonal Line Well Received by the Trade—Month's News of the Trade

BOSTON, MASS., September 7.—Business is picking up very materially. That is conceded by everyone in the talking machine business and it is a decidedly pleasant thing to contemplate after the lean weeks and months of the Summer. The general feeling is that with the new perfected instruments in the field the buying public will come, in fact they are coming fast, to a realization of the truth that real music is now obtainable through a reproducing medium as never before. So there is joyous expectation that a turn has been made and the trade once again is on the up grade toward talking machine prosperity.

Trade Banquet in New Hotel

E. M. Statler was in town the other day to inspect his new Statler Hotel which is building in Park Square, and his statement that the hotel will be completed and opened on time is good news to the talking machine business and the music trade in general in Boston since Billy Merrill, as secretary of the New England Music Trade Association, some time ago arranged for the next banquet of the organization at this hostelry.

Dealers Praise Viva-tonal Phonograph

Manager Bill Parks, of the New England department of the Columbia Co., told The World correspondent the other day that dealers from all over New England visited the warerooms during July and August and were most enthusiastic in their praise of the New Viva-tonal phonographs. All were greatly impressed with the tone and with the cabinets, both from the standpoint of design and workmanship. Bill says the warerooms have been swamped with orders and the great problem for some time to come is going to be how to secure stock enough to satisfy the demand.

Norman Smith, manager of the St. Louis branch of the Columbia Co., and well and popularly remembered in New England, has been spending his vacation with his parents at Concord, Mass. Mr. Smith is very enthusiastic over

Columbia conditions in his territory. Only a few years ago he was located here in Boston.

Boston Radio Show to Be Big Event

The Sixth Annual Boston Radio Exposition, which will be held in Mechanics Building the week of September 27, is being thoroughly merchandised throughout the New England territory. Stations on both the Boston & Maine and New York, New Haven & Hartford railroads carry three-sheet posters announcing the show. Two hundred thousand correspondence stickers have been sent out to the trade. During the show all four-sheet boards on the Boston Elevated system will be used and two thousand dashers will be used on the fronts of surface cars. Thousands of window cards have been distributed throughout New England. In addition, front-page advertising will be used in the Boston newspapers and the show also will be advertised in a selected list of newspapers whose circulation covers New England and Canada.

Sheldon H. Fairbanks, director of all of the Boston radio shows, expects this year's attendance will go well over the 100,000 mark, as the Boston show draws on one of the most densely populated areas in the country.

The New England trade is enthusiastic over the prospects for the show and dealers in great numbers have announced intention to attend.

Growing Brunswick Demand

Manager Harry Spencer, of the Brunswick Co., while finding business only fair during the Summer months, sees a marked improvement all along the line and there is a rapidly developing demand for the Brunswick line, with especial calls for the Panatrop, which is receiving the widest publicity through the medium of the leading magazines of the country.

Start Distribution of New Sonora Line

Joe Burke, of the Sonora Phonograph Co., at 219 Columbus avenue, is looking forward with renewed enthusiasm to the prospects that are to develop from September on. Joe says that business has been picking up quite notice-

ably. Samples of the new Sonora lines, the Symphony and the Prelude, have been received, and the trade has looked them over very carefully and is quite optimistic over them as good sellers. The new radio sets and speakers also have arrived and seem to meet the approval of dealers. At this writing two car loads of new Sonora merchandise had arrived at the Columbus avenue quarters and the goods are now being allotted to the trade.

Elated Over Outlook

Herbert Shoemaker is highly elated over the prospects for the Fall and in his own department of activity, namely the Eastern Talking Machine Co., he reports a marked improvement week by week. He is one of those who feel that when the end of the year is reached the sum total of business will be a very encouraging one for 1926.

At the office of the Eastern Talking Machine Co. it is learned that Arthur Pearce, the service engineer of the Victor Co., has been appointed supervisor for this territory, succeeding I. H. Purinton. Mr. Pearce will make his headquarters in New York City.

Kenneth E. Reed With Federal Corp.

In the field of radio as well as that of the talking machine it is good news to learn that Kenneth E. Reed has hitched up with the Federal Radio Corp., for which he is now the representative, making his headquarters in New York. Ken has many friends here in Boston where, for a good many years, he was associated with the headquarters of M. Steinert & Sons.

A. Steinert a Benedict

One of the interesting events of the month has been the marriage of Alexander Steinert, head of the Boston office of M. Steinert & Sons, and Mrs. Louise Leviser, of this city, which took place Saturday, August 21, at the Summer home of the bride in Beverly. Mr. and Mrs. Steinert will spend a part of the Winter at Mr. Steinert's Boston house, 401 Commonwealth avenue, and in January they have planned to go abroad.

Increased Insurance Rates Threatened

The trade in this city along with other industries may be on the eve of receiving a severe blow through a possible increase in insurance rates, and all due to traffic congestion, which, it

(Continued on page 83)

Not Coming—But Here

Each day there is apparent a stronger public interest in the New Victor products, the Orthophonics, the combinations and the improved recordings that go with them. Wide national publicity is maintaining this interest and crystallizing it into the buying urge, thus bringing sales right to the doors of Victor dealers.



Are you prepared to handle your share?

Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

The **ULTRA REPRODUCER** (Phonic)



**The Standard by which
all reproducers are
judged and valued!**

*Look carefully at this illustration.
Accept No Substitute*

\$8⁵⁰
Retail

There must be—and there is something exceptional and extraordinary about the ULTRA Reproducer—when other sound box manufacturers feel it necessary to combine in their advertising. But nothing can stay the progress of genuine merit.

Suggestion

1. Demonstrate the record on an old type machine.
2. Then demonstrate it on one of the new models and the tone will never be forgotten.
3. If the customer is not yet ready to purchase a new model, then sell him an ULTRA reproducer for use until such time as the new model machine is purchased.
4. Offer full credit on the ULTRA when finally the new machine is bought.

Only the ULTRA Reproducer is made of the scientifically proportioned aluminum alloy—the thickness of a human hair. Nothing else will meet the exacting requirements of the new electrically cut records.

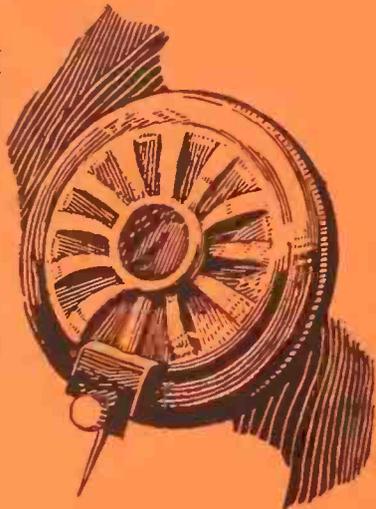
AND REMEMBER—the better these records are reproduced the more of them you will sell—just remember this

The AUDAK COMPANY, Inc.
565 Fifth Avenue, New York

New England Dealers
Want

The **ULTRA** REPRODUCER

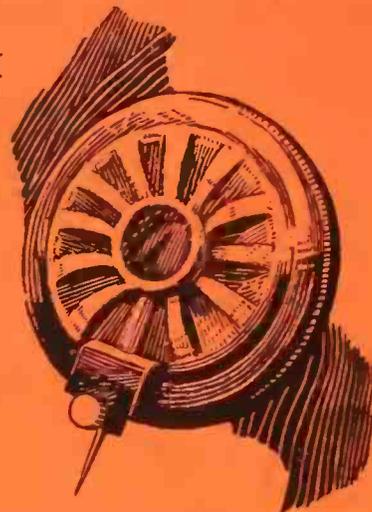
The standard by
which all repro-
ducers are judged
and valued.



For its clarity—its exceptional ability on high or low notes and outstanding quality over all ranges, when playing the new electrically cut records.

F. D. PITTS CO.
BOSTON MASS.

The standard by
which all repro-
ducers are judged
and valued.



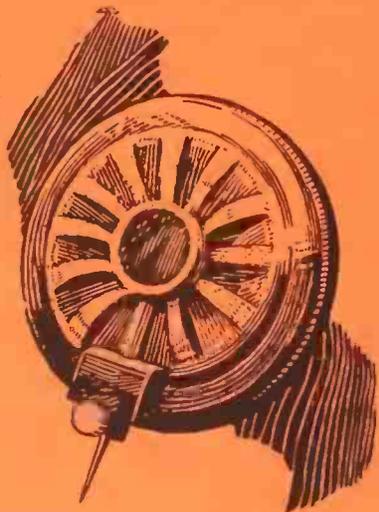
As in other parts of the country, dealers in our territory all want the best —therefore

The **ULTRA** REPRODUCER

Distributed by

Harry M. Boxberger
107 West Jefferson St. Ft. Wayne, Ind.

The standard by
which all repro-
ducers are judged
and valued.



In Our Territory

*the trade demands
the best—that is why*

The **ULTRA** REPRODUCER

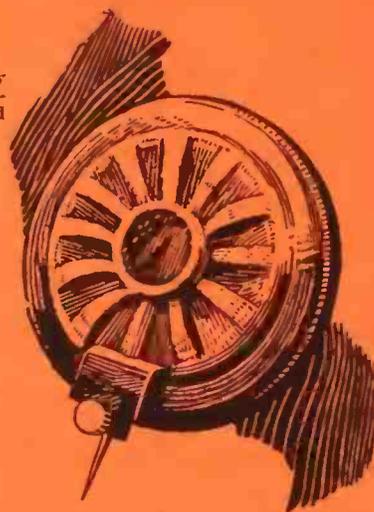
was finally chosen by

L. D. HEATER CO.
469½ Washington Street
PORTLAND, OREGON

In California

The **ULTRA** REPRODUCER

The standard by
which all repro-
ducers are judged
and valued.



has been unanimously declared by leading dealers to be the very best.

Distributed by

Leo J. Meyberg Co.
LOS ANGELES 1022 Wall Street
SAN FRANCISCO 973 Mission Street

The **ULTRA** REPRODUCER

(Phonic)

Distributed by

The MCGRAW

OFFICES:

Omaha, Sioux City and St. Louis



The Standard by which
all Reproducers are
judged and valued.

\$8.50
Retail

Only the ULTRA reproducer was found by us to be the instrument meeting the exacting requirements of the new electrically cut records.

The ULTRA reproducer is a product of exceptional merit—made by the *Audak Co.*—a long established manufacturer of high standing in the industry.

Exclusive Middle Western Distributors

The MCGRAW

Omaha - Sioux City - St. Louis

The South Takes the Best—Always

The
ULTRA Reproducer



**The Standard by
which all reproducers
are judged and valued**

\$8⁵⁰
Retail

- Because:** ULTRA is the best there is.
- Because:** ULTRA is marketed on a clean and high standard basis.
- Because:** ULTRA advertising and merchandising is constructive—aiding the dealer in the sale of new machines.
- Because:** Both jobber and dealer appreciate genuine merit—character and responsibility of a long established manufacturer.

The C. B. HAYNES CO., Inc.

Wholesale Distributors

EDISON PHONOGRAPHS AND RECORDS

19-21 Broad Street

Richmond, Va.

Trade Activities in the New England Field

(Continued from page 82)

is pointed out by the manager of the Boston Board of Fire Underwriters, is a distinct hindrance to the fire department, and therefore, it is argued, one of the leading factors in the increase in the annual fire loss.

News Brieflets

Ernest A. Cressey, of the C. C. Harvey Co., is back at his desk after a fortnight's vacation at Belgrade Lakes, Me., where he motored with Mrs. Cressey.

A. J. Jackson, of the Boylston street warehouses bearing his name, spent part of his vacation at the far end of Maine.

George McDonald, head of the record department of the Eastern Talking Machine Co., has been taking a couple of weeks' automobile trip through Canada. Guy Foote is back on the job as representative for northern and western Massachusetts of the Eastern Talking Machine Co. after spending his vacation in Maine. E. P. Johnston enjoyed considerable yachting while away on his vacation at Marblehead.

Platt Spencer, of the Brunswick staff, in Kingston street, motored up to Maine a while ago, getting as far as Sebec Lake, where he spent a week.

Jerome Murphy, of M. Steinert & Sons, who has had a cottage at the South Shore all Summer, spent his vacation, from which he has now returned, in visiting some of the Fall country fairs several of which are annually held in this section of the State.

Our friend Billy Merrill, secretary of the New England Music Trade Association, is back from his vacation, a part of which was spent in a trip to Machias, Me.

T. W. Reade, of Phonograph Supply Co., Visits East

T. W. Reade, who for the past several years has operated the Phonograph Supply Co., 606 Superior street, Toledo, O., while recently in the East visited the offices of The Talking Machine World. Mr. Reade has developed a very active parts business built upon giving prompt service to the trade in his territory. Some time ago he took over the distribution of the Symphonie reproducer and finds the sales for this instrument in his territory to be on the increase. Mr. Reade, besides his buying trip in New York and Philadelphia, found time to visit the Sesqui-Centennial exposition.

Purchase Music Store

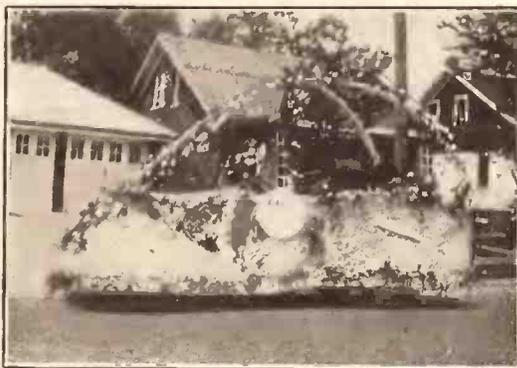
WASHINGTON, D. C., September 7.—The music business of McHugh & Lawson was recently purchased by a new firm in the retail music trade, A. W. Lawson & Co., 1222 G street, N. W.

The new firm consists of a Wesley Lawson, James E. Flaherty and Carroll F. Smith. Mr. Lawson has been a member of the McHugh & Lawson firm for a number of years and Mr. Smith has been manager of the same business for four years. He will continue in the same capacity for the Lawson organization.

Federal Ortho-sonic Radio Featured in Float Parade

Lindas Co., of Kenosha, Wis., Presents and Demonstrates Model C-30 Receiver Installed on Float—Increased Sales Reported

KENOSHA, Wis., September 7.—Prominent in a parade held recently in this city was the Ortho-sonic radio float illustrated herewith. The display was designed and built by the Lindas Co.,



Artistic Ortho-sonic Float

Federal dealer. Set high upon a bank of freshly cut flowers was a Model C-30 Ortho-sonic receiver. A flower-lined arch stretched above the set, and formed a support for the cone speaker while the beautiful car was in motion. This model is a seven-tube, completely shielded receiver operating on loop only and requiring no ground wire. It was therefore a simple matter for the Lindas people to bring in an attractive program while en route.

The float attracted a great amount of interest and applause. The Lindas Co. reports a stimulation of sales in its popular Federal Ortho-sonic line as a result of the display.

Arthur Freed and Paul Cornell Touring Country

Arthur Freed, secretary of the Freed-Eisemann Radio Corp., and Paul Cornell, advertising counsel, are now on a tour of the country, conferring with radio merchandisers. They will participate in the opening ceremonies of the Los Angeles Radio Exposition. Reports to the Freed-Eisemann home office state that the new line has met with a great deal of enthusiasm among the public and the dealers in the Middle West, and advance reports from California are to the effect that more radio equipment will be sold on the Pacific Coast this season than ever before.

Spartan Elec. Corp. Made A-C Dayton Distributor

Sales Organization Already Busy Closing Contracts for Exclusive Dealer Representation in Metropolitan Section of New York

Distribution of A-C Dayton radio receivers has been arranged for by the Spartan Electric Corp., New York. The line comprises six sets, three standard table models and three console with five and six tubes, standard circuits. The Spartan Electric Corp. recently moved into new offices and showrooms at 348 West Thirty-fourth street, New York. Charles Ollstein, sales manager of the distribution division, states that his sales force is now at work closing contracts with exclusive dealers in every section of the metropolitan district in preparation for an early and extensive demand for the new A-C Dayton line, which is said to have many features.

Western New York Fada Dealers Attend Meeting

Display and Demonstration of New Fada Line Staged by C. N. Andrews

BUFFALO, N. Y., September 7.—The complete Fada line of radio receivers, including the new Fada-six, Fada-eight and the Fada-cone, were exhibited and demonstrated at a meeting of western New York Fada dealers held at the Buffalo Consistory on August 22, under the auspices of C. N. Andrews, Fada distributor.

The outstanding features of the Fada products were presented in detail to the dealers by C. M. Sherwood, of the sales staff of F. A. D. Andrea, Inc.; L. A. Gubb, of the Philadelphia Storage Battery Co., also spoke, explaining the radio line of his company, dwelling in detail on the "A" socket power unit, the "B" socket power unit and the "AB" socket power unit for either twenty-five or sixty cycle current. A representative of the Radio Corp. of America addressed the meeting, explaining the purpose of each of the Radiotrons in the RCA line.

For the benefit of Victor dealers attending the meeting a complete display of all available models of the Orthophonic, Electrola and radio combination Victrolas were shown on the third floor of the Andrews Building.

Meetings of Radio Dealers

Since the extremely successful dealer meeting held by Dan Hyland's Stewart-Warner Service Station in St. Louis, late in July, a number of other Stewart-Warner distributors have adopted the same idea. Among the most recent radio dealers' sales meetings were those held by the L. A. Banford Stewart-Warner Service Station, Indianapolis, Ind., and the Louisville Stewart-Warner Service Station, Louisville, Ky.

For Bigger Business

Your Best Protection Is the

BOSCH ARMORED RADIO

Sole Metropolitan Distributors

WEBER RANCE CORPORATION

In Brooklyn
1271 Bedford Ave.

Circle 7610

In New York
225 West 57th St.

Two recent court decisions and a policy

that vitally concern everyone who sells radio receivers

1. Hazeltine Neutrodyne is protected by valid patents.
2. Hazeltine Neutrodyne is cleared of infringement charges.

NEVER before have two decisions been handed down by the Courts more important to radio distributors and dealers than these.

The first decision was the result of a suit brought by the Hazeltine Corporation and the Independent Radio Manufacturers, Incorporated, against the Electric Service Engineering Corporation. The latter company is now liable for damages on all the infringing radio receivers it has sold. The distributors and dealers who handled these infringing radio receivers are also liable under the law.

The second decision, which came as a result of a suit brought against a Neutrodyne distributor by the Radio Corporation of America, established the fact that the Hazeltine Neutrodyne Receivers do not infringe the Hartley and Rice patents owned by the American Telephone and Telegraph Company and the General Electric Company.

Although this suit was brought against a Neutrodyne distributor, the distributor's liability was fully assumed and successfully defended by the Independent Radio Manufacturers, Incorporated, the exclusive licensee, under the Hazeltine patents.

What these decisions mean

First of all, that distributors and dealers can buy and sell licensed Neutrodyne receivers with the absolute assurance that they are upon safe ground.

It also proves conclusively that there is something stronger than words back of the oft-stated policy of the Independent Radio Manufacturers, Incorporated, and the Hazeltine Corporation, to

protect those who distribute and sell Neutrodyne receivers against any patent infringement liability.

How about your own policy?

The Courts have recently ruled that Tuned Radio Frequency Receivers with adjustable means to usefully control regeneration and prevent oscillation, infringe the Armstrong patents. Are you sure that the T. R. F. sets you sell are clear of this liability? If you are in doubt about it, *consult competent legal authority.*

The decisions involving the Hazeltine inventions mean that receivers employing neutralizing schemes may infringe the Hazeltine Neutrodyne patents. Are you sure the "self-balanced" or "self-neutralized" sets you sell are clear of this liability? *If in doubt, consult competent legal authority.*

Remember that liability does not stop with the manufacturers of infringing radio receivers, but extends also to distributors, jobbers, retail dealers and even to consumers, having infringing sets in their possession.

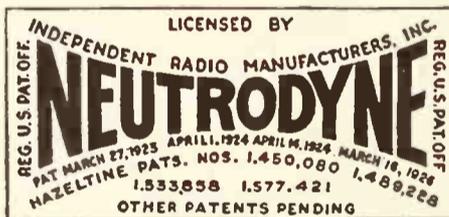
Play safe with Neutrodyne

The best method and the one most widely adopted by careful distributors and dealers is to play safe with Neutrodyne.

The law has given the Hazeltine Corporation and the Independent Radio Manufacturers, Incorporated, powerful weapons for offense and defense. These two companies will defend distributors, jobbers and dealers authorized to handle and sell licensed Neutrodyne radio receivers against patent infringement prosecution, so far as those receivers are concerned.

Make the Neutrodyne one of the leaders of your radio receiver business. It is a safe and a profitable policy.

Look for this trade-mark



It is your protection against patent infringement liability

The following fourteen manufacturers are the only ones licensed to manufacture Neutrodyne apparatus:

THE AMRAD CORPORATION
Medford Hillside, Mass.
F. A. D. ANDREA, Inc.
New York City
CARLOYD ELECTRIC & RADIO COMPANY
Newark, N. J.
EAGLE RADIO COMPANY
Newark, N. J.
FREED EISEMANN RADIO CORPORATION
Brooklyn, N. Y.

GAROD CORPORATION
Belleville, N. J.
GILFILLAN RADIO CORPORATION
Los Angeles, Cal.
HOWARD MANUFACTURING COMPANY, Inc.
Chicago, Ill.
KING HINNERS RADIO COMPANY, Inc.
Buffalo, N. Y.
WM. J. MURDOCK CO.
Chelsea, Mass.

STROMBERG CARLSON TELEPHONE
MANUFACTURING COMPANY
Rochester, N. Y.
R. E. THOMPSON MANUFACTURING CO.
Jersey City, N. J.
WARE RADIO CORPORATION
New York City
THE WORKRITE MANUFACTURING CO.
Cleveland, Ohio

HAZELTINE CORPORATION
(Sole owner of Neutrodyne patents and trade-marks)

INDEPENDENT RADIO MANUFACTURERS, Incorporated
(Exclusive licensee of Hazeltine Corporation)

NEVER BEFORE

such dealer enthusiasm! Never before such an avalanche of advance orders!

*

This \$95.00 console speaker set—the year's merchandising scoop!

This loop-operated, 8 tube, shielded, single control set —last word in Radio!

There may be a franchise still open in your section. Write us for your distributor's name and address.

FREED-EISEMANN RADIO CORPORATION
Liberty Avenue and Junius Street, Brooklyn, New York

← *from this*
to this →



\$95

Model 10 in Speaker Console C-10*

Five tubes. Wired for power tubes. Includes battery cable. Never before a high quality name on a receiver in a full size speaker console at any such price. Dealers say it will capture the low price market. List price (less unit) \$95. A MERCHANDISING SCOOP!



*Model 40**

Single control, six tube set with three stages of radio frequency, fully shielded, pressed steel chassis. Table model, list price, \$85.00. In console cabinet, list price, \$150.00.

Prices slightly higher in Canada and West of Rockies.

**Licensed under a group of the Latour Patents.
‡Licensed under Hazeltine Neutrodyne Patents.*



\$650

Model 850‡

For the high class market. Loop operated. Four stages of Neutrodyne tuned radio frequency. Single control. Each stage individually shielded and elements of each stage intershielded from each other.

THE LAST WORD IN RADIO!

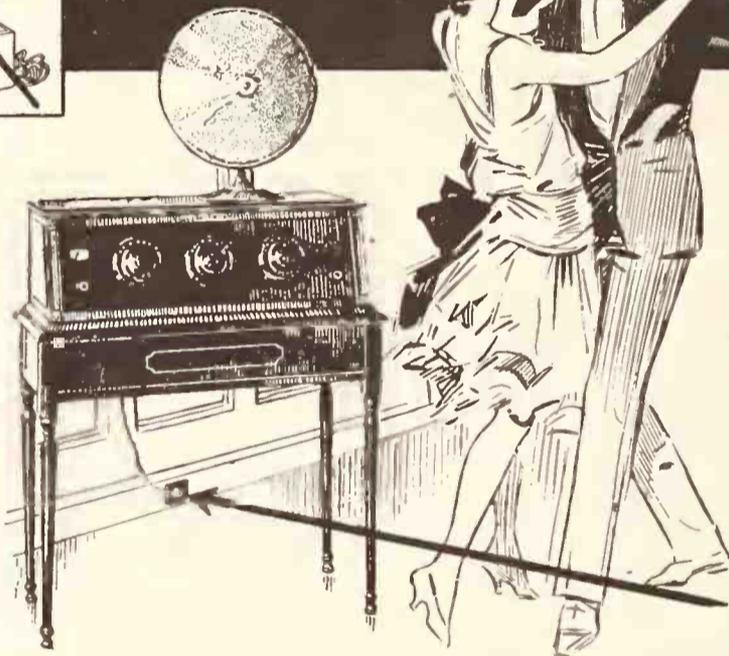
FREED-EISEMANN

NEW GAROD —No Batteries!

Taps inexhaustible power from the light socket for clear, sparkling, SUSTAINED tone never before attained

10 Sales Features

- 1—Never weak—always Peak Strength!
- 2—No bother or muss!
- 3—Thunderous dance volume or control to melodious sweetness!
- 4—Only 1/2c an hour to operate!
- 5—No batteries to recharge or replace!
- 6—Tone—firm and clear as a bell!
- 7—No objectionable hum!
- 8—Initial cost is practically last cost!
- 9—Compared—on SHEER merit, it wins!
- 10—Years ahead of Radio Field!



LIST PRICE
\$310
All You Add is
Loud Speaker & Tubes



**GAROD
ELECTRIC POWER
RADIO
Model EA**

Simply—
Plug into light socket at
cost of 1/2c per hour!

500 New-Era GARODS Sold on a Hearing

TO illustrate how fast the new full-tone Garods are selling. Recently in one sales area of 20 miles, 500 new-type Garods were demonstrated to groups of unprejudiced listeners in public halls and shops. They were compared with battery-type and eliminator-type receivers. They stood the severest sales test possible, namely—direct comparison with other high-grade competitors. On a basis of sheer merit alone, *they sold on hearing*. In this sales territory today, our best advertising is the sensational round of favorable

comment started by these amazing public demonstrations.

Hearing is Believing. Garod is now inaugurating a forceful campaign of advertising that will bring interested customers into your store requesting a hearing. You will find no difficulty in selling them—regardless of competition—for Garod represents a basic innovation in radio design that gives you ten overwhelming sales advantages.

Ask the Garod Wholesale Distributor in your district to supply you with new Model EA. Unquestionably, this is the most saleable unit of the coming season.

Get your order in early. For detailed information, address

GAROD CORPORATION
Belleville, N. J.

The Garod Franchise

Authorized Garod Dealers are guaranteed territories, discounts, security against depreciation of Garod products, protection against unfair competition by manufacturer or distributor or other dealers of Garod, a novel form of consumer satisfaction, and substantial advertising backing. If your territory is not yet covered by a Garod representative, write us at once.



NEUTRODYNE *The NEW Models of*
GILFILLAN RADIO
New Features and Strong Selling Points



The New Gilfillan Model 20 Single Dial Control

Model 10 Compact and powerful — hand-carved Walnut cabinet. Five-tube Neutrodyne including "power" tube.

Two Vernier action controls. Two Radio and two Audio Stages. Registers full scale on cone speaker. Operates with Battery Eliminators, if desired.

Size: 21½" long; 11" high; 10" deep.

Plenty of range and marvelous Tone with exceptional selectivity. Price without accessories \$90.

Model 20 In beautiful hand-carved medium size cabinet.

Six-tube Neutrodyne including "power" tube.

Single Vernier action control. Three Radio and two Audio Stages. Specially selected Cone Speaker. Space for all Batteries or Battery Eliminators.

Size: 42" high; 17" wide; 16½" deep.

Wonderful Tone, Range and Selectivity. Price without accessories \$175.

Model 30 Handsome mahogany console. Six-tube Neutrodyne with all units shielded in copper (including one "power" tube).

Two Vernier action controls. Three Radio and two Audio Stages. Special Cone Speaker registering full scale. Space for all Batteries or Battery Eliminators.

Size: 51" high; 30" wide; 20" deep.

Great range, with marvelous Tone and Selectivity—a superior set in every detail. Price without accessories \$350.

These new Gilfillan models are most attractive in design and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY.

Place order through your jobbers for early delivery. Send for beautifully illustrated circular, giving full details, to our nearest office.

GILFILLAN BROS. INC.

25 Wilbur Ave. 1815 Venice Blvd. 2525 W. Penn Way
 Long Island City, N. Y. Los Angeles, Calif. Kansas City, Mo.

Favorable Industrial Conditions in the Toledo Territory Create Trade Optimism

Dealers Anticipate a Busy Fall and Preparations Are Being Made to Launch Vigorous Sales Campaigns—Reports of Retail Merchants Show Satisfactory Sales Improvement

TOLEDO, O., September 7.—In view of the favorable industrial conditions existing in this market phonograph and radio dealers are anticipating a successful Autumn sales volume. Employment is at least 25 per cent greater than it was a year ago. Consequently the buying power of workers is considerably better than at any time this year. The three-quarters' sales total has shown that trade is about 20 per cent above the corresponding period of last year.

The County Fair season is at hand. During Fair-time merchants usually secure a good many live prospects from which a better than average number of sales are secured. Therefore, with a favorable basic situation merchants feel confident the coming season will produce good returns in sales.

At the Lion Store Music Rooms sales continue to grow. Machine sales have averaged two a day. Manager Lawson S. Talbert is of the belief that when the season is under way the average will rise to four a day. Owners of old Victor and Brunswick machines will be offered a trade-in proposition toward a new model.

In the radio division Doyle Wyre reports interest in the new RCA, Atwater Kent, Stromberg-Carlson, Garod, Freshman and Ramway lines. People are coming into the store every day eager to inspect the new types. Early sales are far greater than they were last year. The Utah Book speaker and the Stevens speaker are new items of merchandise here.

At the J. W. Greene Co. both radio and phonograph sales are above last year. The Panatrop is being plugged consistently, with the result that sales closed by the house have set a record. Salesmen here are devoting practically all of their time to canvassing, with but an hour a day in the store. A Panatrop was recently shipped to Atlanta, Ga., to a customer.

The Brunswick correspondence course on salesmanship will be studied by the force one night a week in class. E. A. Kopf will attend the Cleveland Radio Show. W. W. Smith, president, has returned from a business trip to Chicago.

At Grinnell Bros. considerable school business is awaiting the opening of grade classes. The Orthophonic will play a leading part in the musical education of children this year. The past weeks have been given to becoming acquainted with school heads and in lining up new Fall school business. For several seasons Chas. Bell, manager of the Victrola department, has specialized in school and industrial trade.

O. P. Harries, special Brunswick representative, conducted meetings with each of the local Brunswick dealers at which sales and service methods and plans were discussed. In each instance the entire force of the department was present. The Lion Store and the J. W. Greene Co. staffs were loud in their praise of the constructive nature of the talk and the scope of the Fall Brunswick advertising plans disclosed by the speaker.

Henry Z. Unger, formerly with the J. W. Greene Co., was recently appointed manager of the Gross Photo Supply Co. The enterprise maintains a radio department in which RCA, Atwater Kent and Day-Fan sets are carried.

The Home Furniture Co., Columbia and

Brunswick dealer, is closing a very satisfactory business in the new models. According to Miss Helen Canfield, in charge, the new Columbia types are evoking much praise from owners.

The Goosman Piano Co. is preparing for Autumn business at both the Toledo and Bryan, O., stores. Fred. N. Goosman, past president of the Ohio Music Merchants Association, will deliver an address at the coming convention at the Hotel Deshler in Columbus, O. The Association now has an active membership of 430. Over 100 exhibitors have made reservations for display space at the gathering. Likewise over 125 rooms have been reserved by members at the convention hotel.

The Hayes Music Co. will give special attention this Fall to the development of radio business. Also Edison phonographs will be featured. Nicholas Baertschi, formerly manager of the store, has again assumed charge of this successful business.

H. G. Pulfrey, Ann Arbor, Mich., music merchant, stopped here on his way East. He stated business will begin to move in Ann Arbor as soon as the students of the University of Michigan congregate and the several college musical organizations begin to function.

Fred. Kloefer Music Co., Bucyrus, O., has made extensive improvements in the store and added to its floor space. The house has obtained the exclusive agency for the RCA line in Crawford County. A branch house will be opened in Crestline, O., soon.

Verne Maxwell, Toledo, has opened a radio service shop on Colburn street. He will deal in the Day-Fan line.

Windsor-Poling Co., Akron, O., has taken on the Symphonic sound box.

Hastings Co. Made National Jobber of Sonochorde Cone

Hastings Electric Sales Co. Granted National Distributorship of Sonochorde Cone Speaker Line—Former Ball Player Is General Mgr.

BOSTON, Mass., September 7.—From baseball stardom to radio stardom in sales is not such a long run, according to Claude Hastings, general manager of the Hastings Electric Sales Co., of 42 Binford street, this city, formerly of the Red Sox. In reality, it is just another example of what an indomitable spirit, coupled with a dynamic personality, can accomplish. Last year the Hastings Co. took over the sales in New England for the Chelsea Radio Co., Chelsea, Mass. While the Chelsea Radio Co. is one of the oldest in America, he made its New England sales eclipse the sales records of any other district. Even more remarkable than this was his record with the Sonochorde cone speaker made by the Boudette Mfg. Co., of Chelsea, Mass. This company, at the beginning of the last radio season, was hardly known in Boston, only a few miles from the factory. So effectively did Mr. Hastings' method of distribution work that for the entire season Sonochorde loud speakers were so oversold that the factory worked day and night and had to restrain sales to the New England territory alone.

As a reward for this record the Hastings Co. has been awarded the sales for the entire Sonochorde output in a big nation-wide campaign for the coming season.

The method of operation of the Hastings Electric Sales Co. is quite unique. The company maintains a warehouse with a direct freight-car siding where goods may be sent most expeditiously and with a minimum loss of time in handling. This offers the firm represented a warehouse as well as a sales service. And, in addition, it gives the customers just as quick deliveries as if the factory were right in Boston. It also greatly relieves customers from



Claude Hastings

worry of delayed shipment when the market is at its peak. The factory, on the other hand, can ship direct into the New England territory in larger quantities at a time and is, therefore, relieved from the detail work of keeping track of a great number of smaller individual shipments.

The Hastings Electric Sales Co. at present represents three prominent radio accounts. They are Chelsea Radio Co., radio sets; the Boudette Mfg. Co., with its Sonochorde cone loud speakers, and the General Dry Battery Co. The firm also is sales representative in New England for a long list of nationally known electrical supplies and appliances.

Weber-Rance Corp. Distributes DeForest Tubes

The DeForest tube is the latest addition to the line of radio products handled in the metropolitan district by the Weber-Rance Corp., New York, well-known distributor. This progressive firm is the exclusive metropolitan district distributor for the Bosch line of radio receivers, speakers and accessories, in addition to representing many other nationally known lines. M. I. Miller, sales manager of the Weber-Rance Corp., states that the new season is opening up very well and everything points to a most successful year.

The Melody Music Shop, 111 Madison, Memphis, Tenn., is planning to open a store on the south of the Pantages Theatre Building, South Main street, to be used as a temporary demonstration store for Brunswick Panatropes, and Brunswick and Columbia records. This will be the second temporary branch operated by this enterprising firm.

VAN VEEN SOUNDPROOF BOOTHS

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

Complete equipment for musical merchandise dealers. Write for details and catalogue.

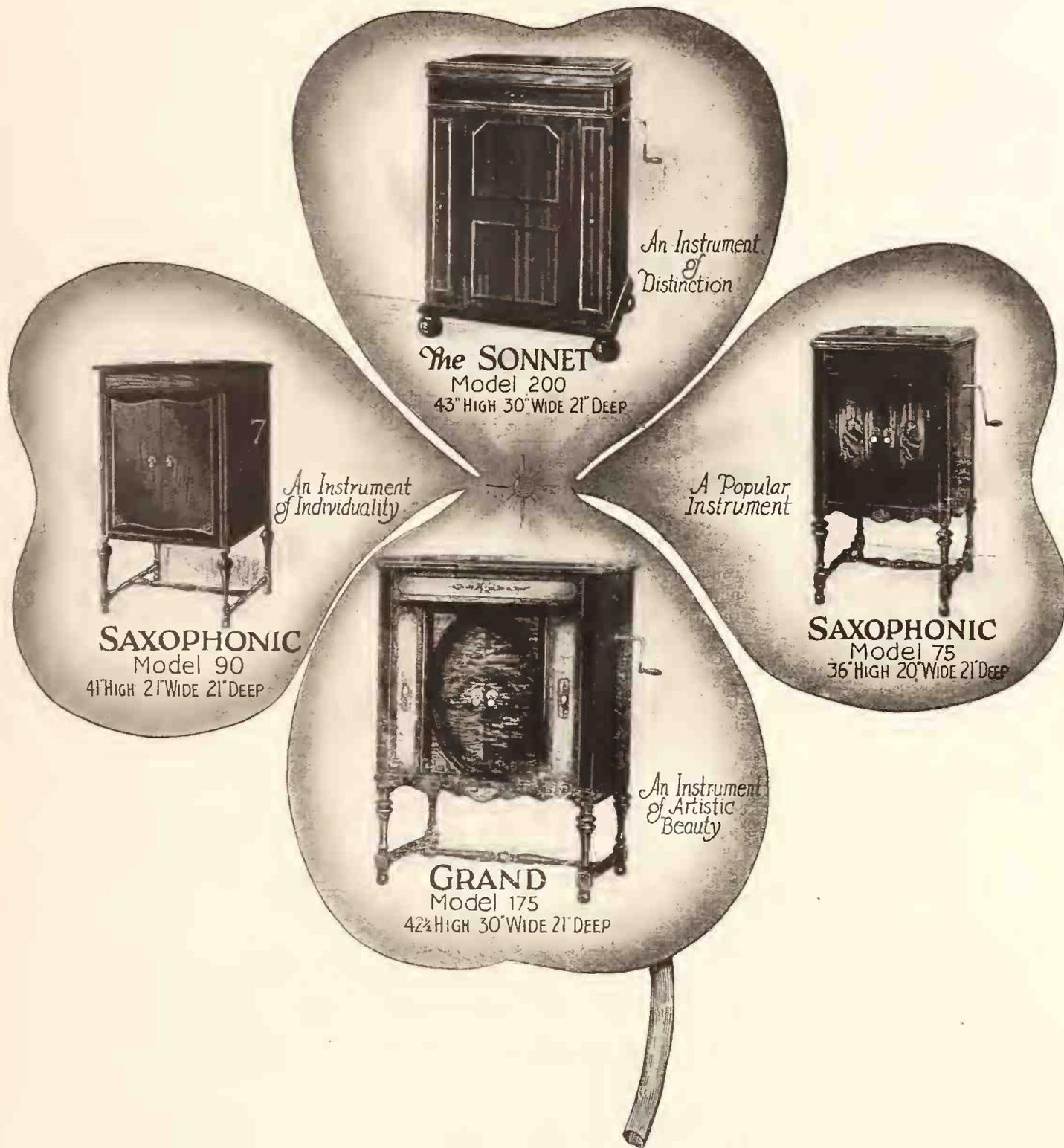
VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, New York City
PHONE LEXINGTON 9956-2163

The Player-Tone

IT'S SIMPLY GREAT

The New Saxophonic Instruments with the Magic Voice



Be in clover to offer your trade twelve models of the new Saxophonic Consoles and Uprights

Write at once for booklet and special discounts.
Be first to sell these instruments to your trade
who are ready to receive them.

PLAYER-TONE TALKING MACHINE CO.
Office and Sales Rooms: 632 Grant St., Pittsburgh, Pa.

Thousands View Latest Radio Products at Third Annual Pacific Radio Exposition

Affair Sponsored by the Pacific Radio Trade Association, Held in San Francisco, an Outstanding Success—Leading Manufacturers Represented by Exhibits of New Products

SAN FRANCISCO, CAL., September 4.—The Third Annual Pacific Radio Exposition conducted by the Pacific Radio Trade Association opened its doors on Saturday evening, August 21, at the Exposition Auditorium in San Francisco to the thousands of enthusiastic radio fans who were eagerly waiting to see what this year's exposition would bring forth. They saw—and they were not disappointed. For the year just past has been the greatest year that the history of radio has yet seen, and it promises much for the progress of radio in the future.

Practically every large manufacturer of radio receiving sets and radio parts is represented in the exposition. Scores of the newest radios are on display at the Auditorium, and they are better in every respect than those of former years. Better tone quality, more distance, improved appearance and more simple operation are the factors that make the receiving sets shown this year excel those of other years.

The Schwabacher-Frey Stationery Co., 735 Market street, San Francisco, has a novel setting for the Brunswick Panatropé Radiola. The booth is illuminated by blue and gold lights, and a huge golden eagle stands guard from atop a pole in the center of this exhibit. A moving picture machine in one corner flashes on a screen directions for making a radio such as the Schwabacher-Frey Eaglet set. Visitors to the exposition found this booth very attractive and interesting.

The Sherman, Clay & Co. exhibit features the new Gilfillan radio set, which is shown for the first time this week. The Model 20 Gilfillan radio is to be made in different colors in order that the set will match the furniture in the room in which it is to be installed. This model has a self-contained speaker, and is operated by socket power. A special feature of this set is its extreme ease of operation with a single tuning control. In addition, it has the very highest degree of selectivity.

To Captain William Royle, factory representative of the Gilfillan Bros., Inc., goes the honor of having been the first man to make a success of broadcasting from an aeroplane. Mr. Royle has flown up and down Market street several times this week broadcasting from his aeroplane, and the results have been surprisingly good.

Among the exhibitors were included: All American Radio Co., American Bosch Magneto Corp., Amrad Corp., F. A. D. Andrea, Inc., Apex Electrical Mfg. Co., Atwater Kent Mfg. Co., Belden Mfg. Co., Blair Radio Laboratories, Wm. Brand & Co., Bremer Tully Mfg. Co., Bruno Radio Corp., Carter Radio Co., Crosley Radio Corp., E. T. Cunningham, Inc., Daven Radio Corp., Eagle Radio Co., H. H. Eby Co., Electrical Research Laboratories, Farrand Mfg. Co., Fansteel Products, Inc., Federal Brandes, Inc., Federal Radio Corp., Freed-Eisemann Co., Charles Freshman Co., Garod Corp., Gilfillan Radio Co., Gould Storage Battery Co., Walter S. Gray, A. H. Grebe & Co., Grigsby-Gunow-Hinds Co., Jewell Electrical Instrument Co., Howard B. Jones, Kellogg Switchboard & Supply Co., Magnavox Co., Marwol Radio Co., Mohawk Corp. of Illinois, Mu-Rad Radio Corp., National Carbon Co., O'Neill Mfg. Co., Operadio Corp., Pacent Electric Co., Pathe Phono. & Radio Co., Perlesz Radio Co., Pfanstiehl Radio Co., Philadelphia Storage Battery Co.,

Pooley Co., Sherman, Clay & Co., Sonora Phonograph Co., Sparks-Withington Co., Spartan Electric Corp., Stromberg Carlson Tel. Mfg. Co., Sterling Mfg. Co., Stevens & Co., Inc., Storad Mfg. Co., Teletone Radio Corp., Valley Electric Co., Walbert Mfg. Co., Weston Electrical Instrument Corp., and the Zenith Radio Corp.

Radiola Larkin Hall was devoted to a showing of products of the Radio Corp. of America. In addition to the exhibit of the manufacturer the following jobbers and dealers were represented, all showing Radiolas and other R C A equipment: Forbes Supply Co., Leo J. Meyberg Co., Pacific States Electric Co., Blair's Hardware Store, Chas. Brown & Sons, Byington Electric Co., California Phonograph Co., Christophe's Talking Machine Co., T. White Eastman Co., Fassett's Radio & Electric Shop, Hall Electrical Co., Kahn & Keville, Leveroni & Conterno, Lose Electric Shop, Pacific Tire Sales Co., Pioneer Radio Shoppe, E. A. Portal Co., Inc., Radioart Corp., Frank E. Ruggles, Schwabacher-Frey Stationery Co., J. Raymond Smith & Co., Sunset Radio & Electric Co., Tustin Radio & Electric Co., Warner Bros., Albert B. Anderson, Breuner's, Hauschildt Music Co., N. C. Hopkins, Kenyon Electric Co., Patch Radio Supplies, J. B. Steere Radio Co., K. W. Stubblefield Co., Edison Electric Co., Garrett Owen Music Co. and Tupper & Reed.

Lou J. Shean Home From an Extended Trade Trip

Director of Sales of Audak Co. Completes Visit to Pacific Coast and Intervening Territory

Lou J. Shean, director of sales for the Audak Co., 565 Fifth avenue, New York City, manufacturer of the ULTRA-ponic reproducer, recently returned from a cross country tour covering key cities to the Pacific Coast and intervening territory. Mr. Shean appointed ULTRA-ponic jobbers in the leading cities and found the trade anxious to develop reproducer sales.

Mr. Shean will shortly make a tour through the South by automobile and in the meantime has been taking a short rest with Al Shean, of Gallagher & Shean fame, at his Maine fishing lodge. Mr. Shean said that distributors and dealers look forward to the most healthy Fall in their history. He said that the new phonographs now being presented by the manufacturers have greatly revived consumer interest and this together with the natural additions in sales which the Fall will bring forth in radio, puts the music dealer in a secure position.

Big Drive on Record Needle Cutter Made by Badger Co.

The Badger Talking Machine Co., Victor wholesaler of Milwaukee, Wis., is placing an intensive drive behind the Record Needle Cutter manufactured and sold by the firm for the past several years. Believing that the heavy sale of new type talking machines during the past ten months has brought with it a demand for fibre needles, the officials of the firm feel that there is a need on the part of consumers for such an article in order to keep the needles in perfect working condition. The Record Needle Cutter, which works with a scissor-like action, is said to have fewer parts than any other similar product now on the market. It operates with a slicing, shearing cut, leaving a long wearing point on the fibre needle, and should it become necessary to sharpen the blade it may be removed and sharpened in the same manner as a safety razor blade. It lists for \$1.50.

The Dixie Music Store, formerly located on Madison avenue, Memphis, Tenn., moved into new quarters at 47 North Third street.



Phonographs and Radio Cabinets



STYLE 21
Genuine Mahogany or Walnut only.

STYLE 21-B
Same with both top panels binged to accommodate Radio Panel.



STYLE 17
Genuine Mahogany or Walnut Phonograph only



STYLE 85—RADIO CONSOLE
Accepts Panels Up to 8x26 Inches.



STYLE 1
Gum Mahogany, Golden or Fumed Oak.

These illustrations show several of the many late models of our line, which have been redesigned, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

These instruments are produced in all the popular finishes and styles, including Uprights, 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.*



STYLE 2
Gum Mahogany, Golden or Fumed Oak.

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

STEVENS SUPERIORITY

For instance —

THERE'S the exclusive Stevens diaphragm made of "BURTEX"— the new scientific material developed for this purpose. A strong fabric base, formed under tension for resiliency, and impregnated so that it is absolutely damp-proof, it is the *only* seamless diaphragm on the market, and the *only* diaphragm formed in the "conoidal" shape.

CONOIDAL
"CONTINUOUSLY CURVED"
The scientific curve of perfect sound reproduction

Combined with the famous Stevens T. T. "non-freezable" balanced armature unit, this diaphragm affords a greater range of tones and overtones than any other speaker. The diaphragm is inexpensive and quickly replacable—a desirable service feature.

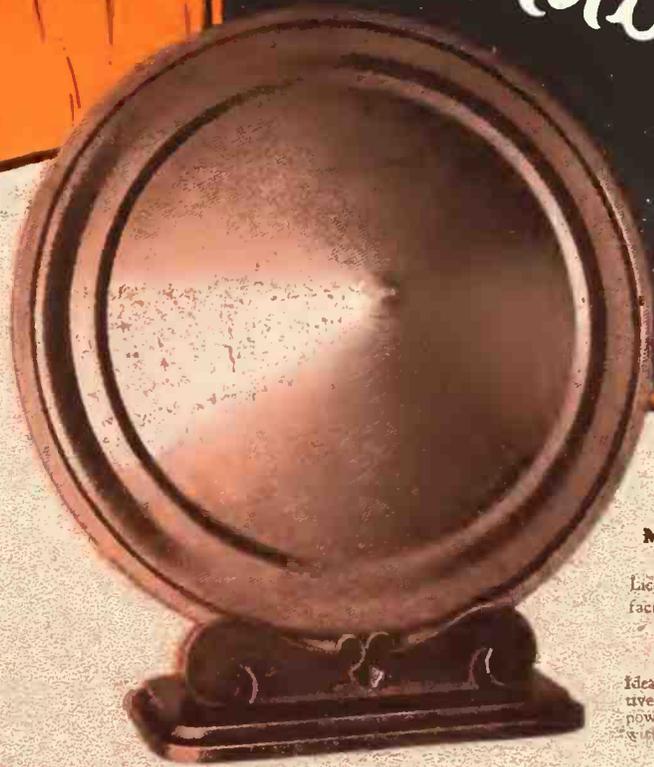


Licensed and Manufactured under Pat. No. 1414801
Model "B"—14½ inch



Similar to Model "A" but smaller. Ornamental and highly efficient. An exclusive device gives all-directional effect if desired—
ADJUSTABLE by tilting top as illustrated.
Complete. . . \$16.50

When you first hear a **Stevens Speaker** it's a revelation — after that it's a habit!



Model "A"
17½ inch
Licensed and Manufactured under Pat. No. 1414801

Ideal for the home, combining superior tone, and volume with decorative elegance. Mahogany sounding board gives rich resonance and power to the tone. Can be used on console, or hung on wall. Complete with easel base and silk hanging cord. \$25



See for yourself. Visit the Stevens booth 15, Section DD, at the Third Annual Radio World's Fair in New York, and notice how Stevens Speakers dominate. It is because Stevens Speakers are scientifically correct and built by the pioneers in the cone-type speaker field.

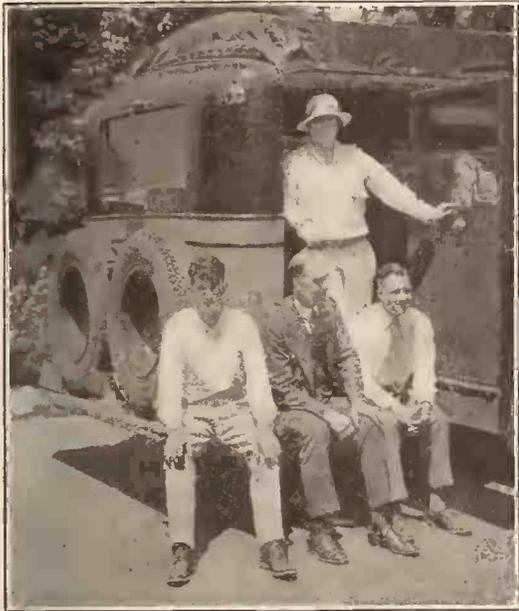
STEVENS & COMPANY, Inc.
46-48 EAST HOUSTON STREET NEW YORK CITY

Made by the Pioneers in Cone Speaker

Day-Fan Receiver Praised by Motor Vacationers

Day-Craft Receiver in Motor Car Gives Satisfaction on Trip to and From the Pacific Coast Recently Made by C. F. Kettering

DAYTON, O., September 4.—C. F. Kettering, General Motors vice-president in charge of research, and a party of friends recently returned from a



Day-Fan Enthusiasts on Tour

vacation tour made in a specially equipped yellow coach in which had been placed a Day-Fan seven-tube Day-Craft receiver with a built-in loud speaker, a Victrola, a Frigidaire electric refrigerator, and other de luxe equipment for travel.

The party made the tour to the Coast going out by the Southern and returning by the Northern route, altogether making 7,600 miles over roads of all kinds, across the deserts and over narrow mountain highways. Yet the party

reports the Day-Fan receiver was constantly ready for operation and not a tube or wire was broken during the entire journey.

The Day-Fan set used by Kettering was a regular stock model of the latest design with single-dial control, extreme selectivity and distance. Much of the credit for the perfect operation of the set was given by the members of the Kettering party to the new chassis design, all working parts of the receiver being mounted on a steel frame independent of cabinet or panel. This makes for rigidity of construction and eliminates minor troubles, while acting as a shield for the set and improving reception.

During the greater part of the trip the only aerial used was the metal rack in the coach similar to those found in railroad cars.

Station WJZ, New York City, was brought in loud and clear as the coach was crossing the Mississippi River at St. Louis, and after Denver was reached most of the Pacific Coast stations were constantly available. The Kettering party expects the experience and data procured during the trip will be valuable to all future trans-continental travelers by auto.

Joseph Berg Returns From Trip to European Capitals

Joseph Berg, head of the Berg Auto Trunk & Specialty Co., Thomson avenue and Manly street, Long Island City, N. Y., returned from Europe on Labor Day. Mr. Berg, a well-known inventor and acoustical expert, has spent some weeks visiting European capitals and introduced to the trade in these centers the two new model Artone phonographs manufactured by his company.

Excello Radio Products, New York, was recently incorporated at Albany with a capital stock of 300 shares of common stock of no par value. The incorporators are M. L. and E. Friedenberg and M. Sacks.

Effective Supertron Sales Helps for Retail Trade

Counter and Window Display Cards, Featuring Supertron Radio Tubes Available to Dealers—Other Sales Aids for the Trade

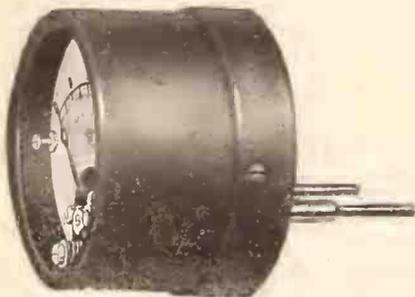
Attractive counter and window display cards, full of sales punch and tastily designed in color, have been prepared by the Supertron Mfg. Co.,



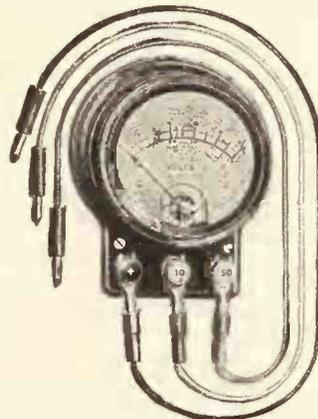
New Supertron Sales Help

of Hoboken, N. J., manufacturer of Supertron tubes, and are now available to all Supertron dealers. One of the counter cards is illustrated herewith.

An extensive line of other sales helps is now being sent out to Supertron dealers by H. S. Bobker, sales manager of the company. Commenting upon prospects for the new season, Mr. Bobker stated that his organization is looking forward to a very satisfactory volume of business.



No. 135-A Tip Jack Voltmeter



No. 98 Voltmeter



A-B-Relay

Specialized Radio Instruments

Dealers find the Jewell line of specialized radio instruments profitable to carry in stock. Set builders and owners always ask for Jewell instruments when quality and accuracy are deciding factors. Now is the time to complete your stock with a fast moving line for the fall and winter business.

No. 135-A—Two-inch, high-resistance voltmeter with completely adjustable prods for plugging into tip-jacks installed on many of the new sets. Scale is always horizontal. It has a zero adjuster.

No. 98—A voltmeter designed for testing "A" and "B" batteries by dealers and set owners. It is furnished with three colored leads and specially colored scale.

A-B-Relay—This is a quality device for automatically switching the trickle charger and B-Eliminator when the filament control of a set is turned on or off. It is very substantially constructed.

Send for Radio Instrument Catalog No. 15-C

Jewell Electrical Instrument Co.

1650 WALNUT STREET

CHICAGO, ILLINOIS

26 Years Making Good Instruments

Big - -

*Easily the
Biggest Value
in the trade at*

\$15 LIST



CASES IN
ALL COLORS



THERE'S nothing undersized about the Nifty PORTABLE except the price. Case is full size of standard \$25.00 portables—and built stronger than many of them.

A genuine Heineman motor. Excellent reproducer and tone arm. Handsomely plated hardware. Tilting expanding record pocket.

Size—Tone—Appearance



Consolidated Talking Machine Company

227-229 W. Washington St.

Chicago

WRITE US—OR WRITE YOUR JOBBER—AT ONCE

PERMANENCE

*The Pharaohs
Built for the Future*

The Kellogg Franchise Appeals to Dealers Who Also Are Looking for Permanence

SELL a good set, made by a concern that will surely be able to supply more good sets next year and the year after—that is the secret of permanent prosperity in the radio business.

The Permanence of your manufacturing connection is vitally important because a big proportion of your next year's sales should come, at slight sales expense, from the word-of-mouth advertising created by the good sets you put out *this* year.

Kellogg has an *exceptionally good* radio set—its financial standing, reputation and tremendous investment in Radio are ample assurance of Kellogg's future permanence in the radio field.

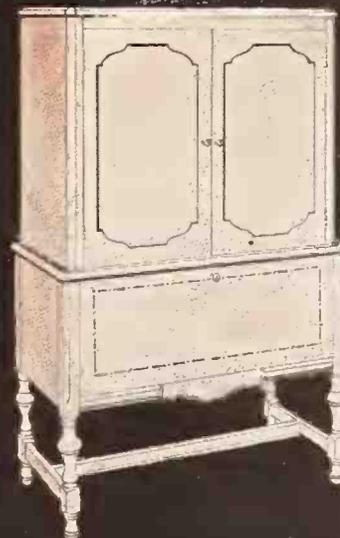
The Kellogg line and franchise are proving most attractive to dealers who look to future as well as present profits. If YOU are that kind of a dealer, and your territory is still open, we would like to hear from you.

Kellogg Switchboard & Supply Co.
Dept. 21-1, 1066 West Adams Street, Chicago, Ill.

Kellogg receivers are licensed under application for letters patent of Radio Frequency Laboratories, Inc. (R. F. L.)



Model 507, 6 tube receiver, Kellogg's development of the sensational new RFL circuit. The acme of Selectivity and Musical Reproduction.



Model 508, the 6 tube Kellogg RFL in a beautiful walnut console, equipped with the Kellogg new, long air column speaker.

KELLOGG Radio

FLAWLESS REPRODUCTION

Amplex Instrument Labs. Introduce New Radio Line

Four Six-Tube Receivers Included in Latest Products Being Marketed by Manufacturer of the Amplex Harmo-Sonic Radio Sets

A new line of radio receivers has been introduced to the trade by the Amplex Instrument Laboratories, New York, manufacturer of Amplex Harmo-Sonic sets. The line comprises four models, with a list price range of \$39.50 to \$129.50. All utilize six tubes, with two-dial control and modified straight line tuned radio frequency. There are two gold decorated cabinet models, an Imperial High Boy and a Compact Low Boy.

A feature of the Imperial Harmo-Sonic is a combination of the Amplex Harmo-Sonic receiver with a new scientifically constructed loud speaker unit and tone chamber built in a walnut or mahogany cabinet.

Arnold G. Landres, chief executive of the Amplex Institute Laboratories, states that the Harmo-Sonic line is the result of twelve months of research and experiment by Amplex engineers. Mr. Landres points out that the attractive price range of the Harmo-Sonic receivers is made possible only by Amplex volume production. Commenting upon the outlook for business this season, Mr. Landres stated that orders are coming in briskly, and in his opinion the 1926-1927 season will be very satisfactory for manufacturers of quality products.

Amplion Loud Speaker Is Installed in the Vatican

What is claimed to be one of the most unusual and noteworthy loud speaker installations is that of the Amplion Corp. erected in St. Peter's, in the Vatican at Rome. So that the entire assemblage may hear clearly and distinctly every word spoken, Amplion speakers are installed high up on the pillars of the canopy surmounting the tomb of St. Peter.

Due to the poor acoustical properties of this famous old church, this installation is said to be an exceptional tribute to the quality of Amplion reproduction. The loud speaker units employed in this installation are identical with the units used on Amplion radio reproducers.

Plaza Co. Introduces the "Fine Arts" Cone Speaker

New Product Designed by Frank D. Lewis, Who Recently Joined the Staff of Plaza Music Co.—To Be Shown at Radio Exposition

Frank D. Lewis, who has long been connected with the phonograph industry and who is recognized as an acoustical specialist, recently joined the Plaza Music Co. laboratory staff. The first product designed by Mr. Lewis in his new work is a cone speaker, which is being immediately marketed by the Plaza Co. under its radio trade name "Fine Arts."

Shipments of the new "Fine Arts" cone are being made from the New York factory quar-



Plaza C99 Cabinet

ters of the Plaza Co., 10 West Twentieth street. This product is most artistic in appearance. It is fifteen and one-half inches in diameter and seventeen inches in height. The frame is of heavy casting finished in antique bronze. The diaphragm is of specially processed fabric said to be absolutely immune to atmosphere changes.

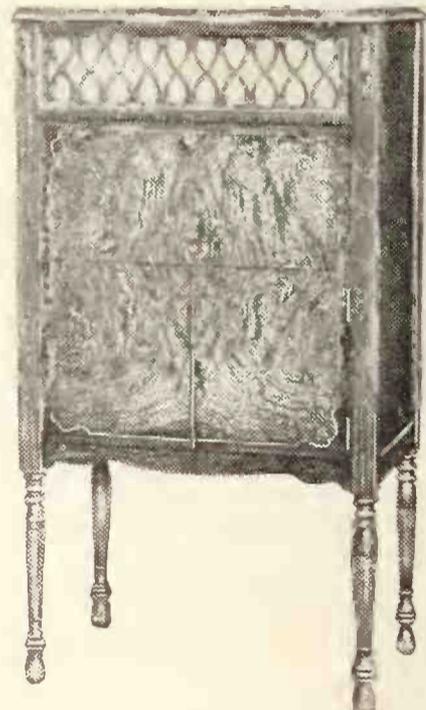
The Plaza Music Co. will market its new cone in the manner that it has found so successful in arranging sales outlets on its Pal and Regal portables. Distributors will be appointed in particular territories and these and the dealers whom they appoint will have every



Plaza Fine Arts Cone Speaker

assistance of the Plaza Co.'s sales, advertising and promotion departments.

The Plaza Co. will have a booth at the coming radio show in New York and the new "Fine Arts" cone will be given a prominent position in the exhibit. In addition it will show at that time two new model radio cabinets. These are popular-priced products so designed that the dealer can readily install popular table model receivers. The cabinets are beautifully designed in matched stump walnut finish. They are of the design known as triple-deck, housing



Plaza C47 Cabinet

receiver, the accessories and a compartment with an efficient horn. The booth will be in charge of Emil Schenkel, manager of the radio division of the Plaza Music Co.

Institute to Educate Dealers in Radio Servicing

Radio Institute of America Enlarges Its Educational Activities

Realizing the need for competent men in the service branch of radio, the Radio Institute of America, New York, long identified with the training of radio operators, has added a new department to its present activities and has announced the inauguration of a Dealers' and Technicians' Course specially intended to educate and train the service and merchandising personnel of jobbers and dealers in radio servicing in all its branches. The new course is both theoretical and practical in scope.

For those unable to attend the class room sessions at 326 Broadway, New York City, because of distance or working hours, there is an alternative arrangement in the form of home study or correspondence instruction.

The PURITAN Phonogrand

A Leader in Tone, Appearance and Workmanship



Dimensions—37" Wide, 33" High, 22" Deep

Not an Experiment, but the Result of 25 Years' Experience Building High Grade Musical Instruments

Phonogrands

are equipped with specially constructed Tone Chambers and Reproducers. They play both vocal and instrumental records with wonderful Volume and Clearness.

Designed and priced to sell in the highly competitive market of today.

Send for Catalog and Prices

FOREIGN INQUIRIES SOLICITED

PHONOGRAND DEPARTMENT

FUEHR & STEMMER PIANO CO.

1934 Wentworth Ave.

Chicago, Ill.

Resonata

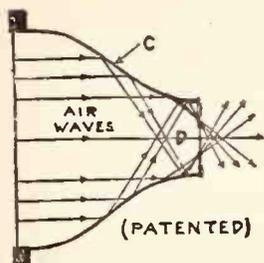
The Fourth Great Development in Radio



Size
6x6x8
inches

List Price \$25⁰⁰

Fully Patented
Under Resonance
Laboratories' Patents



The principle of RESONANCE is the amplification of sound waves by concentration.

It is a well-known fact that if two phases of condensation of a sound wave can be made to travel together the sound will be amplified four times. For four phases the amplification is sixteen, etc.

In the RESONATA, a portion of the sound waves, instead of traveling straight out, are deflected and led to travel over a longer distance (as shown in the above diagram, point C).

Those waves which travel straight out, meet the deflected waves at a common point of concentration D, at or near the outlet of the speaker, and travel together as one amplified wave.

A great volume of amplification is thereby obtained with only a moderate swing of the diaphragm, thus eliminating the greatest cause of distortion.

has taken the radio world by storm. Jobbers and manufacturers everywhere have been amazed at its performance.

RESONATA reproduces with vivid naturalness the entire range of voice and instrument—the low notes in their proper proportion, the high notes in all their delicacy and beauty.

The three foot horn with its shrillness and distortion and the two foot cone with its booming over-emphasis of the low notes sound false and look ugly in comparison.

The RESONATA is not just another speaker nor even another good speaker. It is in a class by itself—new in principle—revolutionary in theory. It employs the natural principle of sound amplification—RESONANCE. The principle by which, in the human voice producing mechanism, the weak vibrations of the vocal chords are amplified to a volume that can fill a large auditorium far better than any horn or cone.

By following this principle closely

Dr. FLOYD S. MUCKEY

The Greatest Authority on Acoustics

Maj. HENRY G. OPDYCKE

The Foremost Vibration Engineer in this Country

have been able to perfect a reproducer of a tone quality and volume unequalled by any other speaker on the market although measuring only 6x6x8 inches.

The RESONATA is made entirely of bakelite, not easily breakable and unaffected by weather conditions.

The diaphragm is conoidal in shape, seamless and moulded of bakelite .006 of an inch in thickness. The lightness of the diaphragm makes it sensitive to the slightest vibration without imposing any strain on the unit.

JOBBERS—Several territories still open for live distributors. Write for details.

RESONATA CORPORATION OF AMERICA, Mfrs.

TECTRON RADIO CORPORATION

1270 Broadway

Sole Sales Agents

New York

See us at the Radio World's Fair, Section II, Booth 8

Bureau of Internal Revenue Issues New Regulations Covering Instalments

New Rules Are Retroactive as Far Back as 1916, Allowing Music Merchants to Receive Refunds for Back Taxes if They Were in Excess of Those Paid Under New Rules

WASHINGTON, D. C., September 4.—New regulations applying to the payment of tax on instalment sales of musical instruments and other commodities have just been issued by the Bureau of Internal Revenue. These regulations are made retroactive as far back as the revenue act of 1916 and any taxes heretofore paid under that or subsequent acts, if in excess of the tax which would be collectible under the new regulations, will be credited or refunded to the taxpayer upon application.

The revised regulations provide that a person who regularly sells or otherwise disposes of personal property on the instalment plan, whether or not title remains in the vendor until the property is fully paid for, may return as income therefrom in any taxable year that proportion of the instalment payments actually received in that year which the total or gross profit (that is, sales less cost of goods sold) realized or to be realized when the property is paid for bears to the total contract price.

Thus the income of a dealer selling on the instalment plan may be ascertained by taking as income that proportion of the total payments received in the taxable year from instalment sales (such payments being allocated to the year against the sales of which they apply), which the total or gross profit realized or to be realized on the total instalment sales made during each year bears to the total contract price of all such sales made during that respective year. No payments received in the taxable year shall be excluded in computing the amount of income to be returned on the ground that they were received under a sale the total profit from which was returned as income during a taxable year or years prior to the change by the taxpayer to the instalment basis of returning income. Deductible items are not to be allocated to the years in which the profits from the sales of a particular year are to be returned as income, but must be deducted for the taxable year in which the items are paid or incurred or accrued, as provided by section 200d of the revenue act of 1926.

If for any reason the purchaser defaults in any of his payments, and the vendor returning income on the instalment basis repossesses the

property, the entire amount received on instalment payments and retained by the vendor, less the profits previously returned as income, will be income of the vendor for the year in which the property is repossessed, and the property repossessed must be included in the inventory of the vendor at its original cost, less proper allowance for damage and use, if any, during that time.

If the vendor chooses as a matter of consistent practice to return the income from instalment sales on the straight accrual or cash receipts and disbursements basis, such a course is permissible.

Shipments of Player-Tone Talking Machines Increase

I. Goldsmith, President of the Player-Tone Talking Machine Co., Reports That Plants Are Operating to Capacity to Meet Sales

PITTSBURGH, PA., September 7.—Keenly alive to the possibilities of the talking machine trade, I. Goldsmith, president of the Player-Tone Talking Machine Co., of Pittsburgh, has, since 1914, the year he entered the business as a manufacturer, been a prominent factor in the upbuilding of the industry. To-day the Player-Tone Co.'s products have a nation-wide reputation, in fact, according to reports filed in the sales department of the company here, many orders for the Player-Tone Saxophonic line have come from foreign lands.

In speaking of the outlook for business Mr. Goldsmith said: "Never in the history of the Player-Tone Talking Machine Co. have we been as busy as at present in booking orders. It appears to me as though the coming Fall and Winter seasons will see sales records for our products broken."

"With the placing on the market of the new Saxophonic models there has come a marked demand for the new instrument in its various models. We have six men who are continuously on the road in the capacity of traveling salesmen and service men and their reports indicate that the retail dealers who handle the

Saxophonic line are preparing for an enormous volume of business this Fall and Winter.

"It has been my sole aim, ever since I entered the talking machine trade in 1914, to place on the market a talking machine at a moderate price that would not only give perfect satisfaction to the ultimate owner, but also to produce an instrument that would be an ornament to the home in which it is placed. In this, I venture the assertion that the Player-Tone Talking Machine Co. has succeeded to a marked degree.

"Our new models are in keeping with the demand of modern phonographic ideals and ethics and we can state without any hesitancy that where the new Player-Tone instruments have been given a fair test they have proved



I. Goldsmith

uniformly successful in enlisting the interest and sympathy of the prospective buyer.

"We have five factories located in various sections of the country that are operating on full time turning out the different styles of the new Saxophonic line. The location of the different factories makes it a comparatively easy matter for our company to make the shipments of the various models to any section of the United States and Canada with the greatest dispatch. As I view it, the coming season is bound to be a very busy one for us and we have made our plans accordingly."

Mr. Goldsmith, as executive head of the Player-Tone Talking Machine Co., divides his time between the general offices at 632 Grant street, Pittsburgh, and visiting the five factories. In this way he is enabled to keep his "hand on the throttle." For the benefit of the part of the company, Mr. Goldsmith has installed at the general offices here a large display and demonstration room where the different models of the Player-Tone product can be seen and heard.

M. S. Levenson, general sales manager of the firm, is just back from an extended business trip. He concurred in the statements of Mr. Goldsmith relative to the optimistic outlook for business for the Player-Tone product.

Florida Concern Expands

The Burton Music Co., West Palm Beach, Fla., recently held the formal opening of its large new location at 226 Clematis street, that city. The business was established by Wallace W. Burton, Sr., in 1912, and has grown steadily since that time, necessitating frequent enlargements of the space devoted to the business. A branch store is maintained in Fort Lauderdale, Fla.

Campbell-Parker Chartered

The Campbell-Parker Music Shop, Erie, Pa., has been granted a charter to operate a general music store in that city with a capital stock of \$10,000. Vinton R. Parker, 31 West Tenth street, is the incorporator.

The Toman Reproducer

Retail Prices

Nickel Plated \$7.50

Gold Plated \$10.00

Write for trade discounts.

Sample on approval (5 days) to any responsible dealer.

Will sell itself on quality and volume of tone. We challenge comparison.

Wonderful, deep, rich, mellow and powerful tone.

Surpassed by none.

Send for sample NOW!

Manufactured by

E. Toman & Co.

2621 West 21st Place
CHICAGO, ILL.



Sales Distributor

Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.
Cable Address—"Wondertone Chicago."
Cable Codes—Western Union—A.B.C. (5th Edition).

Are You Turning Your Prospects Away or ~ Turning Them into CUSTOMERS?



Hundreds of thousands of dollars are being invested in advertising Hohner Harmonicas and millions of prospects are responding to the suggestion to buy their harmonicas from Hohner dealers.

Through magazines, newspapers, billboards, radio, motion pictures and window displays, America's vast throng of music lovers is being urged to go to their dealers and ask for the Free Instruction Book—"How to Play the Hohner Harmonica." Experience has demonstrated that an inquiry for this Free Book usually means a sale; and the sale of a *Hohner Harmonica* always means a satisfied customer.

In order to take full advantage of the sales-stimulating effects of Hohner advertising, dealers *must* be prepared to serve the prospects and turn them into customers. That calls for two things—a constant supply of Free Instruction Books and a complete assortment of Hohner Harmonicas.

When a man, woman or child enters your store and asks for the Free Instruction Book—and you are prepared to supply it—you can be prepared to "ring up" a profit. If you are "just out of copies" you will just naturally be "out of luck."

There is only one positive method of getting *your* share of this profitable harmonica business—keep an ample supply of instruction books on hand and a complete assortment of Hohner Harmonicas on display. An inquiry for either or both, through your jobber or direct, will receive prompt attention.

A Selling Combination that is SELLING HARMONICAS



Revolving Display No. 600

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

Progressive Corp. Now Splitdorf Distributor

Progressive Musical Instrument Corp. Is Appointed Exclusive Distributor of Radio Line for Large Metropolitan Territory

The Splitdorf Electrical Co., of Newark, N. J., one of the largest manufacturers of electrical apparatus in the world, and which in



Signing Contract in Splitdorf-Progressive Distributor Deal

recent years has manufactured radio receiving sets, has appointed the Progressive Musical Instrument Corp., of 319 Sixth avenue, New York City, as the exclusive wholesaler of Splitdorf radio products in the Metropolitan area, northern New Jersey and the lower Hudson Valley.

This new distributing arrangement is of importance from several angles, first, because prior to this season all Splitdorf products have been sold to the trade through its branches in the key cities of the country. With the great growth of Splitdorf radio sales the company decided to appoint exclusive jobbers in various sections, who could give undivided attention to the Splitdorf radio line and who were well equipped to serve the dealers in their respective territories. The selection, therefore, of the Progressive Musical Instrument Corp. to exclusively distribute Splitdorf radio products in practically the most important area in the

United States is not only a tribute to this organization, of which A. W. Landay is head, but is also a recognition of the importance of the music dealer as a distributor of radio instruments, in fact, this practically recognizes that the greater percentage of all radio products are being sold by the music merchant.

It is estimated that the Metropolitan area alone has over 9,000,000 inhabitants and as the Progressive Musical Instrument Corp. franchise exceeds beyond this territory, several million inhabitants can be added to the area this firm is serving for Splitdorf.

In the accompanying photograph M. W. Bartlett, president and general manager of the Splitdorf Co., is shown sitting at his desk, with Robert W. Porter, director of sales, standing at his right, and A. A. Sinclair, special field representative of the Splitdorf Electrical Co. for the Metropolitan area, on the left, and Edward J. Biel, secretary, treasurer and sales manager of the Progressive Musical In-

struments Corp., signing the contract, which gives them this unusually large and extended territory as exclusive representatives.

Detailed plans of merchandising in the Metropolitan area have been laid out by Messrs. Porter and Biel and a definite territorial arrangement for dealers has been charted. The plans are so arranged that in the entire territory that is served by the Progressive Musical Instrument Corp. there will be less than two hundred authorized representatives of the Splitdorf Radio products.

The Splitdorf line of radio receivers is popularly priced, ranging from \$60 to \$215. All models are now on display in the Progressive Musical Instrument showrooms at 319 Sixth avenue, New York City.

The advertising campaign of the Splitdorf Co. in the Metropolitan area started on September 1, in the leading Metropolitan daily, eve-

ning and Sunday newspapers. It will be a new sensational campaign which will be along the "Little Billboard" idea. There will be a great amount of co-operative advertising with the dealer, billboard advertising in a co-operative way and circularization, combined with national magazine and local newspaper advertising. In other words, all possible media for advertising will be employed by the Splitdorf Co.

Frank H. Isaacs Markets Decorated Radio Cabinets

New Tone Chamber One of the Features of This Attractive Radio Furniture Line—All Models Ready to Be Viewed by Dealers

A complete line of decorated radio furniture is being offered to the trade this season by Frank H. Isaacs, of 241 West Thirty-sixth street, New



Nedmel Baby Grand

York. A new tone chamber, which is one of the features of the line, is said to have been thoroughly tested and approved by experts and competent critics. This tone chamber provides a horn within a horn in reversed relation, so as to make a longer air column and thus increase the volume and produce truer tone. Harshness of tone is claimed to be entirely eliminated. Patents for this device have been applied for. An attractive number of the line, the baby grand console, is illustrated herewith.

All models are now on display at the Nedmel Furniture Co.'s showroom at 241 West Thirty-sixth street, New York, where Mr. Isaacs will be glad to entertain visiting dealers. A complete line of radio cabinets is also on display there.

Columbia Dealer Enthusiastic

ATLANTA, GA., September 4.—R. F. Bibb, member of the Stewart Williams Co., a leading furniture store and Columbia dealer in Springfield, Tenn., visited the local branch of the Columbia Phonograph Co. while on a combined business and pleasure trip through Georgia and enthused considerably over the new line of Viva-tonal Columbia phonographs. Equally enthusiastic was he over his Columbia record business. He reported that he is enjoying an exceptional increase in business every month this year over the corresponding month last year.

The First Sale of



Is Never
the Last

The Proof of Their Quality Is in Their Sales

GENERAL PHONOGRAPH CORPORATION

Otto Heineman, President

25 West 45th Street

New York City

More Power to your Sales!

Swing to Sonatron!

THIS season will see a tremendous power-tube demand. The best of the business will go to — and stay with — those dealers who offer a complete line of quality tubes.

SONATRON'S 25 distinct tube types include the latest in power-tubes, each especially adapted to its particular task.

SONATRON dealers are backed by an intensive national advertising campaign throughout the season, and an effective combination of window and counter displays.

WRITE TODAY for full information on the SONATRON proposition! Tie up with the most powerful sales-influence in the radio-tube and amplifier fields.

**SONATRON
TUBE CO.**

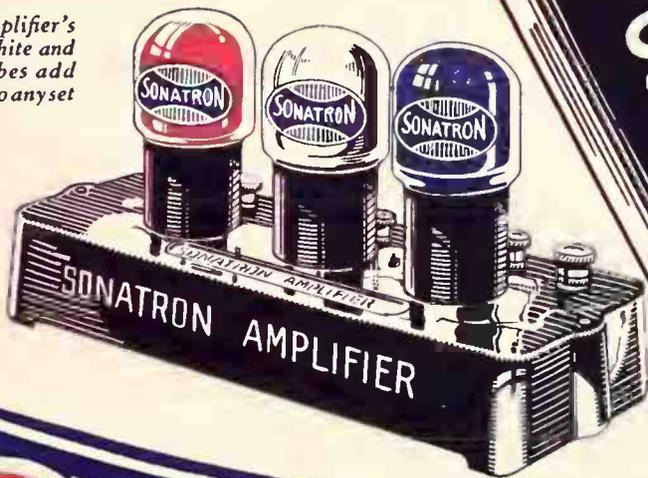
108 W. Lake Street
Chicago

See us at the
**CHICAGO
SHOW**
Booth 19
Main Floor
COLISEUM
October
11-17

The SONATRON Red, White and Blue AMPLIFIER —

which retails complete with three Matched Power Tubes for \$20.00, is transforming thousands of old sets into modern, efficient receivers. It adds three stages of amplification to any set, even a crystal, and the results are making the biggest news in radio history. Furnished for either dry-cell or storage battery sets.

The Amplifier's
Red, White and
Blue tubes add
beauty to any set



**SONATRON
TYPE 200 A**

SONATRON

Products of
SONATRON TUBE COMPANY

Chicago New York Newark Detroit Windsor, Ont., Can.

C. L. Farrand Compares His First and Latest Speakers

Inventor of Farrand Cone Speaker, Head of Farrand Mfg. Co., Makes Interesting Comparison Between Old Cone and New Model

Six years ago C. L. Farrand made his first cone-type speaker and considering that to-day the cone-type of sound amplification has reached a stage of international importance it is most fitting to show the old and new together and



C. L. Farrand and the First and Latest Speakers

note how the present-day cone was evolved.

Herewith is shown C. L. Farrand, head of the Farrand Mfg. Co., and inventor of the Farrand cone speaker and other products, beside his first cone speaker and the latest Farrand senior model. This latter product, by the way, has two new features, a new "drivunit" and a walnut laminated wood cone, which adds to the quality and to the appearance.

Mr. Farrand's first cone was so successful that all of them made at that time were put into use so that he had to look around and repurchase one of his original cones in order to make the present-day comparisons.

Mutual Phono Parts Mfg. Corp. Adds to Equipment

Within the last month it was found necessary to add more machinery at the headquarters of the Mutual Phono Parts Mfg. Corp., New York City, maker of Mutual tone arms and sound boxes, the Saxophonic reproducer and Saxo tone arm. Two large motors were installed in the nickel-plating room to enable production to be speeded up to meet the heavy demands.

In anticipation of the heavy business this Fall, Andrew P. Frangipane, secretary of the company, left his desk for a short time to rest and enjoy the beauties of the country surrounding Cummington, Mass. Mr. Frangipane entered several tennis matches, enjoyed considerable swimming and ended his vacation at the Saratoga race track.

Ford and Glenn, Columbia Artists, Help Dealer Sales

Atlanta Columbia dealers were benefited considerably during the first week of August by the vaudeville engagement and radio broadcasting work of Ford and Glenn, the popular and exclusive Columbia recording artists. These two singers have quite a reputation down South which was augmented by the release of "Truly I Do" and "I Wish You Were Jealous of Me" on a Columbia record, which has every indication of being one of the most popular releases of the year. Enterprising Columbia dealers tied up with these artists and enjoyed increased record sales.

Richmond Dealers Looking to the Fall for Steady Improvement in the Demand

C. B. Haynes & Co., Edison Distributors and Dealers, Add Pal Portable and Plan Drive on This Product—All Lines Enjoy a Fair Demand—Other Trade Activities of the Month

RICHMOND, VA., September 8.—C. B. Haynes & Co., Edison jobbers and dealers, have added the Pal portable to their lines, and they are planning to push this product vigorously.

The Lee Fergusson Piano Co. has been getting good results from playing the latest records in a machine placed near the front entrance. Through a screen door, the music is heard along the street, attracting attention of passers-by. O. F. Grady, manager of this store, is just back from a motor trip through the western part of Virginia. On the trip he traveled 1,014 miles and renewed a number of old acquaintances along the route, especially at Danville and Staunton.

The James Cowan Co., Columbia jobber and dealer, is making an intensive drive for business in territory within a fifty mile radius of Richmond. Two special men have been assigned to this territory, traveling in motor trucks so as to be better equipped to give demonstrations. Carryolas are being pushed along with Columbia lines. Crops in this territory have been exceptionally good, particularly in the trucking line. As a consequence, the farmer is reported to be better off financially than for several seasons.

Miss Jeanette Wilson is a new addition to the musical merchandise department of the Corley Co. She is a vocalist of some note and is well known in local musical circles.

Miss Margaret B. Heindl, another well-known vocalist of Richmond, will be married October 20 to Dr. Churchill Robertson of Salem, Va. Miss Heindl is a daughter of Louis B. Heindl, president of Walter D. Moses & Co., an old music house of this city.

Miss Elsie L. Carner, daughter of the late H. Wallace Carner, formerly Starr jobber here, was married recently to George D. Wood, of this city.

Miss Mary Burnette, secretary to Fred Kessnich, wholesale manager of the Corley Co., has returned from a pleasant vacation trip spent at Orkney Springs, Va.

James Buchanan Corley is the name of a new arrival in the home of Frank W. Corley, vice-president and general manager of the Corley Co. He is a lusty youngster and the third boy in a row to arrive in the family. Mr. Corley has just returned to his office after being away for several months on account of injuries which he sustained when he fell from a horse at the Deep Run Hunt Club.

Walter D. Moses & Co. did good business in August despite the fact that many of their regular customers were out of town on vacation trips. In checking up, they found that the volume of business in all lines combined was 25 per cent better than in August 1925. May and June were also good months.

Collections are reported to have been a bit slow in the phonograph line during the past Summer but they are now showing signs of picking up some, according to jobbers and dealers.

order Now the MCDONALD HOWL ARRESTER

because the season is well under way and the dealer who is prepared will be the one to cash in quickest on this fast selling necessity.

Here is a positive remedy for one of the biggest little annoyances of the radio industry—that nerve wracking howling of tubes caused by microphonic vibrations!

Here is a little article which will enable each installation you sell to give 100% satisfaction right off the bat. Not only do you rid yourself of trouble and future service calls, but you make another profit without effort on each set you sell!

See that rubber jacket about to descend on the "howler"? Once this "howl absorber" slips over a tube the howl stops for once and all.

No more ruined reception. The thick shield of live rubber effectually soaks up the trouble-making vibration.

McDonald Howl Arrester—that's the name! It comes in sizes to fit every tube.

"Consumer advertising" is now appearing in every magazine of importance to the radio industry. Patents are coming through. There is positively no competition.

Manufactured in the U. S. A. by the
SCIENTIFIC PRODUCTS CANADA, LTD., Montreal, Que.
Ask your local jobber or write
National Distributors for the U. S. A.
SPARTAN ELECTRIC CORPORATION, 350 West 34th Street, New York City

The Trade in PHILADELPHIA and LOCALITY

All Factors of the Philadelphia Trade Enthusiastic as Sales Increase Steadily

Revived Interest and Buying of Talking Machines Create Better Feeling as the Trade Prepares for a Busy Fall—Unprecedented Demand for Records—News of the Trade

PHILADELPHIA, PA., September 8.—With a record Summer month scored in the sale of talking machine records the Philadelphia trade has been greatly enthused over the rapid progress made in the revival of interest in the industry and its indications of what is to be expected when the Fall days are again enlivened by the resumption of industrial activities. All the wholesalers have been oversold on records and unable to meet the heavy demand which set in with the mid-Summer days. Factories have been somewhat handicapped in meeting the heavy orders that have been forthcoming from the distributors, due to the Summer heat and to the absence of employes on vacation. As the September month opens, however, the factories have been speeding up operations and now are beginning to make freer shipments for the relief of the oversold conditions among the wholesalers.

While the Summer was less active insofar as the sale of talking machines was concerned, there were many favorable factors which added to the brightness of the outlook for the coming season. Dealers have been shopping around and are making inquiries for the new stocks that will, of course, be added within the coming month and indications are for a very prosperous Fall. Distributors are preparing for the incoming new designs and types of machines which the manufacturers are to place on the market with the coming months and so are advising their customers. Many new machines will be introduced along with recent innovations in parts and accessories which the manufacturers now are engaged in producing. These will be announced within the next month or so.

Unprecedented Record Demand

With a waiting list of orders for records that is far in excess of any ever before recorded

for a Summer month, the Philadelphia Victor Distributors, Inc., 835 Arch street, is enjoying a boom in these discs. The month of August was particularly noteworthy because of the growing demand for the new records to accompany the recently introduced types of machines. While the factory was handicapped in the manufacture of the Victor records throughout the hot days and thereby unable to speed up production to the great needs of the dealers and distributors, the return of cooler days will materially aid in relieving the oversold conditions of both factory and the Philadelphia Victor Distributors, Inc., list of advance orders.

Tie-up With Record Artists

With the appearance of Waring's Pennsylvanians at the Stanley Theatre here last week the Philadelphia Victor Distributors tied up for the exploitation of the specially recorded numbers of that musical organization as service to the dealers by window displays at the main offices, 835 Arch street, in a feature on the record "Any Ice To-day, Lady," the popular hit of the Summer of the Warings. The cut-out of an iceman and the cool surroundings of ice and snow and cleverly worded cards attracted many pedestrians to the display, and boosted the sales of the number. With the return of Manager Raymond J. Boldt, of the record department of the company, from a vacation at the seashore, the Fall campaign of the Philadelphia Victor Distributors was outlined and the company is now ready to meet the Autumn needs of the dealers with adequate stocks of both records and machines, placing at the disposal of the dealers the expert experience of its sales staff and modern facilities for handling the orders and shipments with despatch.

Plan Advertising Drives on Records

Now that the Autumn revival of business is

at hand the wholesale department of H. A. Weymann & Sons, 1108 Chestnut street, is preparing to institute a broad campaign in advertising the new electrically recorded Victor records in order to put them over on a large scale. The campaign on the Victor records will be conducted along similar lines as that featured in the advertising of the Orthophonic last year in which the Weymann company backed the dealers in forwarding the sales of the Orthophonic by the expenditure of large sums in advertising, in the issuance of circulars, window displays and advertisements and publicity in the daily press, under the direction of Manager Charles W. Bahl, of the Victor wholesale department. President Harry W. Weymann, accompanied by his son, Herbert W. Weymann, of the firm, and Mrs. Weymann, have been spending the early September days on a tour of the Canadian resorts and will be back at their desks after Labor Day. Larry Urban, traveling representative, is now on a vacation trip in the Canadian resorts and will return about the same time as the other associates of the company.

Heavy Orders for Viva-tonal Models

With the introduction of the smaller type of the Viva-tonal phonographs of the Columbia Phonograph Co. to the Philadelphia trade in the past month the local offices were rushed with orders on the new type of machines. Dealers have been most successfully employed in the demonstration of the new style Columbia and have been able to secure ready sales of the Viva-tonal, with the initial shipments and excellent repeat orders already listed at headquarters here for the Fall stocks. August sales were far in excess of last year, while July business doubled that of the same period of last year. The tremendous increase in demand for Columbia records locally has cleaned up stocks on hand and caused a shortage of these. The Philadelphia branch of the Columbia Co. is anticipating the arrival of the new large Viva-tonal within the coming month and in time for holiday orders. Manager J. J. Doherty, of the Quaker City branch, is making the rounds of the Trenton and Princeton, N. J., territory in these early days of September calling on the dealers. Following a brief Summer sojourn in Maine, A. A. Platt is expected back at his desk this week. Foreign Sales Representative K. Berthold, who has been vacationing at the seashore near Atlantic City, will return after Labor Day. Postcards sent to associates here reveal some good work with the rod and reel along the Jersey Coast and hopes are high for a real good fish yarn upon his return by those who remained at home.

New Guarantee Portable Introduced

With removal to the new home the Guarantee Talking Machine Supply Co., now settled in the modern quarters at 35 North Ninth street, brought out another model of the portable Guarantee, known as the De Luxe. The new type of portable is produced in a larger cabinet size finished in Spanish leather, has extra heavy snaps and with the Universal tone arm which plays the Edison and disc records. There is a compartment for twelve records in the new model. The export department of the Guarantee Co. has been busily engaged in meeting the needs of the trade in Brazil and Japan, where the growth of demand for the Guarantee parts and machines has been rapid within recent weeks. With the larger home and the more modern facilities of manufacture the Guarantee Co. has been able to increase its production under its now sole ownership by William Posner and has been rendering speedier

(Continued on page 102)

"Trilling & Montague, wholesale radio merchandisers, Philadelphia, are recognized as one of the few wholesalers actually giving dealers service with a capital 'S'."

A TALKING MACHINE PUBLICATION.

DISTRIBUTORS FOR

ZENITH

THE CREBE

KOLSTER

CROSLEY

Acme Products
Amplion
Balkite
Brandes
Bremer-Tully
Bright Star Batteries
Burgess Batteries

Eagle Chargers
Exide Batteries
Farrand
General Radio Co.
Hartford Battery
Jewell Meters

Majestic Eliminators
Pacent
RCA Radiotrons
REL Products
Silkenvoice Speaker
Silver-Marshall
Sterling Meters

Tab Batteries
Timmons
Tower's Products
Western Electric
Weston
and many others

Write for our 1926-27 Catalog

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANTISERS

49 North Seventh Street "Grow With Us"

Philadelphia, Pa.

The CHELSEA Truphonic Six

A New and Sensational Value

As one of the oldest established radio manufacturers, Chelsea now offers an unparalleled value in receiving sets—the Truphonic Six. For years Chelsea has achieved a splendid reputation for well-built receivers selling at low prices. With the Chelsea Truphonic Six—incorporating the scientific, fully shielded Truphonic Circuit—a new and sensational peak has been attained. Designed for high voltages, the Chelsea Truphonic delivers far greater volume with perfect tone stability. Housed in handsome two-tone mahogany finish cabinet, with dust-proof, fool-proof inside panel and many other features only found in much more expensive sets.

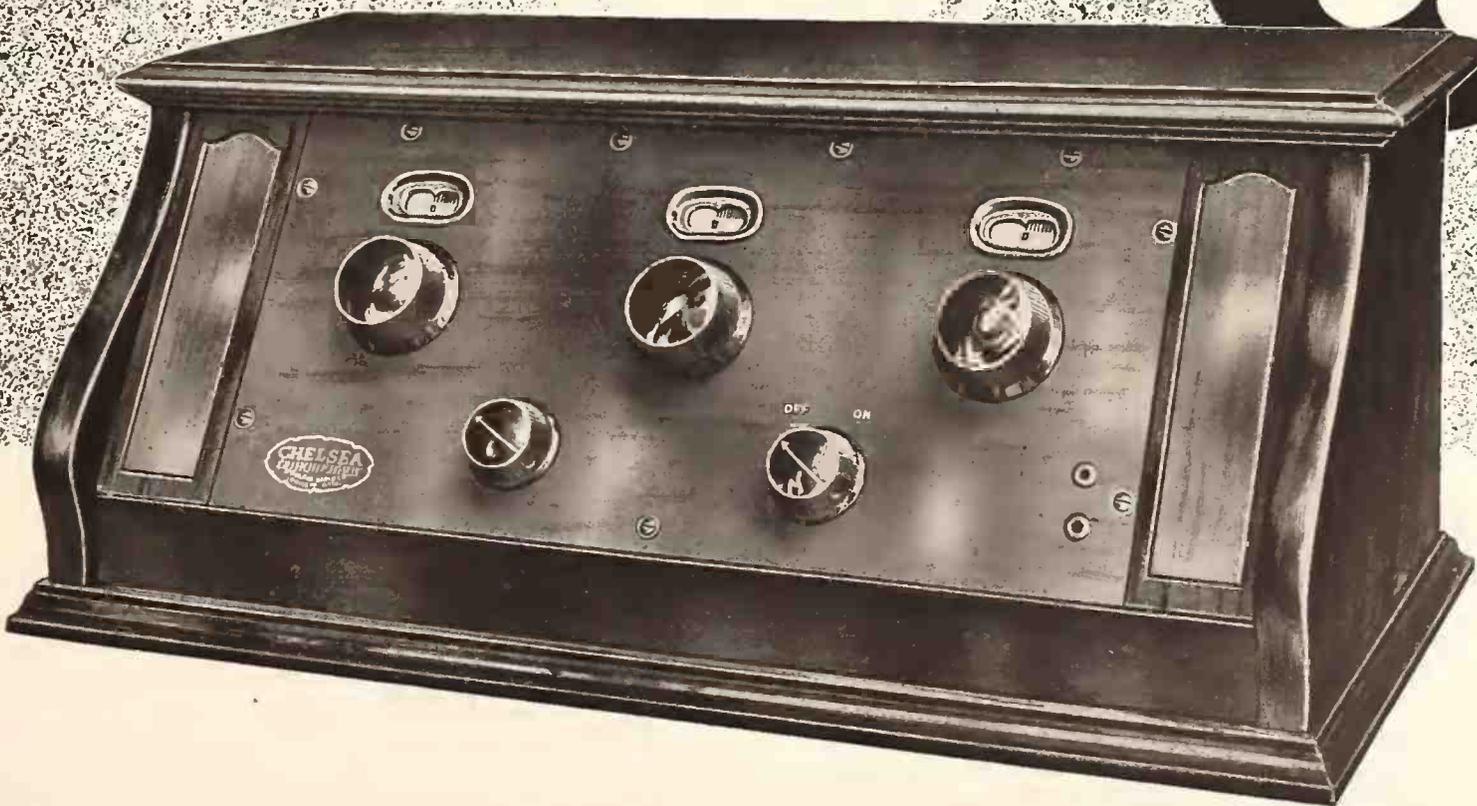
*You can make money with Chelsea
Write for our Proposition*

CHELSEA RADIO COMPANY

Chelsea, Mass

Other Chelsea Models at \$26.00 and \$50.00

\$60



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 100)

service to its patrons. A new sales representative, G. Otis, is now covering San Francisco and vicinity.

J. A. Fischer Co. Working Overtime

Overtime operation of the shipping department has followed the heavy demand for Valley Forge parts and accessories manufactured by the J. A. Fischer Co., 730 Market street, and the addition to its vast line of these commodities of the complete factory output of the Aeolian Vocalion Co., of Meriden, Conn. Three carloads of the Aeolian Vocalion Co.'s talking machine parts have been shipped from the manufacturing headquarters to the Philadelphia offices and are now being distributed to the dealers who require these specialties. The recently introduced Val Phonic reproducer has been a very lively seller since its introduction a few weeks ago. The Fischer Co. is now ready to still further extend its lines by the addition of the newest trade commodity, the S-shaped brass tone arm, for use in conjunction with the newest types of talking machines.

Eagerly Await New Brunswick

The newest models of the Brunswick will be ready for display and distribution to the Philadelphia trade within the next few weeks and will be immediately shipped to the dealers who have already placed generous orders with the local branch of the Brunswick-Balke-Collender Co. after a demonstration of the models in the offices here. Manager George A. Lyons, of the Philadelphia headquarters, has been touring the central Pennsylvania territory in the vicinity of Harrisburg and has booked large orders for the new models for Fall deliveries. Assistant Manager Joseph Callahan, who has been vacationing in Ocean City, is back at his desk.

Morton, Inc., in New Home

Morton, Inc., formerly located at 5614 Germantown avenue, has removed to its new and modern home at 5528 Germantown avenue, in the Colonial Theatre Building. Morton Stern,



GUARANTEE PORTABLE
RETAILS FOR \$25.00

Furnished in

COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH GREEN
AMERICAN GRAY

SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Heineman Motor.
3. Plays Two 10" Records.
4. Standard Taper Tone Arm.
5. Specially Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14½" x 11½" x 7¾".
10. Weighs 13½ lbs.



Costs you \$10.50

GUARANTEE TALKING MACHINE SUPPLY CO.
Note New Address — 35 North 9th St.
Philadelphia, Pa.

—Write for our latest Main Spring Chart—

head of the firm, has installed six hearing booths in the commodious quarters and with the attractively decorated and artistic surroundings of old ivory the firm has one of the finest uptown talking machine stores.

Crown Co. Occupies Larger Store

A larger and more modern store has been acquired by the Crown Talking Machine Co.

at 35 North Ninth street, where M. Berger, the proprietor, is planning to extend the lines of the Columbia, Victor and Brunswick records and machines, and the Paramount, Okeh and Harmony records. Plans for the expansion of the business to the radio branch of the industry are anticipated, although no definite decision

(Continued on page 104)

Plans Made Now

For your Fall selling campaign will show you profit an hundred fold. You can only reap the full reward which VICTOR ORTHOPHONIC INSTRUMENTS offer you in sales opportunity by being prepared and having the merchandise when needed.

Will you embrace this opportunity by tying up with a dependable source of supply?

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia



“Profit possibilities that will merit the serious consideration of every distributor and dealer!” This is the outstanding factor of interest for the music trade in the announcement of this new instrument.

She

Euphonic

*— an instrument
of distinction
is now ready*

Three Models

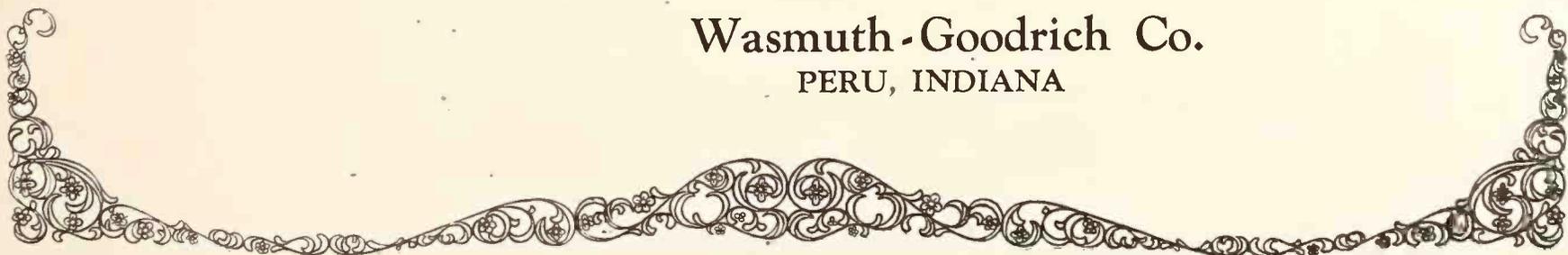
The Euphonic will be built in three distinctive models—in both Brown Mahogany and Walnut.

Conspicuous for the exceptional beauty of its cabinet, the wealth of its deep, rich tone and exceptional volume, the new Euphonic is truly an instrument that will appeal to the buyer who is seeking value with distinction.

The Euphonic is now ready. Samples are available to distributors and dealers who are constantly alert for merchandise possessing a high degree of individuality.

The prices, discounts and merchandising policy under which this instrument will be sold will be equally interesting. Write for information.

Wasmuth-Goodrich Co.
PERU, INDIANA



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 102)

has been reached on the sets to be featured.

Just how the Orthophonic can be used in furthering musical education in the public schools is being shown to the students at the Normal School at Pottstown, Pa., through the sale of the new Victor model to that higher institution of learning by Byron Stein, of the Pennsylvania town. The coming courses for teachers at the Normal School will include instruction on the use of the Orthophonic Victrola in musical education, with practical demonstrations.

New "Talker" Sales Outlet

That the Victor Borgia Model No. 2 answers the needs of the music-loving public is proved by the success with which the Lycoming Hotel, of Williamsport, Pa., has introduced it to the guests at the hostelry, one of the leading places in the section. B. S. Andrus, Victor dealer of Williamsport, sold the Borgia to the management and with it the accommodations for entertainment to the guests who want music served for pastime in their rooms. A Victor Lumiere speaker has been installed along with the Borgia and now the guests can push the button in their rooms and hear all the latest popular airs, thanks to the resourcefulness of the dealer and the enterprising management.

Heavy Demand for Honest Quaker

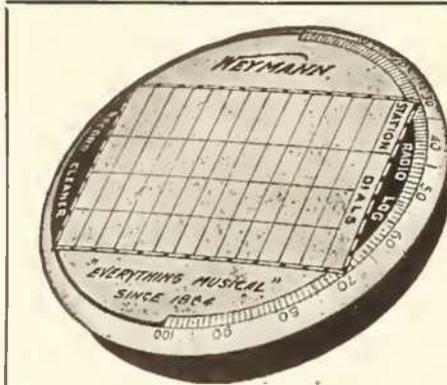
The Honest Quaker line of main springs and talking machine repair materials made by Everybody's Talking Machine Co. is experiencing an exceptional demand and the business accomplished in the Okeh record and distributing departments presages a good Fall.

Frank Fingrutd enjoyed a pleasant vacation at Atlantic City during the past month and Philip Grabuski, president of the company, combined business with pleasure in a vacation trip motorizing through Canada.

Ever since the announcement of the engagement of his brother Frank was made, Sam Fingrutd, vice-president and general manager of the company, has been kept busy answering the large number of congratulatory letters and telegrams that have been addressed to him and explaining that it is not him that is to be married. To save time he is announcing, through the medium of *The World*, that at the present time he is not even considering matrimony.

Staged Zenith Radio Demonstration

Wittich's Music Shop, of Reading, Pa., is among the new dealers opened last month by Trilling & Montague, radio wholesalers of this



3 1/2" Dia. Pat. 1922

Sometimes

A little gift presented to a customer or prospect develops a sale of no small amount. Early Fall is the time to grasp such an opportunity for Holiday returns. Our VELVALOID RECORD CLEANER RADIO LOG is the little magnet that will attract and draw many a welcome dollar.

- BECAUSE
1—Cleans all records. 2—Logs radio stations.
3—Advertises the dealer in the home.

AND
Can be sold at a profit if desired.

We have a sample for you, and a card will bring it to you. Interesting details with it.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, U. S. A.

city. This jobber held a Zenith demonstration at Reading several days last month at the Daniel Boone Hotel. Much interest was manifested by the local dealers in the new Zenith electrical set and it was generally predicted that the new line would generate substantially increased business. Many inquiries relative to the Zenith franchise were also received. Trilling & Montague also report good business with the Grebe, Crosley and Kolster lines which they distribute.

Interesting News Gleanings

Sol. J. Philips, progressive Columbia dealer of Bethlehem, stopped over in Philadelphia to make a friendly and business call on the local executives of the Columbia Co. en route to his home after a vacation tour along the Jersey Coast and sojourn in Atlantic City.

When W. B. Hill, of Pottsville, Pa., makes his homeward trip after a Summer in Maine, he will stop over in Philadelphia to outline several plans he has in view for the exploitation of the Columbia phonographs and records. He is expected here in late September when the new Fall stocks will be purchased.

Grimm Bros., of Hamburg, Pa., have begun operation for the remodeling and enlarging of their store and will have the building changes completed by late September. There will be modern display windows, booths and other conveniences.

Tying up with the appearance of John Philip Sousa, the March King's records were exploited while his engagement at Willow Grove Park was in force, by J. Ralph Wilson in his store at 929 North Broad street. An automatic life-sized cut-out of Sousa was used in the window trim, showing the famous leader directing his band and alongside a list of the records made by the band. It sold many records and attracted a

large crowd daily while the display was featured.

A boys' band has been organized as a special attraction for the sale of Victor records by the Musical Shop of Reading, Pa. Leon Wittig, of the firm, has equipped the band with an outfit of musical instruments and teaches the youngsters to play the recordings of popular numbers. Concerts are given weekly.

A sales attraction for the automobile dealer and the dealer in the Orthophonic has been arranged by the co-operation of Clement Beecroft, 5546 North Fifth street, Victor retailer, and an automobile concern in the neighborhood. The automobile dealer uses the Orthophonic to attract attention to his place by daily concerts in front of the store. Mr. Beecroft has arranged a display card over the Orthophonic stating that he furnishes the machine and that it can be purchased at his shop on Germantown avenue, giving the address. The exchange of courtesy between both dealers is profitable to each as the exploitation promotes sales of the automobile and talking machines.

Plaza Co.'s Valentino Records in Big Demand

Advance Orders for Special Release of Banner and Domino Records, "There's a New Star in Heaven To-night," Reach Huge Totals

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of Banner and Domino records, delivered to the trade on September 1 a special release of the new record, "There's a New Star in Heaven To-night—Rudolph Valentino." Advance orders on this record were the largest for any single offering ever received by the company and since the appearance of the record on the counters of the country the supplementary orders have reached huge totals.

On both the Banner and Domino records the Plaza Music Co. issued special display matter, including an attractive window strip, and despite the rush in getting out this offering the usual sales helps prepared by the sales promotion department of the company were issued on time.

L. E. Buehn at Penn State

PHILADELPHIA, Pa., September 7.—Louis E. Buehn, son of Louis Buehn, president of the Philadelphia Victor Distributors, Inc., returned the latter part of August from Dr. Chase's camp at Allagash, Me., where he spent the entire Summer. Upon his return he entered the Pennsylvania State College, where he elected the liberal arts course, which includes general business, accounting and finance. With this substantial foundation upon the completion of the course he should be well equipped to follow in the footsteps of his father.

Marino D. Benedetto and Alfred Nicolai have opened a new music store at 421 Main street, Elmira, N. Y. The new concern handles pianos, phonographs, records, musical merchandise and sheet music.



OPPORTUNITY in the Victor business is greater today than ever before.

Victor dealers in our territory should make the most of this opportunity by availing themselves of our service likewise greater today than ever before.

Victor Wholesalers

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

Our Biggest Improvements —Your Biggest Season



**Model 58 \$125
Standard Console**

When you can offer Thorola technique and Thorola console style at such a price you dominate the best radio market. All the Thorola betterments are included, in circuit, instruments, speaker, pane, and console design.

**Model 59 \$185
De Luxe Console**

Genuine Walnut, Antique, Highlighted finish. Highest art in cabinet, as in reception. The power of the Thorola 5-tube circuit cannot be measured by ordinary standards, because of all the exclusive Thorola features. Cone and horn type speakers, series-connected, in non-directional sound chambers assure the most realistic reception in radio history. Judged by performance and impressiveness the price seems unbelievable.



**Model 57 \$60
Standard Cabinet**

Thorola Performance!—Popular Price! Radio that is so much better for so much less money that sales records are being smashed with this receiver. 5 tubes with extra power. Duo-Dial control. Positively selective Doughnut Coils. Golden Tone Transformers. Matchless advancement in every feature except the price!



Model 4 \$25, Horn Type Speaker

Today thousands will accept no speaker but this Thorola horn type, with its slender grace and flawless reproduction. You know that the Controlled Mica Diaphragm, Separix and other Thorola developments brought musical recognition to radio. Now Thorola 4 is better than ever, in artistic rendition, and in sales.

For finest possible speaker performance at moderate price the Thorola Junior horn type is supreme \$12.00



**Model 9 \$20
Cone Type Speaker**

For the first time the cone type provides artistic reproduction of both high and low notes. Only the Double Range Diaphragm of the Thorola Cone makes it possible. Only Thorola talent produces such advancements. Judged by ear or eye, you outclass competition with this rich, walnut and-gold cone speaker at this competitive price.



Thorola Doughnut Coils, with their patented indented wiring and true low loss construction, go far beyond other type theories in improving reception. \$2.00 each (set of 3) \$6.00



A whole list of things nobody else can talk about puts punch into Thorola sales efforts. And a far higher type of performance, that nobody else can demonstrate so consistently, is the Thorola dealer's unbeatable closer.

Big betterments by Thorola are your biggest assurance of 1927 success. The complete Thorola line of receivers and speakers includes the only receiver with *both* horn and cone type speakers, reproducing every shade of every tone with accuracy never before possible. This de luxe radio, without a de luxe price, out-distances competition for you. Still more moderately priced are the standard Thorola console and cabinet models, all with perfected Duo-Dial Control, Thorola Low-Loss Doughnut Coils, Golden Tone Transformers and other Thorola advancements. You are sure of surpassing performance in each sales classification. You have a price advantage. And your Thorola receivers are the first with *provable* upkeep economy!

When it comes to speakers Thorola strength is overwhelming. There could be nothing better than the famous Thorola 4 with its Controlled Mica Diaphragm and all the superiorities which make it the "pipe organ of speakers". There is also a junior model to open every purse to you. And now comes the Thorola cone-type with Dual-Range diaphragm, the wanted combination of Thorola tonal art and latest speaker style.

Exclusive radio ability, exclusive technical betterments and exclusive furniture designs are bound to build leadership for Thorola stores. Thorola national advertising also works for you. And the exclusive franchise for Thorola receivers is the fairest sort of profit protection. Get in on it now, and get a whole season of Thorola selling power.

REICHMANN COMPANY, 1725 West 74th Street
CHICAGO, U. S. A.
Member R.M.A.

Thorola

Federal Ortho-Sonic Radio Retailers Stage Interesting Meeting in Buffalo

Interesting Addresses and Exhibit of Advertising to Be Used Feature Meeting Held Under the Auspices of the Buffalo Talking Machine Co., Distributor—Sales Plans Outlined

BUFFALO, N. Y., September 4.—Nearly one hundred Federal Ortho-sonic dealers of western New York and northern Pennsylvania attended the interesting meeting held at the Hotel Statler here on Wednesday, August 25, under the auspices of the Buffalo Talking Machine Co. The full line of Federal Ortho-sonic radio products was displayed and demonstrated, the advertising material to be used in this year's campaign was exhibited and discussed and a number of interesting addresses were given.

W. B. Henri, of Henri-Hurst-McDonald, Chicago, advertising counselors to the Federal organization, was the first speaker. He emphasized the necessity of dealers co-operating with the manufacturer and jobbers in effecting results from the Federal campaigns, the first of which starts on September 13. Dealers will be informed of the company's activities and will be instructed as to the best methods of co-operating with the advertising campaigns, which have been divided into four parts for the pre-Christmas season.

He stressed the importance of demonstrations, stating that dealers should be ready to demonstrate the Federal Ortho-sonic at any time of the day or night. He also pointed out the necessity of every employe of a retail radio store knowing the selling points, mechanical features, construction features and the cabinet perfection of the sets which are being carried. "If a live dealer will hook up with a manufacturer who has good merchandise, has money and advertises, he cannot fail," said Mr. Henri. "This campaign will broadcast the features and merits of Federal Ortho-sonic radio. Demonstration periods have been arranged for dealers throughout the country, the first opening September 17. The three demonstration periods are tied up with newspaper and magazine advertising by the manufacturer, but we know that one demonstration is worth 10,000 words."

L. E. Swinehart, associated with Mr. Henri, spoke briefly and urged dealers to use the telephone in inviting prospects for demonstrations, stating that it would pay a dealer to hire a girl to do nothing else but use the telephone as a means of bringing people into the store for

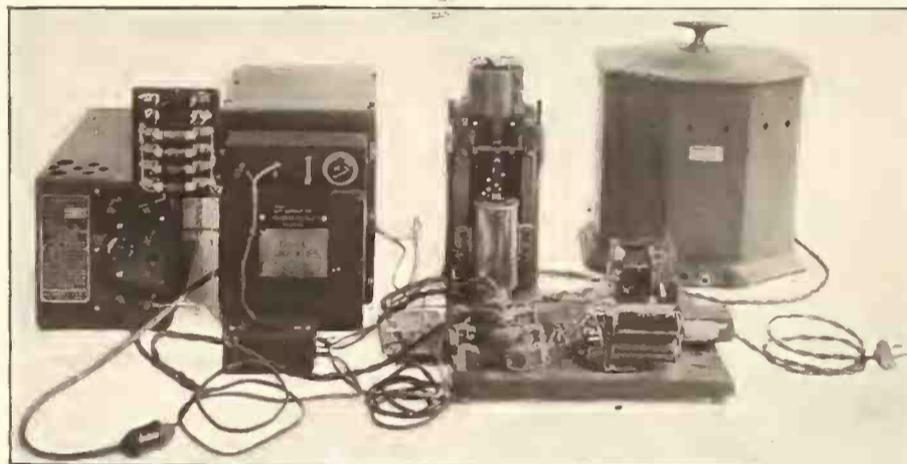
demonstrations. He also advocated the use of a select mailing list and said that every progressive dealer should have one.

A. C. Stearns, advertising manager of the Federal Corp., gave an interesting description of the advertising campaign which is to be conducted between September 13 and December 19. Plans call for space in more than sixty newspapers and magazines of national circulation. He showed proofs of these advertisements and proofs of the materials which are to be supplied dealers. L. C. Horle, chief engineer, gave an interesting and understandable descrip-

Stromberg-Carlson Power Relay Given Severe Tests

Apparatus Devised to Test the Power Shows It Is Built for more Than 300 Years of Average Use—Relay Performs Important Work

ROCHESTER, N. Y., September 8.—There are a certain number of radio buyers who when purchasing insist on a thorough recitation of facts



Power Testing Apparatus Devised by Stromberg-Carlson Co.

concerning each feature of the product and it is sometimes by a lucid explanation of the functioning of a certain factor of the product, used as a sales argument, that the dealer concludes a sale. The new power switching relay, recently placed on the market by the Stromberg-Carlson

tion of the technical and construction features of the Federal Ortho-sonic set. He pointed out features of the various models and stated that no expense is spared in the purchase of the materials used.

Lester C. Noble, manager of the Federal organization, spoke of the company's plans for co-operation with Federal dealers. Through thirty factory representatives spread throughout the country and through jobbers, the Federal Corp. is in touch constantly with the business and affairs of the dealer. He stated that because of the proximity of the jobbers to dealers they could render better service than could the manufacturer, but should the manufacturer be able to give aid not obtainable from the jobber, it is the plan of the Federal organization to lend such assistance. As a protection to the dealer, Mr. Noble said, he hoped the number of dealers would never exceed 5,000.

Tel. Mfg. Co., manufacturer of Stromberg-Carlson radio products, undergoes severe tests before leaving the factory and the knowledge of the capabilities of the product and the ability to explain them in non-technical language might be utilized by dealers in driving home their sales arguments.

The relay is intended to automatically operate trickle charger, "B" socket power unit, and external amplifier from the battery switch on the receiver panel. Stromberg-Carlson engineers realized the importance of the relay mechanism in such a device and devised the apparatus shown in the accompanying photograph for testing purposes.

The tall bronze instrument in the foreground is an automatic interrupter which actuates the relay and the apparatus attached to it at the rate of approximately ten times per minute. At the time that the test was concluded the power switch relay had made 500,000 actuations with no indication of wear. Assuming that the average radio user would turn on his receiver a maximum of five times a day this would make the 500,000 actuations equivalent to 100,000 days' use. Assuming an average of 300 days to the year this means that these power switching relays are built to undergo 333 years of use.

Phil Ravis, of the Peerless Co., Back From Trade Trip

President of Peerless Album Co. Visits Middle Western Trade in Interest of New Peerless Portable Talking Machine

Phil Ravis, president of the Peerless Album Co., 638 Broadway, New York City, recently returned to his office following a trade trip through the leading centers in the Middle West, introducing the new Peerless portable talking machine.

Mr. Ravis states that the new popular priced offering has been well received and arrangements for its distribution in some of the key cities of the country have been made. He also found interest in talking machine record albums to be on the increase and advance orders would indicate that the coming Fall will produce a most healthy record business. Talking machine record enthusiasts, he said, are taking better care of their records than ever before and this creates a wide demand for specially created albums for the better type of selections.

John L. Dean has opened a new furniture and musical instrument store in Naples, N. Y.

Can you supply

Fibre Needle Cutters

Fibre Needles are now supplied with all Orthophonic machines. Can you supply the cutters? Take our tip—

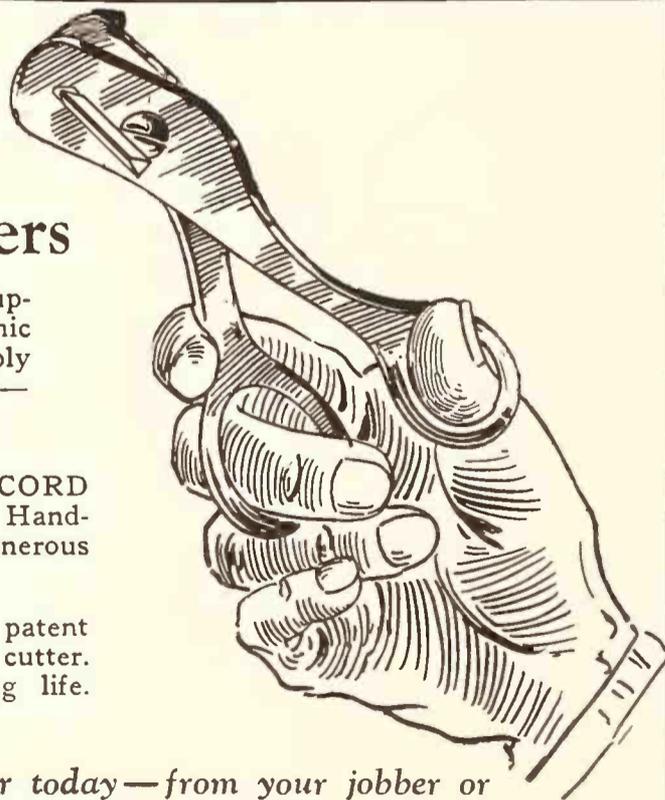
Stock up in time

Display prominently the RECORD FIBRE NEEDLE CUTTER. Handsome discounts assure a generous profit.

We are sole manufacturers and patent owners of this scissors-type cutter. Has replaceable blades. Long life. Beautifully nickel-plated.

Be prepared—order today—from your jobber or

BADGER TALKING MACHINE CO.
MILWAUKEE, WIS.





Six Tubes,
Two Dials,
Number 70
Price
\$125.00

ORIOLE RADIO RECEIVERS

built with utmost precision and loving care---surprising selectivity results!



No. 75
Price \$150.00

A console model of grace and power! Craftsmanship in design as well as engineering skill sets Oriole Radio Receivers apart as truly fine instruments.

PRIDE of possession, joy in performance, selectivity, appearance, efficiency, engineering skill, true craftsmanship---here you have them all. Sales are easier when performance is certain.

Oriole Radio Receivers, six tube, two dial, are manufactured with the exactitude of a fine watch, and built to the highest standard of excellence which has ever been known in Radio.

And the Trinum Circuit is a step far, far in advance! At last Radio becomes truly the servant of the hand,---a musical instrument of rarest power and virtue. Elimination of "losses", tube oscillation, "tube to tube" transfer of strong signals, and tube noises make the Oriole so astoundingly selective that only actual experience and comparison can demonstrate the difference.

Dealers---Jobbers---the Oriole Franchise is desirable---advertising co-operation unusual

Sales Department
THE ZINKE CO.
1323 S. Michigan Ave.,
Chicago, Ill.

Manufactured by
W-K ELECTRIC CO.
Kenosha, Wis.

The Trinum Circuit is Better!

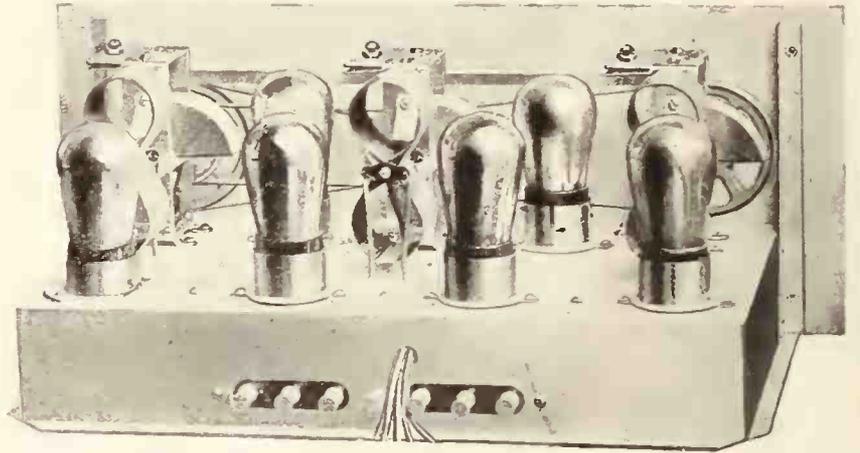
SHOWERS

*Showers Exclusive Franchise Means
Profits and Independence for You*



Model 556. Top 17" x 24".
Height 50".
Mahogany Only

This beautiful console comes to you complete with receiver, Foley system of amplification and Utah unit. Artistically designed for compactness, yet with more than enough room for all batteries and charger. Built to harmonize with living room furniture and decoration. A console that satisfies every demand and sells at a price that brings the dealer more business.



Six Tubes—One Dial Control—All-Metal Shielded Construction

Showers Radio Sells And Stays Sold

PROTECTION now and in the future—that's what Showers Brothers Company offers to its dealers. Exclusive franchise—one dealer to each city! Think what that means to you, on a radio set that is right.

Take your agency for radio from a manufacturer who has been in business for 58 years. Showers, the largest furniture manufacturers in the world, have a record of progress during those 58 years that is built up solely on quality merchandise and protection and fair play with the dealer.

The nine million dollars of manufacturing assets behind SHOWERS CONSOLE RADIO mean quantity production of A-1 merchandise on an economic basis. And that means a wider margin of profit for the dealer, with retail prices that more than meet all competition. Write the Radio Division today and find out more about just what Showers exclusive franchise means to you!

See Showers Exhibit at the

THIRD ANNUAL RADIO WORLD'S FAIR
New Madison Square Garden, New York
September 13-18, inclusive

FIFTH ANNUAL CHICAGO RADIO SHOW
Coliseum, Chicago
October 11-17, inclusive

SHOWERS BROTHERS COMPANY
BLOOMINGTON, INDIANA

RADIO DIVISION—914 South Michigan Boulevard, CHICAGO, ILLINOIS

From our **CHICAGO** *HEADQUARTERS*
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

**Retailers in Middle Western Territory
 Expect a Record-Breaking Fall Season**

Entire Trade Enjoyed One of the Busiest and Most Profitable Summer Seasons in History—Introduction of the New Instruments Had Marked Effect on Sales—Month's News

CHICAGO, ILL., September 8.—The Chicago and the Middle West talking machine trade has just passed through one of the best and most profitable Summer seasons in the history of the industry, according to the general opinion expressed by dealer, distributor, and manufacturer alike. The new type reproducing instruments, improved records, and unprecedented publicity have all combined to imbue the trade with new spirit, and dealers in this section are looking forward to a Fall and Winter period which bids fair to break all previous records.

In most cases, manufacturers of talking machines have ironed out completely all production problems, and dealers have been well supplied with merchandise throughout the Summer. Retailers of certain makes of machines, however, are only now beginning to receive initial shipments, with the result that their selling has just begun, and they have a wide field of prospects to whom to demonstrate. The demand for phonographs has held up extremely well throughout the past three months, and the new furniture styles embodied in the cabinets, as well as the mechanical improvements, have helped to keep the public interested and sustain sales figures at a comparatively high mark.

Record sales have shown the most pronounced rise, and the month of August brought with it, in many cases, a disc sales total which compares favorably with the best Fall months of the past two or three years. Retailers have been buying carefully, moving their merchandise, and buying often, with the result that their record sales have brought ready cash and a healthier condition in the trade.

While the middle of September is usually regarded as the time when radio buying begins in earnest, dealers in Chicago have been commenting on the fact that consumer interest was aroused earlier this year, with a subsequent rise in the radio sales curve during the latter part of August. The month of August in this territory was marked by advance showing of new merchandise and dealer meetings sponsored by radio distributors in conjunction with the manufacturers of sets, speakers and other products, and in every case the dealers voiced their optimism for a more profitable and healthier radio season this Fall and Winter. The process of elimination has accomplished a great deal during the past six months in cutting down the ranks of both manufacturers and retailers of radio apparatus, with the result that the entire industry in this section is in a more stable condition than ever in the past.

Producers Mfg. Co. Incorporates

The Producers Mfg. Co., of 80 East Jackson boulevard, Chicago, has been incorporated with a capital stock of \$15,000 for the purpose of manufacturing and dealing in phonographs, parts thereof, attachments and records, as well as musical instruments of all kinds. The incorporators are Isiah Allison, Frank C. Hasse and Charles B. Moore.

To Hold Debate and Open Forum

At the National Radio Exposition to be held at the Sherman Hotel, September 22 to October 2, a debate and open forum will be held under the auspices of the Broadcast Listeners Association and the B. L. A. Artists Affiliation, dealing with broadcasting problems and similar

topics. In addition, the two organizations will stage a radio artist revue, in which Frank H. McDonald, president of the Broadcast Listeners Association, promises a fine array of microphone celebrities. Arrangements have been made with Milo E. Westbrooke, manager of the

National Radio Exposition, for the proper accommodation of speakers, newspaper representatives and the large public assemblage which is expected to attend.

New Quarters for Illinois Musical Supply Co.

The Illinois Musical Supply Co. moved during the latter part of August to 316 South Wabash avenue, to new quarters where the firm has 6,000 square feet of floor space, a large office, sample room and a large display space. The company has taken over the entire second floor and at the old address, 615 South Wabash avenue, will be maintained a stock room and ship-

(Continued on page 110)

**The New Kimball
 Reproducing Phonograph**

"True Tone for Hall or Home"



*New
 Style 300*

Size

45 inches high
 32 inches wide
 23½ inches deep

Excelling in quietness of operation
 and in fidelity of reproduction with
 many new and exclusive features.

Immediate delivery

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Ave.

Kimball Bldg.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

ping room covering 8,000 square feet of floor space. The Illinois Musical Supply Co., headed by M. M. Cole, president, is one of the most prominent wholesale houses of the Middle West and is a distributor of Carryola portable phonographs manufactured by the Carryola Co. of America, Milwaukee, Wis.

Two Artistic Minerva Models

The Chinese Renaissance model, recently introduced by the Minerva Radio Co., Chicago, and shown herewith, is finished in an elaborate cabinet design in either Mandarin red or Delecto green. Its hand-decorated cabinet stands



Minerva Chinese Renaissance Model

forty-five inches high and has been designed by the Minerva craftsmen as an ideal piece of furniture for either living room or sun parlor. The Chinese model contains a six-tube set, resistance coupled, with single-dial control, built-in speaker and battery compartment.

The Grand console, another of the 1926-27 models, contains the same receiver installed in a nut brown walnut cabinet with piano panels, built-in speaker and battery compartment. The Grand is forty-six inches high. The new Minerva line consists of eight different receivers ranging in price from \$75 to \$200.

The Minerva Radio Co. moved its headquarters, on September 1, to 154 East Erie street, on the corner of North Michigan Boulevard. In connection with the new offices are display space

and service department and the shipping depot is now located at Homer and Western avenues.

The "Nifty" Portable Makes a Hit

The "Nifty," a new portable phonograph, is being introduced to the trade by the Consolidated Talking Machine Co., Chicago, maker of Swanson portables and distributors of Okeh and Odeon records. The "Nifty" is furnished in four colors, red, brown, black and blue, is equipped with a Heineman motor and an all-brass tone arm. It has a record-carrying capacity of fifteen records and lists for \$15.

Gulbransen Piano Exhibit Interests

One of the outstanding displays at the recent Michigan music dealers' convention at the Book-Cadillac Hotel, Detroit, August 16 to 19, was the exhibit of registering pianos sponsored by the Gulbransen Co., Chicago. Three large photographs were shown of the original Cristofori piano, now in the Metropolitan Museum of New York, one of the Cristofori action, and a photograph of the Gulbransen registering grand. The small model upright Gulbransen registering piano recently introduced and heavily advertised through a contest for its name was also on display as well as other models and Gulbransen music rolls. A separate display showed the general news stories and other publicity which the Gulbransen Co. had secured throughout the country through newspapers with a total circulation of over four million. In addition to the publicity the latest selling and advertising helps of the company were shown. M. B. Witter, Gulbransen representative in Michigan; F. W. Wood, sales department, and Walter Kiehn, advertising manager, were on hand to meet visiting dealers.

Progress of the Haverford Co.

The Haverford Co., 222 West Madison street, which recently opened its new music store, now has eight record booths equipped with Orthophonic Victrolas and RCA receiving sets. The executives of the firm are looking forward to a very good Fall business, as a solicitation of former customers has developed a large list of prospects who are potential buyers of new phonographs and radio sets. L. J. Kellner, president of the Haverford Co., spent the last two weeks of August touring Canada.

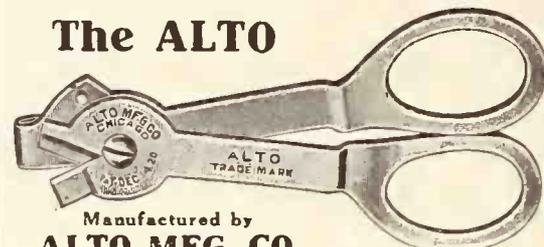
Takes on the Brunswick Line

The P. A. Starck Piano Co., which has moved into the first floor and basement of the new ten-story Starck building at 230 South Wabash

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.

avenue, September 15, recently added the Brunswick line of Panatropes and phonographs and records.

Thorola Set Used by Indians

During the recent Chicago Rodeo, held in Soldiers' Field early in August, there were a number of Indians from Western reservations



Indians Using Thorola Radio Set

who left their teepees for the first time to entertain the white men with feats of horsemanship. The Flathead Indians pictured herewith were from Arlee, Mont., and judging from their poses as the picture was snapped the Thorola radio receiver, a product of the Reichmann Co., Chicago, furnishes ideal music and rhythm for their ceremonial dance. This was the first time that any of the Indians had heard a radio set, and many of them were afraid to approach it until convinced that the receiver was harmless.

Fuehr & Stemmer Co. Introduces "Puritan"

The Fuehr & Stemmer Piano Co., Chicago, phonograph manufacturer, is introducing a new console model talking machine, known as the Puritan. The Puritan contains a new style thirty-six-inch horn, one of the latest reproducers, and the cabinet, which is thirty-four inches high and thirty-eight inches wide, is finished in either mahogany or walnut. According to C. F. Stemmer, president of the firm, deliveries on the new model began the last week in August.

New Offices for Showers Bros. Co.

The radio division of Showers Bros. Co., located for the past several months in the Tribune Tower Building, was moved early in September to new headquarters at 914 South Michigan avenue. The new Showers offices are located on the first floor, with a display window facing Chicago's most prominent thoroughfare. In addition to the offices there is also a large space for the display of Showers radio receivers on the main floor.

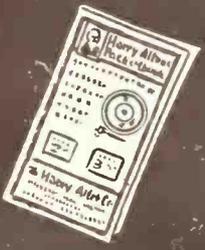
Hartman Co. Features Freshman "Aristokrat"

During the month of August the Hartman Furniture & Carpet Co., Adams and Wabash avenues, with branch stores outside of the loop, sponsored a vigorous sales drive on the Freshman "Aristokrat" radio receiver. A three-quarter-page advertisement appeared in the Chicago Sunday Tribune, which was tied up with window displays and other merchandising features throughout the stores, resulting in a remarkably successful sale. Lou Frank, radio buyer of the Hartman Co., recently returned from a three weeks' vacation in the

(Continued on page 112)

ELECTRICAL SUPPLIES — RADIO

A sales policy of absolute dealer protection—that's why you are served best by Harry Alter. Same Day Shipments allow you to operate with a minimum stock on your shelves



Dealers, you should have a copy of our Radio Catalog. write for it to day.

*G. J. Hyde
Sales Manager*

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.

Price, Product and Pledge! —Read this Story



Illustrated—Pontiac

EVERYWHERE Mohawk is creating a sensation. Letters and wires are pouring in from jobbers and dealers as they receive their first shipments of the newest Mohawk line, messages of praise, enthusiasm, assuring cooperation that only great merchandise could inspire For 1926-1927 Mohawk has achieved an amazing one dial set at an amazing price, and incorporated it in beautiful consoles at prices just as amazing. And back of it all, Mohawk has placed a pledge of cooperation, expressed in its sales contract, that assures success to all Write or wire today for full description of product and pledge—the prices are here, at the right.

Mohawk Corporation of Illinois

Established 1920—Independently Organized in 1924

2220 Diversey, at Logan Boulevard, Chicago

SENECA—Mohawk one-dial, six-tube shielded radio set in walnut drawer. List price **\$5750**

CHEROKEE—Shielded. Rich walnut hand rubbed piano finish. Full piano-hinged. 10¾ inches high, 13¾ inches deep, 15½ inches long. List price **\$65**

WINONA—Shielded. Rich walnut. 24 inches long. List price **\$80**

CHIPPEWA—Shielded. Rich walnut. two-toned. Built-in loud speaker. List price . . . **\$110**

PONTIAC—[Above] Shielded. Burl walnut, drop front. Built-in loud speaker. 46 inches high. List price **\$140**

GENEVA—Shielded. Front full burl walnut, inlaid. Loud speaker built in to dome, 44 inches high. List price **\$185**

POCAHONTAS—Shielded. Burl walnut inlaid. Built-in loud speaker with 5-foot horn. 45½ inches high. List price . . . **\$300**

Prices west of the Rockies slightly higher. Canadian prices 40% higher.

Mohawk
One  **Dial Radio**

Mohawk Corporation
of Illinois
Established 1920—
Independently
Organized in 1924.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 110)

West, where he visited Estes Park and toured through the Rocky Mountain region.

Milligan Reports Big Columbia Sales
Milligan's Music Shop, located on Wilson avenue, reports very successful sales of Columbia recordings by Ted Lewis and His Band, the new recording of "St. Louis Blues" being extremely popular. Lewis is now appearing in "Le Maire's Affairs" at the Woods Theatre. B. H. Milligan, president of the firm, toured to Winterset, Ia., where he spent several weeks visiting his parents, returning to Chicago after Labor Day.

New Kimball Reproducing Phonograph
After many months of experiment and testing, the Kimball Co., Chicago, manufacturer of phonographs, pianos and pipe organs, has perfected and is now introducing to the trade the



Kimball Phonograph, Model 300
new Kimball Reproducing phonograph, designated as Style 300. Coincident with its introduction, F. P. Whitmore, secretary of the firm, made the following statement: "The new Kimball reproducing phonograph is an exclusive Kimball product scientifically constructed to faithfully reproduce talking machine recordings without distortion of real tone values."

Style 300 is finished in brown mahogany or walnut, two-tone, with dull lacquer finish. Its large tone chamber is covered by two doors, and the shelving, with a capacity of eight albums, is also entered by means of two doors,

running the full length of the front of the tone chamber. Featured in the new product are an extra large motor, automatic stop and a new combination reproducer, tone arm and tone chamber giving volume and true tone for either auditorium or home use. The cabinet has a pneumatic self-closing lid, and the motor and all cabinet hardware are in lacquered brass finish. Style 300 stands forty-five inches high, is thirty-two inches wide and twenty-three and one-half inches deep.

Displays New Freed-Eisemann Line
Harry Alter & Co., prominent radio and electrical jobbers of Chicago, held a display of the new Freed-Eisemann line of radio receivers at the Congress Hotel from August 25 to 28. Because of the great number of dealers who visited the display, and the short space of time available for the dealers in this territory to see the new products, it was decided to extend the period of the exhibition to August 31. Among the Freed-Eisemann models shown were Model 850, the Italian Renaissance high-boy; Model C-30, console with built-in horn; Model C-10, Model 50, a seven-tube single control set; Model 48, a six-tube single control receiver; Model 30, a six-tube two control table model; Model 16, "B" and "C" power unit, and Model 14, the full-floating cone loud speaker. Arthur S. Alter, treasurer and sales manager of Harry Alter & Co., was in active charge of the display.

Radio Programs for Farmers
Acting on information furnished by the National Farm Radio Council, WBBM, the Stewart-Warner Air Theatre, Chicago, is making a special appeal in its programs to the farmers of the United States. According to statistics developed by the Radio Council the feature that appeals most to the farmer family is orchestra music. As a result three new orchestras have been added to the programs of the station: Abe Lyman's Brunswick Recording Orchestra at The Dells, Morton Grove, Ill.; Don Bestor's Victor Recording Orchestra at the Lincoln Tavern; J. C. Bittick's Oriole Garden Orchestra. These orchestras are now heard on the regular nightly programs of the station.

Howard Radio Co. Appoints Distributor
Announcement was recently made by the Howard Radio Co., Chicago, Ill., of the appointment of the Victory Electrical Supply Co., 1207 Bedford avenue, Brooklyn, N. Y., as its distrib-

UNITED MOTORS For All Types of PHONOGRAPHS

Quiet Easy Winding—Silent Operation—Quick Pick-up—True Pitch Reproduction—Long Life. Wearing parts protected by air-tight housing. Continuous Automatic Lubrication.

Write for Catalog
UNITED MFG. & DIST. CO.
9702 Cottage Grove Ave. Chicago

utor for the metropolitan area of greater New York. The Victory Electrical Supply Co. is managed by John Avazian and Albert Rapfogel, both of whom have had extensive experience in the electrical and radio merchandising fields.

Utah "Book" Speaker Popular
The speaker illustrated below is the new "Book" speaker manufactured by the Utah Radio Products Co., of Salt Lake City, Utah, which has met with enthusiastic trade and



Utah "Book" Speaker
consumer approval since its introduction early this Summer. The reproducer is rich and artistic in appearance, resembling a beautiful open book with hand-tinted pages done in sepia, finished in gold and brown morocco leatherette. It may be held in an upright position on an easel furnished with the speaker or hung on the wall as a picture.

The "Book" speaker, according to the manufacturer, employs new principles in sound reproduction obtained when the electromagnetic unit is applied tangentially to the edge of a properly curved membrane, thus differing from other speakers where the diaphragms are moved by a piston-like action at right angles to the surface. This latest of Utah speaker products is seventeen and one-half inches wide by thirteen and one-half inches high, and retails for \$19.

National Radio Exposition Soon
Quality products and quality buyers are the goals set by the National Radio Exposition to be held in the Exhibition Hall of the Hotel Sherman, Chicago, September 27 to October 2, 1926, according to Milo E. Westbrooke, manager. Vaudeville, circus and other freak stunts are tabooed by the exposition management, and every effort is being put forth to produce a dignified exposition of radio products for distributors, dealers and the public.

The new exhibition hall of the Hotel Sherman is considered one of the finest and most centrally located exhibition buildings in the mid-West, whether from a railroad transportation or local attendance standpoint. Rooms will be available for meetings of jobbers and dealers and arrangements will be made for various groups to hold round-table discussions of merchandising and other dealer problems.

Frank Reichmann Talks on Broadcasting
The consumer who purchases a set and is dependent upon broadcasting stations for his radio entertainment is the one who should decide the present problems of broadcasting, according to Frank Reichmann. "Now that the unfounded fear of 'chaos in the air' has passed, it might be a good time for the public to decide on the best way to regulate broadcasting," states Mr. Reichmann, who is president of the
(Continued on page 114)

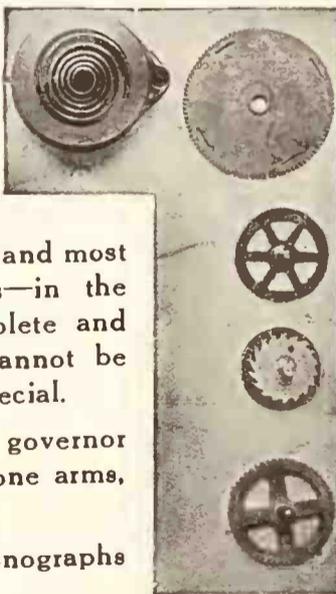
Repair Parts

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.
Manufacturers of

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Ardline Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

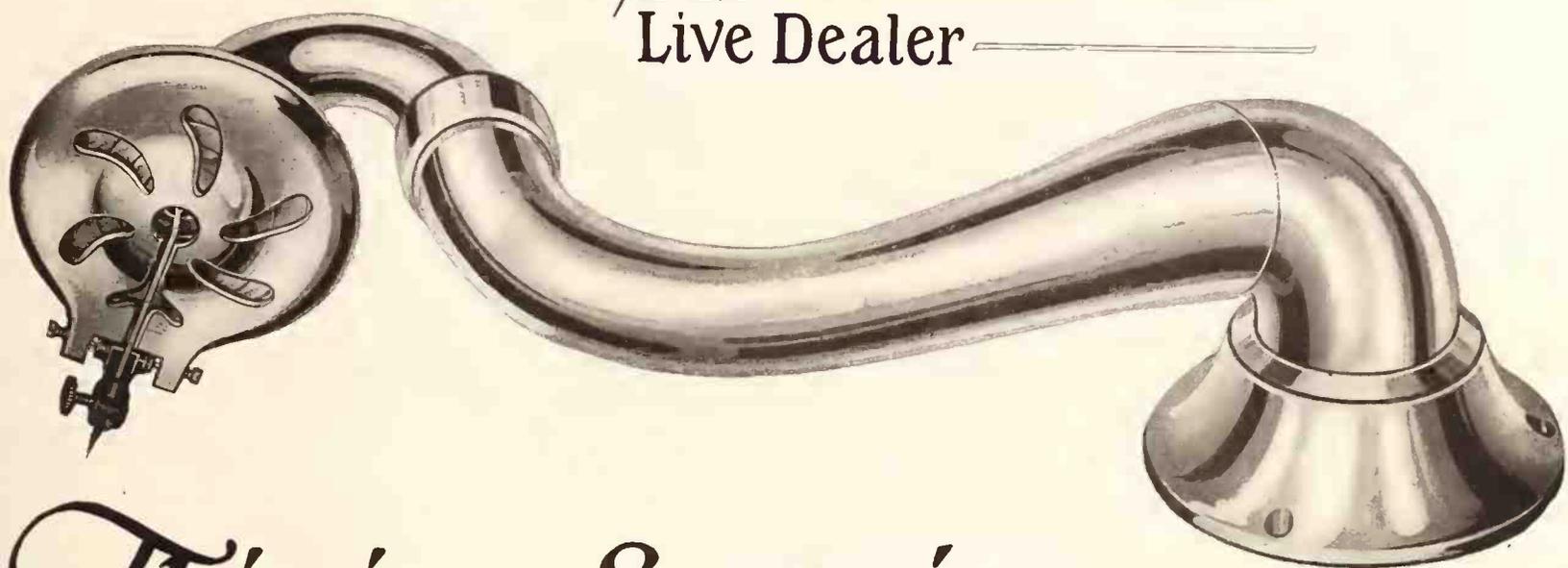


TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1124 Washington Ave., South, Minneapolis, Minn.

for the
Up-To-Date Manufacturer—
for the
Progressive Jobber—
for the
Live Dealer—



This is a Superior Tone Arm Combination

TO manufacturers of fine phonographs, the Oro-Tone C-1 all brass tone arm and the Oro-Phone reproducer provides an opportunity to secure a tone arm combination unexcelled for tone value.

To progressive jobbers, it offers an opportunity for a greatly increased volume.

And it makes it possible for live dealers, everywhere, to cash-in on the great market which now exists among owners of ordinary type phonographs.

The new C-1 tone arm is of all brass, air-tight construction. It has a full ball-bearing base which insures floating swing or arc of arm; collar of base extends directly into throat of tone chamber, thereby eliminating leakage.

When used with the Oro-Phone reproducer, all the fine tone shadings and full range of tone values of this good reproducer are further enhanced. All in all, this is a splendid tone arm combination.

Further details regarding the excellence of this combination and its sales value for manufacturers, jobbers and dealers will be supplied upon request.

THE ORO-TONE CO.

1010 George Street

CHICAGO, ILL.

ORO-TONE *for a better tone*

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

Reichmann Co., Chicago, manufacturer of Thorola sets and speakers, member of the Chicago Radio Commission and director in several radio organizations.

"If at any time there are too many broadcasting stations and some of them must be eliminated, why not leave the question as to who shall broadcast to the listeners?" asks Mr. Reichmann. "A broadcasting station is a total loss to its owners if it has no clientele among the listeners. Many stations are in that fix right now, and some of them don't know it. You can't make a listener listen unless he or she wants to, regardless of how the government may regulate wavebands and broadcasting licenses.

"It is entirely up to the listener and it is my suggestion that a vote of the listeners should be taken in every community, especially where there are too many broadcasting stations, to determine which ones are wanted and which ones are not. This vote should be taken by some disinterested party, possibly the federal supervisor of radio in the district.

"A station which would object to this test would be admitting its own weakness. After the vote had been taken it is reasonable to believe that stations which were not wanted by the listeners would voluntarily close down. Efforts of politicians at Washington to control radio, either directly or indirectly, for political purposes are bound to fail, regardless of what kind of a law may be enacted. Any laws that are passed must please the listeners, for they are the ones who are going to settle the question finally."

M & M Radio Service, Inc., Formed

The M & M Radio Service, Inc., was recently formed in Chicago with headquarters at 328 North Michigan avenue, to act as a service department for radio dealers in the city. Believing that the service problem has become a bugbear to most dealers, the officials of the firm are confining their efforts solely to the furnish-

ing of service from 8.00 a. m. to 2.00 a. m., and by the plan established the dealer who contracts for the service merely sells and delivers the radio set, with M & M Radio Service, Inc., assuming the responsibility for its performance thereafter.

Eighteen service men are distributed in zones covering a territory assigned, two miles in any direction of their particular location. The firm charges 5 per cent on the manufacturer's list price of radio sets sold by the dealer where the list price exceeds \$100, and 10 per cent on the manufacturer's list price of sets sold by the dealers where the list price is \$100 or less. In each case accessories needed to place the set in working order are purchased through the dealer contracting for the service on that particular set.

S. I. Marks, former treasurer of the Zenith Radio Corp., Chicago, is vice-president and treasurer of M & M Radio Service, Inc., and is in active charge of its affairs. In commenting on the work of the new organization, he stated that the removal of service as a part of the dealer's daily work would allow him to employ salesmen without technical knowledge, with the resulting tendency to greater sales. The firm also furnishes service direct to consumers on a three or twelve-months' basis, with a uniform price for installations.

Targ & Dinner Co. Displays Fall Line

The Targ & Dinner Music Co., manufacturer's representative and wholesaler of Chicago, has been holding a display of Fall and holiday goods at its display rooms during the last few weeks, and the entire sales force is concentrating on the new merchandise. The September number of "Items of Interest," a monthly catalog issued by the firm, recently made its appearance and its sixteen pages contained a number of special offers and new products. According to Max Targ, a member of the firm, the Targ & Dinner Music Co. has a surprise in store for the trade in the form of a product

which will be a revelation in booming sales. Further information will be given in the next issue of The World and in the October issue of "Items of Interest."

R. H. Woodford Leaves for the East

R. H. Woodford, sales manager of the radio division of Stewart-Warner Speedometer Corp., returned the latter part of August from an extended trip through the West, where he visited Vancouver, B. C., Seattle, Spokane and Portland. Mr. Woodford departed a few days ago for Philadelphia and New York City, where he will attend the Radio World's Fair, in which Stewart-Warner is maintaining an exhibit of its radio products.

Burns Hi-Lo Speaker Wins Favor

The Burns Hi-Lo speaker unit was recently developed and placed upon the market by the



Burns Hi-Lo Speaker

American Electric Co., Chicago, loud speaker and unit manufacturer. The manufacturer has endeavored to produce a speaker unit capable of reaching the full range of the musical scale, with clarity and trueness and the Hi-Lo model is said to have within its scope of reproduction the lowest rumble of bass notes and the highest pitch that the microphone can pick up. The tonal qualities secured with this unit are in a large measure due to the extraordinary size and special material of the diaphragm.

For the convenience of consumers having sets which do not have the proper condenser built in the plate circuit, the Hi-Lo unit is equipped with the necessary condenser which can readily be detached if so desired. The Hi-Lo unit may

(Continued on page 116)

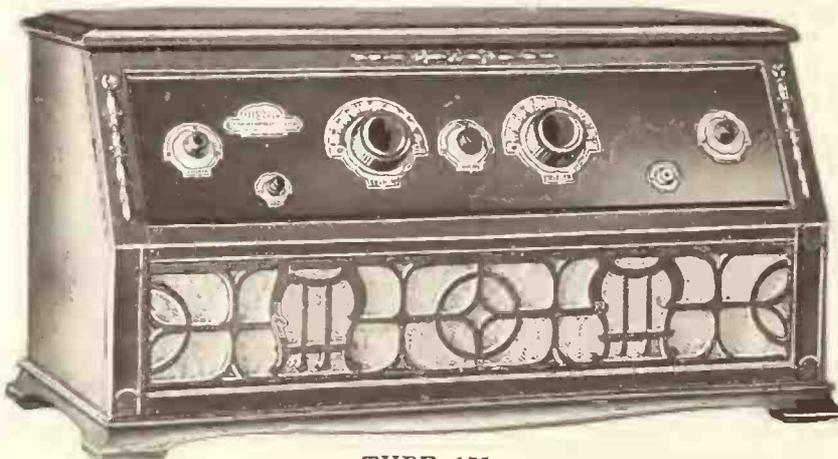
Last Available Supply of Music Masters

VALUES!

VALUES!

VALUES!

We have but two models of the popular Music Master make of radio receivers for immediate disposal. Music Master Model 140 and Model 175, illustrated, have been the outstanding sellers in the line. One department store is reported to have sold 700 in one day's sale. Music stores all over the country have found a ready market for these sets.



TYPE 175

Six-tube special Music Master Circuit, with built-in Music Master Reproducer. Very selective, long distance, splendid tone quality. Solid mahogany cabinet in brown mahogany art satin finish.

Entire Stock Consists of

- Model 175.....275 Sets
- Model 140.....125 Sets

WILL SELL

- Entire lot..@ \$35.00 each
- Lot of 100..@ \$37.50 each
- Lot of 50..@ \$40.00 each
- Lot of 25..@ \$42.50 each
- Less than 25 @ \$45.00 each

Cash propositions only

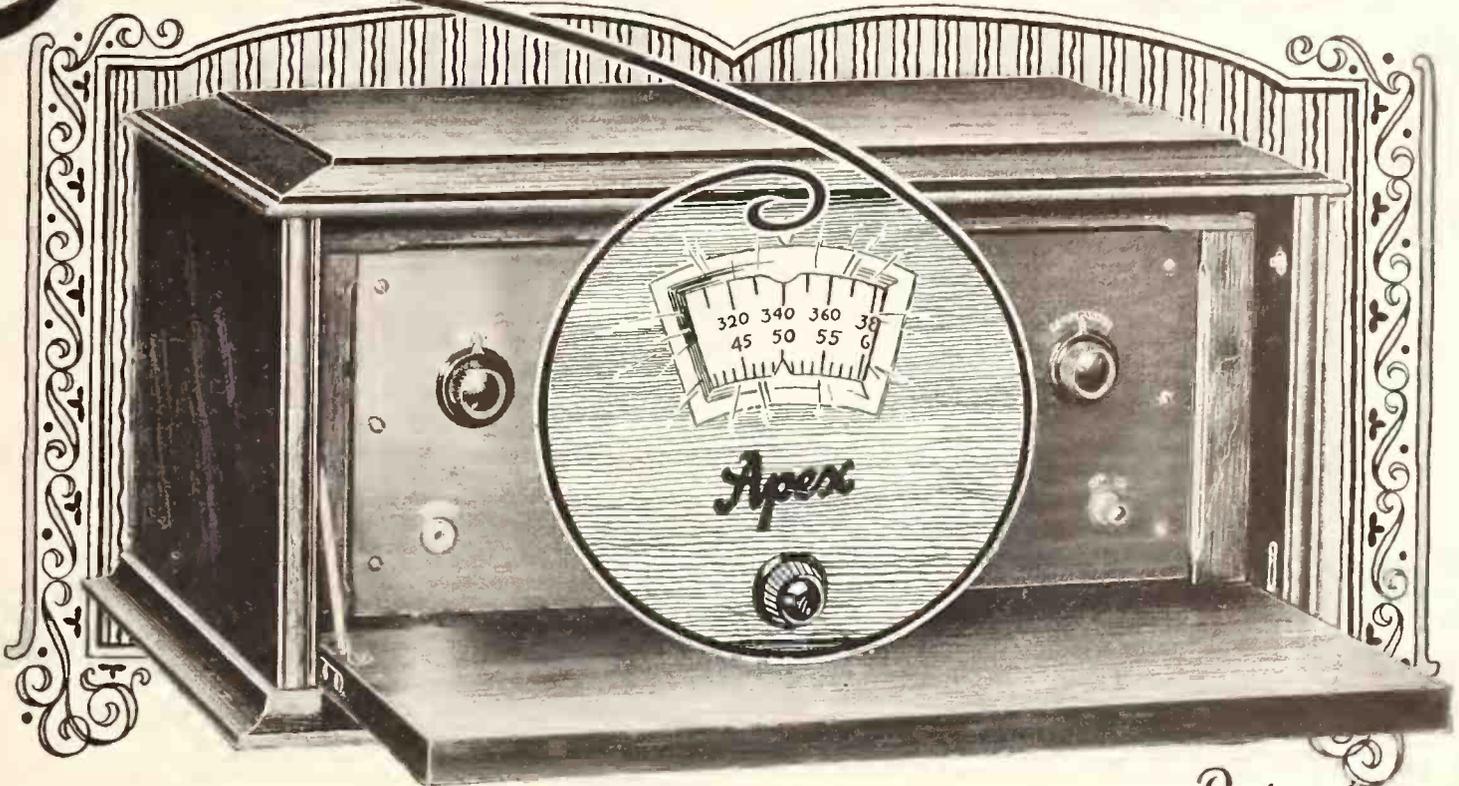
Every set has been thoroughly tested and is guaranteed to be in perfect working condition. Write for full information.

ART CABINET MANUFACTURING CORP.

1427 CARROLL AVENUE

CHICAGO, ILL.

Just One



*Patented
Compensator*

THAT the new Apex Six will be one of the most popular sets on the market this season and for many seasons to come—is a foregone conclusion.

Consider these important improvements. Patented Compensator (patented in 1924 and withheld from the market until its merit had been established beyond all question)—one dial control—impedance coupled—the entire sphere of radio at the command of the turn of a single dial—all distortion eliminated—illuminated dial—automatic filament control.

This notable receiver is housed in furniture worthy of its quality and designed in combinations which provide a wide selection on small investment.

For example—receiver No. 6 combined with cabinet No. 100 makes set No. 106.

Sixteen years of unimpeachable manufacturing activities vouch for the integrity and stability of the Apex organization and for the value of Apex products.

With but few exceptions Apex dealers of yesterday are Apex dealers of today. Conclusive evidence that Apex products give satisfaction and the Apex policy proves profitable to dealers. Apex sets have never been "junked" or price slashed and never will be. Progressive dealers are invited to write for particulars regarding liberal Apex dealer franchise.

Apex Electric Mfg. Co.

Dept. 917, 1410 W. 59th St.

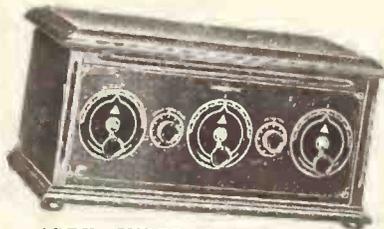
Chicago



APEX MODEL No. 106 Without Accessories—\$175



APEX MODEL No. 5 Without Accessories \$85



APEX SUPER 5 Without Accessories—\$80



APEX MODEL No. 116 Without Accessories—\$210

Apex



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

be used on Burns loud speaker horns and is also furnished with an attachment for any standard make of phonograph. In addition to the Hi-Lo, the American Electric Co. also produces two other units under the trade names Concert and Burns. The Hi-Lo unit lists for \$13.50.

A. J. Kendrick Returns From Trip

A. J. Kendrick, general sales manager of the phonograph division of Brunswick-Balke-Collender Co., returned on August 27 to the Chicago headquarters of his firm after an extensive six weeks' trip throughout the West. Mr. Kendrick visited several of the Brunswick branch offices and delivered an address at the Western Music Trades Convention at Seattle, Wash.

Miss Giddings With Stewart-Warner

Miss Natalie Giddings was recently appointed assistant publicity director of the Stewart-Warner Speedometer Corp., manufacturers of radio receiving apparatus. Miss Giddings will assist B. K. Pratt, director of information, and will devote most of her efforts to news work and publicity. She is a graduate of Knox College and formerly conducted publicity work for that institution.

Handling Columbia Line in Sioux City

George H. Compton, who recently resigned from the Columbia Phonograph Co. sales staff, has entered the retail music business in Sioux Falls, S. D., as an exclusive Columbia dealer. Mr. Compton, for many years, traveled Montana, North and South Dakota, and the Columbia Co. and his host of friends in the trade wish him success.

H. L. Mills in New Post

H. L. Mills, former general manager of the United Mfg. & Distributing Co., manufacturer of United phonograph motors, recently resigned from that position to devote his time to the industrial air cleaner manufactured by the firm. Mr. Mills now spends the greater part of his time in travel and in the engineering development and installation of the product. The business is being conducted by E. M. Adams, president, and F. M. Nichols, treasurer.

Spending Vacation on Pacific Coast

T. G. Rockwell, head of the record department in the Chicago office of the Columbia Phonograph Co., accompanied by Mrs. Rockwell, left August 31 for a six weeks' trip to the Pacific Coast. Mr. and Mrs. Rockwell are former residents of San Francisco and are visiting their

many friends in that city during their combined business and pleasure trip.

J. Kelly Smith Now in Charge

A recent announcement of an important personnel change in the staff of WBBM, the Stewart-Warner Air Theatre, owned and operated by the Stewart-Warner Speedometer Corp., Chicago, stated that Charles Garland, studio director, had resigned. He was succeeded by J. Kelly Smith, business manager of the studio, who will combine in his new position the duties of both offices. Mr. Smith was formerly in charge of radio advertising of the corporation, and when the firm took over the full air time of WBBM last Spring he was placed in charge of broadcasting activities. Mr. Smith is qualified for the new position by reason of his technical knowledge of radio and the fact that he has had a musical education.

F. F. Paul Back From Extended Trip

F. F. Paul, sales manager of the United Mfg. & Distributing Co., returned on September 2 from an extended trip throughout the Middle West in which he visited Detroit, St. Louis and other important trade centers in the interest of United phonograph motors and other products manufactured by the firm.

Columbia Activities in Minnesota

W. L. Sprague, of Minneapolis, sales assistant to A. J. Heath, manager of the Columbia branch office in Chicago, spent the first week of September with Mr. Heath going over plans for increased service on Columbia records and phonographs for dealers in the Minnesota territory.

Visitors to Columbia Headquarters

M. Kirschbaum, manager of the music department of the L. S. Donaldson department store, Minneapolis, was a recent visitor to the Chicago branch office of the Columbia Co. Mr. Kirschbaum was en route from the Twin Cities to New York and while in Chicago was personally introduced to a number of Columbia record artists, including Paul Ash, Ted Lewis, Ruth Etting, Art Kahn and Ford & Glenn. He expressed himself as highly pleased with the results of his music department since the addition of the Columbia line a short time ago. Another visitor was Harrod M. Jones, of the Jones Piano Co., Sioux City, Ia., accompanied by Mrs. Jones, who recently called upon Manager A. J. Heath to arrange to again handle the complete line of Columbia records and Viva-tonal phonographs. Mr. Heath, who, by the way, left

on September 1 for Minneapolis, where he spent a few days in the vicinity of the Twin Cities visiting Columbia dealers, returned to Chicago by way of Sioux Falls, S. D., and trade centers in Iowa.

Lawrence Gonyu, Columbia representative in the Minneapolis territory, accompanied by Mrs. Gonyu, spent several days in Chicago during the latter part of August. Mr. and Mrs. Gonyu were on their honeymoon and combined business and pleasure in Chicago, where Mr. Gonyu conferred with Columbia Branch Manager A. J. Heath regarding Columbia activities and sales plans for this Fall.

Sylvan Harris With Stewart-Warner

Sylvan Harris was recently added to the research laboratory staff of the Stewart-Warner Speedometer Corp., Chicago. Mr. Harris will assist Leonard Parker, chief radio engineer of the corporation.

McMillan Radio Corp. Introduces Its New Line to Trade

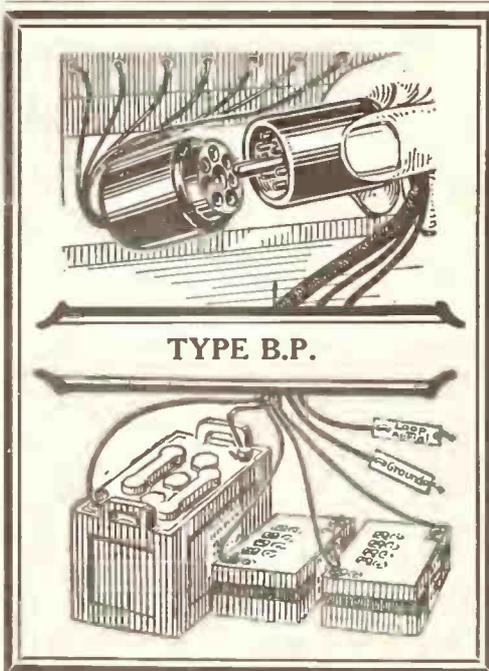
Four Models Known as the McMillan Five and a Six-Tube Receiver Known as the Tel-O-Air

The complete line of radio receivers produced by the McMillan Radio Corp., Chicago, is being placed before the music trade at the present time, and the products are divided into two different lines, four models, known as the McMillan Five, and a six-tube receiver, housed in several cabinet styles, known as the McMillan Tel-O-Air.

The McMillan Five line is composed of four different styles, all containing a five-tube set with especially constructed transformers, and vernier dials. No. 1 is a table model in a handsome two-tone mahogany cabinet. No. 2 is a console with built-in speaker equipped with the Utah unit. The cabinet is finished in mahogany and contains a large compartment for batteries, a charger, and other accessories. No. 3 is known as the Highboy, is finished in two-tone walnut, has a battery compartment, and is equipped with a Utah unit in its built-in loud speaker. The McMillan DeLuxe is another table model, with a paneled front of American black walnut. Its heavily moulded base is artistically embossed, and the tops and ends are of five-ply veneer.

The McMillan Tel-O-Air, a single-dial six-tube receiver, is furnished in a table model cabinet finished in figured and stump American black walnut, and a groove is provided for a panel of either metal or Bakelite. The Tel-O-Air is also furnished in a De Luxe Highboy, with a built-in loud speaker, equipped with the Utah unit. In the lower section of the cabinet, which is finished in figured walnut, with the choice of curly maple decoration, there is a space for A and B batteries and in the upper compartment the C battery and Terr-Tenna, a compact indoor antenna made by the firm, may be stored. The firm also produces a table with battery compartment and built-in speaker upon which the set may be placed. It is finished in black walnut with redwood burl panels.

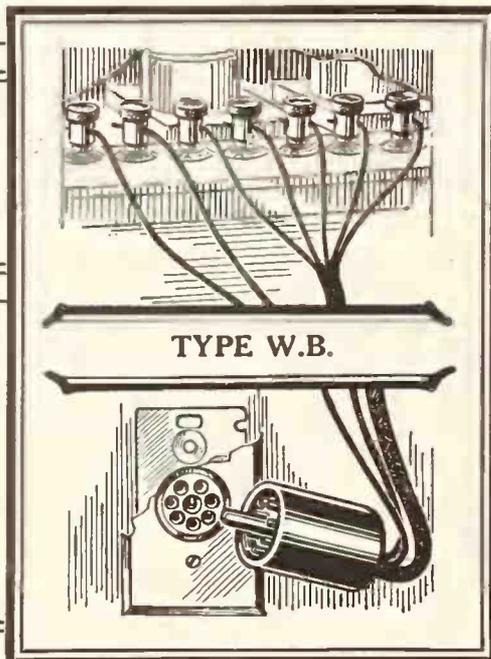
The McMillan Radio Corp. was organized in the Spring of 1926, with Walter Magill, a well-known and popular radio sales executive, as general manager. Its factories are located in Chicago, Indianapolis and Brazil, Ind., and the firm has already secured wide distribution for its products. Over sixty-five distributors have been appointed and among them are the Winchester Simmons Co., St. Louis, with branches in Boston, Chicago, Atlanta, Toledo, Philadelphia, Minneapolis, Sioux City and Wichita; Marshall Field & Co., Chicago; Rudolph Wurlitzer Co., Cincinnati; C. W. Smith Co., Los Angeles; Western States Sales Co., San Francisco; Western Auto Supply Co., Omaha; Brackett Co. Des Moines; John S. Cox & Son, Terre Haute; Melville D. Hall, St. Louis, and the Mitchell Phonograph Co., Detroit.



TYPE B.P.

Adaptable to Any Set

Illustrated are two types of Jones MULTI-PLUGS ready for use on any radio set. The W.B. type brings to radio something brand new—the radio wall plug—which means the radio fan can connect his set through a wall plug and have the unsightly batteries either in the basement, closet or an adjoining room.



TYPE W.B.

Write today for full information regarding the Jones MULTI-PLUG proposition

Jones
MULTI-PLUG
THE STANDARD CONNECTOR

HOWARD B. JONES

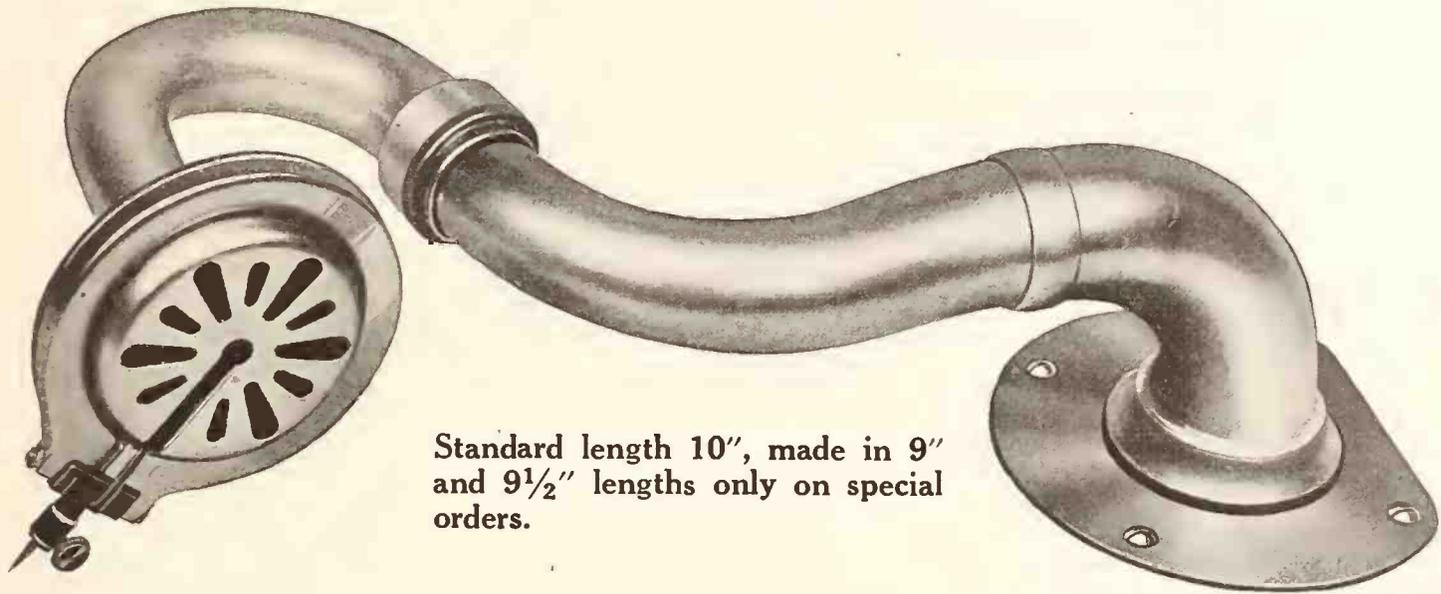
618 S. Canal St.

Chicago, Ill.



The Jewel REXOPHONE Brass Tone Arm

Equipped with the REXOPHONE Reproducer

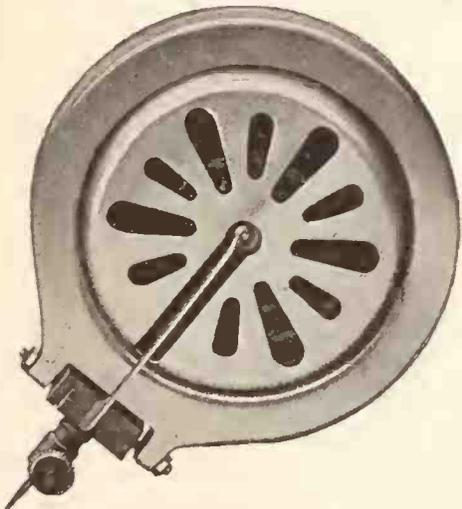


Standard length 10", made in 9" and 9½" lengths only on special orders.

Patent No. 1419913
Other Patents Pending.

A high-grade tone arm made of instrument brass with a continual taper from the reproducer to the base and the taper is the same as that used in the making of brass band instruments. It has a patented floating felt lined sound-proof collar. This feature insures only positive delivery of sound waves into the tone chamber and carries a solid column of tone from the reproducer to the amplifier. The base flange is made of pressed steel, which is especially strong and durable, and the base bearing is so constructed as to give the tone arm a cushion action which allows it to float over the record with the least friction. The base is finished in beautiful ebony black and harmonizes with the nickel or gold tone arm.

The Rexophone Reproducer



The diaphragm of the Rexophone Reproducer is made of specially treated aluminum, and is highly sensitive so that all over-tones and minor details in a record are brought out with remarkable clearness. Because of the patented stylus bar and large diaphragm, the vibrations are longer, the tone natural and life-like, the volume greater and surface friction or scratch is reduced to a minimum. Diaphragm and stylus bar fully protected by a grille of German silver, which gives the reproducer a very pleasing appearance.

We also manufacture attachments, automatic stops and die cast tone arms. Write for prices.

JEWEL PHONOPARTS CO.

150-160 Whiting Street

Chicago, Ill.

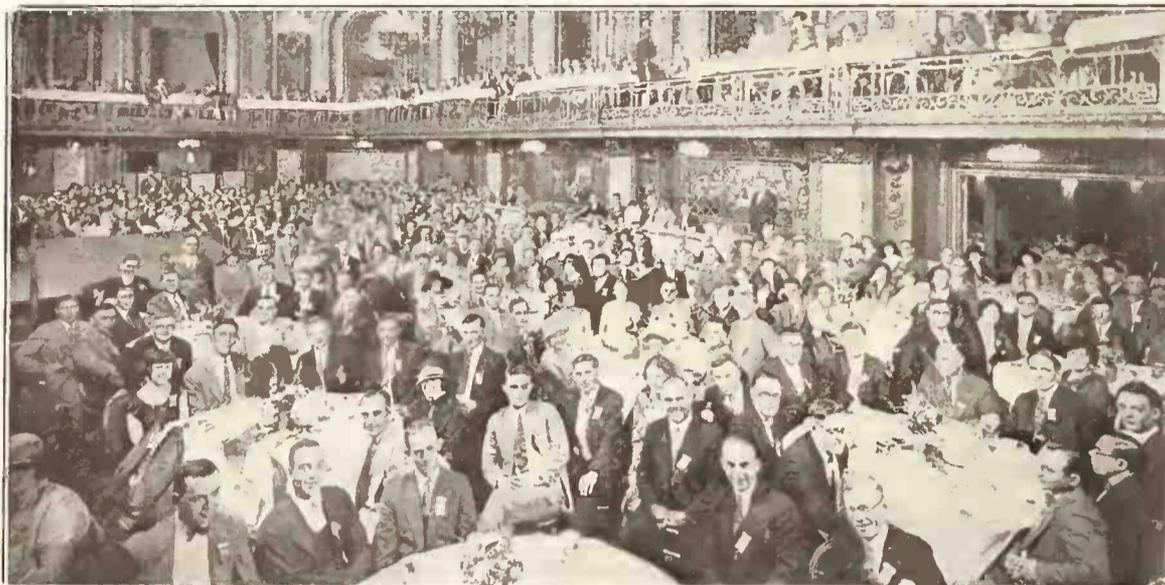
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

Sampson Electric Co., Atwater Kent Distributor, Host to 450 Retail Dealers

Dealers From Illinois, Indiana and Iowa Attend Annual Meeting at Chicago, Where Advertising and Selling Campaigns of Manufacturer and Distributor Are Outlined

CHICAGO, ILL., September 3.—Four hundred and fifty Atwater Kent dealers from Illinois, northern Indiana, and Davenport, Ia., attended the meeting held under the auspices of the Sampson Electric Co., distributor of Atwater Kent radio receiving sets and speakers and Pooley cabinets, on August 18, at the Congress Hotel.

sales manager of the Pooley Co., Philadelphia, who outlined the advertising campaign undertaken by his company, by which six million people will be reached through national publications. He then exhibited and described various of the Pooley radio cabinets which were on display, and drew especial attention to a cutaway



Atwater Kent Dealers at Meeting Sponsored by Sampson Electric Co.

The gathering opened with a luncheon at noon in the Gold room, and the business meeting was called promptly at 1:45 in the Balloon Room.

H. C. Abbott, sales manager of the Sampson Electric Co., acting as chairman of the meeting, opened the session by reading a wire from V. W. Collamore, sales manager of Atwater Kent Mfg. Co., Philadelphia, who was prevented at the last moment from attending the meeting. He then introduced Lyle Pratt, Atwater Kent district representative, who outlined the results of Atwater Kent national advertising during the last twelve months, stating that it had received both dealer and consumer acceptance, and urging dealers to tie up with the national campaign by window displays, posters and other dealer helps.

He was followed by Ben Stauffer, general

model of a Pooley cabinet which showed the construction of the product.

T. W. McDowell, Atwater Kent Mfg. Co., in his address dwelt upon the manner in which the Atwater Kent advertising campaign had cut sales resistance last year, and urged the dealers to use local newspapers to tie up with the publicity which will appear in national magazines, financial publications, boy-life magazines, farm papers, and through the broadcasting of Atwater Kent programs. He stated that billboards will be used in 190 cities and that the use of color in national advertising would be double that of 1925.

I. Auspitz, of Auspitz-Lee-Harvey, Chicago, advertising counsel of the Sampson Electric Co., described in detail the campaign in Illinois which will aid the dealer to sell Atwater Kent

receiving apparatus. From September to January two Chicago newspapers and leading newspapers in fourteen key cities of Illinois will carry the Sampson Electric Co. message to the consumer public.

Paul Niehoff, of the King Electric Co., Buffalo, N. Y., in his address, stated that the Electron power units manufactured by his firm were sold only through Atwater Kent jobbers and dealers, and forcibly decried price-cutting tactics on the part of the retailer at any time of the year. Fred Williams, general sales manager of the Grigsby-Grunow-Hinds Co., Chicago, manufacturer of Majestic "B" battery eliminators, in his talk, urged the dealers to specialize in radio, trading through but one distributor if possible. He also outlined the salient features of the Majestic "B" Eliminator, stating that the so-called Summer dull season had brought no ill effects to the sale of the product, but, on the contrary, had caused such an increase in production that the Grigsby-Grunow-Hinds factory is now turning out 1500 eliminators per day.

The meeting was brought to a close by Peter Sampson, president of the firm, who thanked the dealers for their interest and stated that well over five million dollars of Atwater Kent and Pooley merchandise should be sold this season in the territory served by his organization. Other speakers were W. J. Barnes, advertising manager of the Illinois State Register, Springfield, Ill.; E. M. Freligh, assistant vice-president of the Bankers' Commercial Security Co., New York City, and C. W. Rhodes, business manager of Prairie Farmer.

Later a dinner for 750 visitors, including dealers and their wives, was served in the Gold Room. Col. J. Hamilton Lewis, a prominent figure in national politics, welcomed the dealers and turned over to them the key to the city, in the name of Mayor Dever.

Death of Fred Wolf, Sr., Is Greatly Regretted by Trade

President of the Wolf Mfg. Industries Passes
Away After Short Illness

Members of the talking machine industry were shocked to learn of the death of Fred Wolf, Sr., president of the Wolf Mfg. Industries, Quincy, Ill., on Tuesday, August 24. Mr. Wolf died at the family home in Quincy as a result of a heart ailment following an illness of ten days. Although he had been in failing health for the past two years, Mr. Wolf was almost constantly at his desk at the firm's plant and on August 16 he was seized with a smothering spell while at the office.

Fred Wolf was born in Gleisweiler, Germany, on February 21, 1851. He emigrated to the United States when barely twenty years of age and settled in Quincy, where he had since made his home. For some time he was a member of the firm of Blomer, Wolf & Michael, and later organized the Western Harness Co. in 1889, engaging extensively in the manufacture of leather goods. He erected a factory, taking his sons into the company, and after a short time a second building adjoining the first one was built and the Wolf Chemical Co. was organized with Jos. A. Wolf, manufacturing chemist, in charge. Several years ago Mr. Wolf disposed of his harness business and began the manufacture of phonographs. With the advent of radio he entered the field of radio cabinet manufacture and because of the growth of the business he leased a third plant.

Mr. Wolf was active in church and fraternal circles in Quincy and was one of the most prominent and popular business men of the community. He is survived by two daughters, four sons, one brother and four sisters, three of whom live in Germany. His sons, who were identified in the Wolf Mfg. Industries, are Fred A. Wolf, treasurer; Paul A. Wolf, secretary; Leo F. Wolf, vice-president, and Jos. A. Wolf.

Things New and Different

in our Display of

Fall and Holiday Goods

READY NOW

DEALERS WELCOME ANY TIME

TARG & DINNER MUSIC CO.

"The Wholesale Music Center"

229 W. Randolph St.

Chicago, Ill.

Something STUNNING in store for you
Watch the October issue

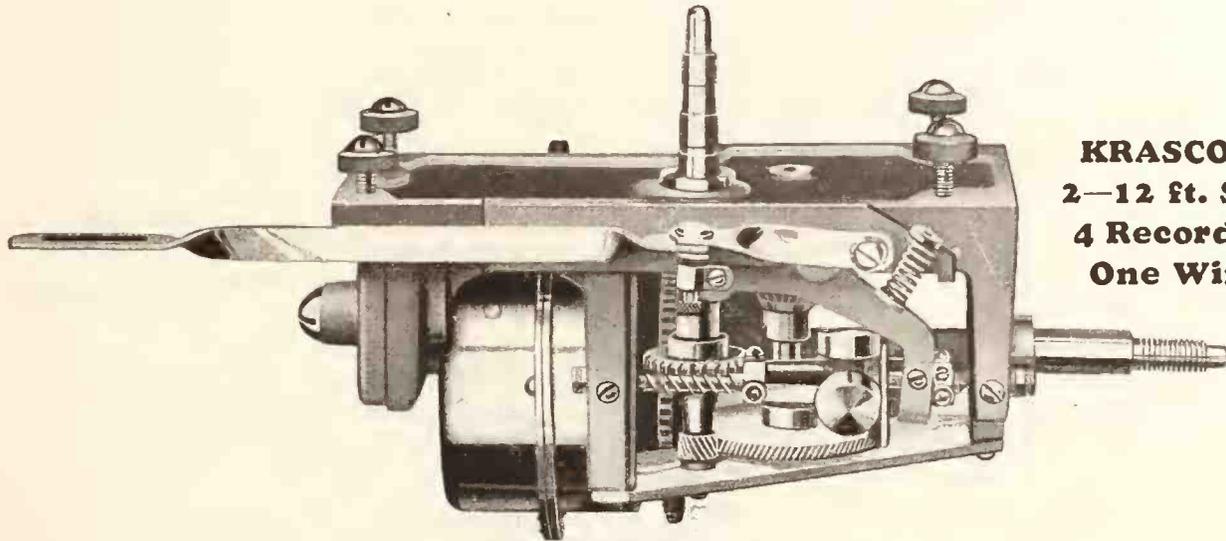


The Acknowledged Leader In Phonograph Motor Value

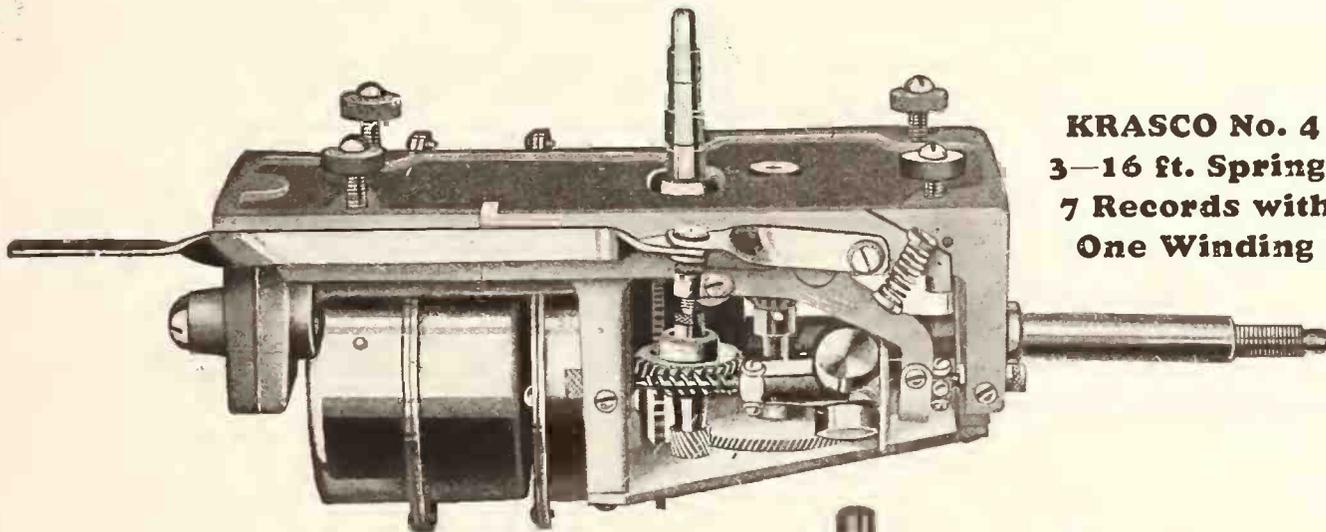
Silence

Smoothness

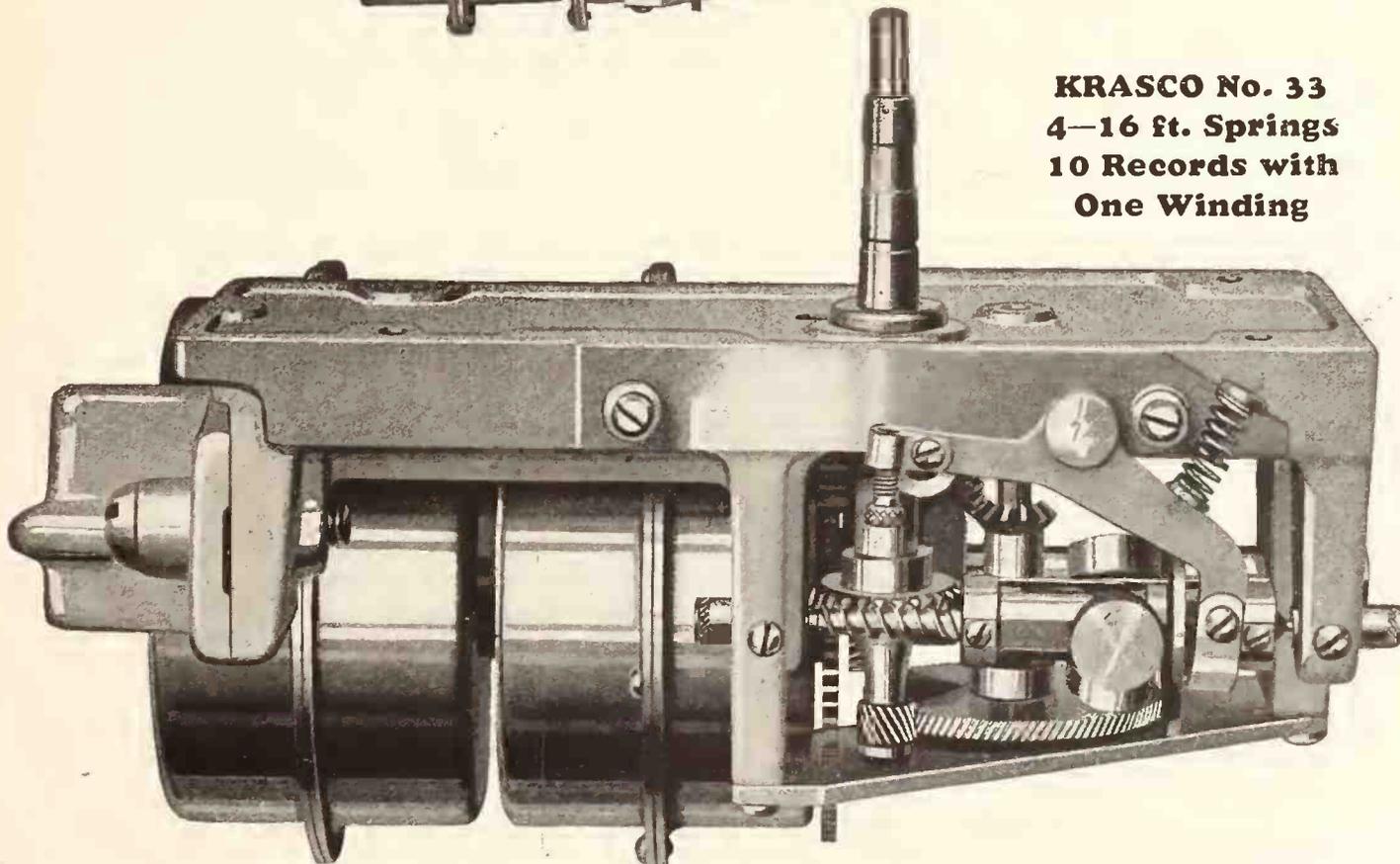
Sturdiness



KRASCO No. 2
2—12 ft. Springs
4 Records with
One Winding



KRASCO No. 4
3—16 ft. Springs
7 Records with
One Winding



KRASCO No. 33
4—16 ft. Springs
10 Records with
One Winding

Krasco Motors are made in other sizes—a type for every playing requirement. It will pay every builder of phonographs to write for full information.

KRASCO PHONOGRAPH MOTOR CO., Elkhart, Ind.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

Appointed Jewel Phonoparts Representative in New York

F. D. Wolk to Represent Tone Arm and Sound Box Manufacturer in New York and Long Island Territory—Well Known to Trade

A. H. Davis, secretary-treasurer of the Jewel Phonoparts Co., Chicago, tone arm and sound box manufacturer, announced a few days ago that F. D. Wolk, New York City, had been appointed representative for the Jewel Phonoparts Co. in Greater New York and Long Island. Mr. Wolk is well known in the Eastern radio trade and handles the complete Jewel line of sound boxes, tone arms and phonograph products. The offices of his firm are at 772 St. Nicholas avenue. Arrangements were conducted between the Jewel executives and Mr. Wolk, who spent several days in Chicago and returned to New York on September 7.

School for Fada Radio Distributors in Chicago

A school for Fada distributors, dealers and sales and service men in the central western zones has been established by the Chicago branch of F. A. D. Andrea, Inc., New York. This unique enterprise is housed in the new Fada showrooms on South Michigan avenue, a department being devoted to the service feature of this special training course. In addition, a practical post-graduate training in radio selling is provided, all of which is free of charge for those who desire to take advantage of the opportunity.

Commenting upon the establishing of this school, Louis J. Chatten, sales manager of F. A. D. Andrea, Inc., stated that it is designed to encourage dealers to do more servicing of radio, with its obvious effect in building good will for the Fada line. In a similar manner the distributors' salesmen and service men attending the school are enabled in turn to carry what they learn into the field with them and conduct educational work among their trade in the proper servicing of radio receivers.

The department is under the direction of Kenneth A. Fisher, a well-known technician, who works in close co-operation with R. P. Van Zile, division sales manager.

Michigan Atwater Kent Dealers Hold Convention

Held Under Auspices of Radio Distributing Co.—Officials of Atwater Kent Mfg. Co. and Advertising Firm Deliver Addresses

DETROIT, MICH., September 8.—The Radio Distributing Co., of this city, Atwater Kent distributor for Michigan, held its third annual convention of Atwater Kent radio dealers at the Statler Hotel on August 25. Despite the numerous subjects to be taken up, D. W. Burke, president of the company, efficiently confined the meeting to one full day. The morning session was devoted entirely to the accessory products distributed by the company, which include Cunningham tubes, Eveready batteries, Balkite products and Electron chargers and eliminators.

After a midday luncheon Roy Durstine and Greenfield Canda, of Barton, Durstine & Osborn, advertising agents for the Atwater Kent Mfg. Co., outlined the mammoth advertising campaign being conducted by the parent organization, and David M. Bauer, advertising manager of the Atwater Kent Co., also spoke on Atwater Kent publicity. The first Atwater Kent Co. speaker was Vernon W. Collamore, general sales manager, who was followed by T. W. MacDowell, convention manager of the Atwater Kent Co., and R. E. Smiley, district sales manager having jurisdiction over the Michigan territory.

The banquet for the radio dealers began promptly at 6:30 and the dealers were enter-

tained by a number of artists, many of whom were familiar to radio listeners.

During the week in which the convention occurred Atwater Kent dealers in the Detroit territory made special window displays. The Radio Distributing Co. furnished the services of expert window trimmers for the use of the dealers on this occasion.

Gulbransen Piano Float in Chicago Celebration

CHICAGO, ILL., September 7.—At the recent celebration when four electric locomotives pulled into the Illinois Central depot marking the completion of the first unit of electrification of any railroad in Chicago, a monster parade of "floats" moved on Grand and Michigan boulevards covering a distance of eight miles. The parade was one of the greatest exhibits of "floats" ever seen in this city and cost hundreds of thousands



Featuring Gulbransen in Chicago Celebration

of dollars. The Gulbransen Co. was represented by an exhibit carrying a Gulbransen grand piano and a Gulbransen small model upright. At each end of the upright were giant "rulers" indicating the height of the instrument, with this legend: "Gulbransen Small Model—Fits Anywhere—3 feet, 8½ inches high."

The two pianos were on a raised platform with three steps, and on each side appeared this slogan: "Better Music—Better Homes."

Plan New Store in Kenosha

KENOSHA, WIS., August 30.—Joseph Cardinal, of the Kimball Music Store, 260 Church street, this city, and Walter and Frank Block, of the W. & F. Block Co., radio and electrical appliances, have announced plans for opening a combination music and furniture store in the near future. The store will be located at 209-211 Wisconsin street in quarters formerly used for the Dayton ballroom. The location gives 65 by 185 feet of floor space, and it is being completely remodeled and elaborately decorated for the new business. A complete line of Kimball pianos, radio, phonographs and furniture will be handled by the store.

Issue Records by Valentino

Decision is to be made this week through the business representative of the late Rudolph Valentino and the Brunswick-Balke-Collender Co. for the issuance of two records made for Brunswick by Valentino. It was not generally known that the late photoplay star had a voice suitable for record purposes, but the fact that one of the numbers that will be issued is the "Kashmiri Song" shows his voice was good.



ANOTHER  PRODUCT

Burns "B" ELIMINATOR

Without Hum or Voltage Drop
Smooth Unfailing Plate Current

A PERFECTED DEVICE

The Burns is not an assembly of devices of various manufacturers but each has been designed and totally built in the one factory for the work it is to do—the result is a finished, superior product. It operates under any load handling the new power tube most satisfactorily.

Connects to lighting system and operates like other household electrical appliances with voltage variations for different tubes. Greatly improves both local and distant reception. Takes less space than two 45-volt dry batteries.

Price Complete with Tube—\$45.00

At Your Dealers or Write Direct to the Manufacturer

American Electric Company

State and Sixty-fourth Streets, CHICAGO, U. S. A.

Makers of the Burns Loud Speakers

Sales
Triumphs



Butterbeans and Susie

8355—I Can't Do That
He Likes It Slow

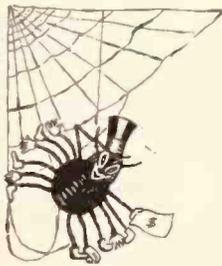
8335—Not Today, Sweet
Mama
You Know Why Your
Mama Has the Blues



Bertha "Chippie" Hill

8367—Panama Limited Blues
Leavenworth Blues

8339—Oh! Me Oh! My Blues
Lonesome, All Alone
and Blue



A Race Sensation
Victoria Spivey

8370—Spider Web Blues
Hoodoo Man Blues

There Are Customers
Only **OKEH** Records
Will Satisfy

You are a Record Dealer!

But probably not an Okeh Dealer—then you are losing some profits.

You will agree—It is best when a customer says, "I want an Okeh-Odeon Orchestral by Dajos Bela," to answer and make the sale with the requested record.

Why worry over which record would be the best substitute.

No need to substitute if you are a Licensed Okeh Record Dealer.

When the young people are ready to buy the latest dance hit and they want an Okeh Record because it is played with the zest and joy of life they feel—

You want to satisfy—yet with a profit made.

Being a Licensed Okeh Record Dealer, *with every classification of music to sell*, gives you that chance.

What other makes of records have the host of Race Stars that are heard on Okeh? There may be features that make Okeh Records the equal of all others . . . but no other records can touch Okeh Race Records when it comes to quantity sales and profits.

The very next thing you should do is to write us for information about becoming a Licensed Okeh Dealer.

Let It Be



RECORDS

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich. :: 1424 Washington Ave., So., Minneapolis, Minn.

Twin Cities Dealers Report All Lines Picking Up with Close of Summer Season

The Close of the Vacation Period Brings Increased Demand for All Types of Musical Instruments and Radio Receivers—Brunswick Dealers Report Big Demand—Other Trade News

MINNEAPOLIS AND ST. PAUL, MINN., September 8.—Vacations over for the most part, Twin City music men are making prophecies for Fall business on the authority of orders already coming in. All lines are picking up, even radio, which hibernated during the Summer.

Charles C. Hicks, the new manager at the George C. Beckwith Co., Victor distributor, seems highly pleased with the Northwest situation. He is no stranger to the Twin Cities, and declares that he is delighted to be back. Mr. Hicks expects to spend about two thirds of his time outside. Visitors to the Beckwith Co. include—"Si" Warner of Redfield, S. D., Mr. Folsom of Brainerd, Minn., and Roy Graves from the Bach Piano Co., Faribault, Minn.

R. C. Coleman, in charge of the radio division of the George C. Beckwith Co., has just returned from the Buffalo conference. He is full of enthusiasm over the new Federal Ortho-sonic radio line recently introduced to the trade.

The George C. Beckwith Co. will stock a complete supply of radio accessories of the standard kind in order to give good service to the dealers. There has been a phenomenal demand for new improved "B" eliminators—Majestic and others going well. Mr. Coleman has opened up a large number of new accounts. The Williams Piano Co. of Sioux Falls, S. D., has just taken on the Federal Ortho-sonic line of radio sets.

Brunswick Activities

One of the interesting Panatrope deals of the month is the sale of two of these machines by Foster & Waldo to Capt. Billy Fawcett, well-known publisher of Whiz Bang and other magazines. Capt. Fawcett will use the Panatrope at his wonderful Summer resort, Breezy Point, at Gull Lake, near Pequot, Minn. This log hotel, with a multitude of surrounding log cabins, is internationally known. The Panatrope will entertain guests when the orchestra is not on duty.

The contest for an appropriate name for the new musical instrument released by the Brunswick Co., is attracting a large number of interested aspirants to the local stores.

Jack Rodin, Brunswick dealer of Miami, Fla., is back in Minneapolis visiting his folks and

renewing old acquaintances in the Talking Machine business.

Norris L. Julian, of Strain Bros., Great Falls, Mont., takes his vacation seriously. On a recent trip through the Montana oil fields, in ten days he sold sixteen of the Brunswick new super-phonographs for direct shipment. Remember that he was on a vacation. Is it any wonder that Strain Bros. order in carload lots?

Four different exhibits of Brunswick Panatropes will be shown at the forthcoming Minnesota State Fair.

Hanley Co. Enjoys Busiest Month

P. J. Hanley, of the Hanley Piano Co., makes a brief but enthusiastic statement of August business. He says it has been a very fine month—the best in their history. They sold a good many pianos and cleaned up entirely on phonographs. He has placed reorders for Panatropes. Records are going fine.

E. R. Dyer, president of the Metropolitan Music Co., says that Brunswick and Victor are in big demand.

Symphony Music House Opened

A new retail music store has opened up at 12 South Eighth street. It is called the Symphony Music House and the owners bought out Mrs. Eggers' stock at the Arcade Song Shop. In addition they have a complete new stock in small goods—ukuleles, tenor banjos, guitars and a sheet music department. As an advertising feature the company puts on a musical program at the noon hour, between 12:30 and 1:30 p. m. They will handle Okeh and Perfect records. J. E. Frank, piano dealer at 1216 Nicollet avenue, has rented the second floor.

Enthusiastic Over New Sonora

J. E. Date, manager of the phonograph and radio departments of the Minneapolis Drug Co., Sonora and Magnavox distributor, has just returned from an extensive trip through Minnesota. He covered better than seven hundred miles by automobile and saw all the dealers in the larger centers. He found great enthusiasm for the new Sonora models, the favorites being the Symphony, Concert and the Prelude models. Many new accounts were opened and inquiries are piling up every day. Mr. Date has placed several special salesmen in the territory.

Radio has had a decided stimulus in the extensive tour of radio dealers throughout the Northwest. There were representatives from all agencies in the territory and the towns visited were Grand Forks, Aberdeen, Sioux Falls and Mankato. J. E. Date represented Magnavox and Sonora radios, for which the Minneapolis Drug Co. is exclusive distributor here.

The feature of outstanding interest to the dealers was the Magnavox radio test table. This equipment is a miniature broadcasting station and enables the operator to service any radio.

Two new Magnavox loud speakers, the Cornell and Stanford, are being exhibited in the Twin Cities. Foster & Waldo have just placed an order for several hundred Sonora machines in the De Luxe period models.

Celebrates Fifth Anniversary

One of the liveliest retail music shops in the Twin Cities celebrated its fifth birthday on August 28. This is the Majestic Music Co. of Minneapolis, which has a fortunate situation in the Theatre Row on Seventh street.

Columbia Record Sales Increase

Columbia record business was more than doubled in August over July. L. F. Gunyo, city salesman, was married August 19 to Miss Marion Johnson, of Minneapolis. The young couple are at home here, having just returned from a trip on the Great Lakes.

George Compton, formerly Columbia representative, is entering the retail field. He will have an exclusive Columbia shop in the Shriver-Johnson department store at Sioux Falls, S. D. Another new Columbia account is the Simonett Furniture Co. of Little Falls, Minn. Walter Lampors, who has carried Columbia goods as a side issue, has now concentrated on the complete Columbia line in his store at St. Peter.

An Outstanding Retail Success

The success of the firm of Foster & Waldo is spectacular. After two tremendous sales drives, they are still running on high. Saturday, August 28, which was a real dog day for heat, was the biggest day of the year.

The biggest news from this firm is the prospect of a building in St. Paul by Spring. R. O. Foster is looking over four or five locations and will decide this week where the St. Paul Foster & Waldo Building will be.

The firm just placed an order for 267 Art models of the Sonora, ranging in price from \$400 to \$600.

The day of the record sale, when old-style records were sold three for a dime, the store was filled with people who came from towns some distance away. One hundred and twelve pianos and phonographs were sold.

Appoint New Mohawk Jobbers in Eastern Territories

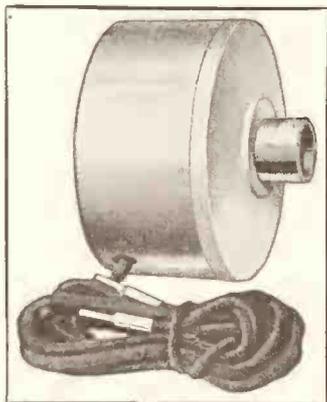
New Line of Mohawk Receivers Enthusiastically Received by Jobbers and Dealers

M. O. Giles, divisional sales manager of the Mohawk Corporation of Illinois, with headquarters in New York City, has been meeting with considerable success in the appointment of representative jobbers for the popular Mohawk line of receivers. During the past few weeks Mr. Giles has appointed the following Mohawk jobbers in his territory: Pyramid Motor Equipment Co., New York, Greater New York territory; Federal Radio & Electric Co., Paterson, N. J., northern New Jersey, up to but not including Trenton; Tower-Binford Electric Co., Richmond, Va., Virginia and the Eastern part of North Carolina.

In a chat with The World Mr. Giles stated that the new line of Mohawk receivers has been received enthusiastically by jobbers and dealers throughout his territory, which includes many of the important Eastern States as well as the Southern Atlantic States. The distinctive features of the Mohawk product, as well as the practicability of the sales plan introduced by the company, have won the approval of the Eastern radio trade.

The SAAL Soft SPEAKER Unit—

standard in fine radio receivers



THE Saal Soft Speaker Unit is of the floating armature type exclusive with the most expensive radio producers. It maintains its tone with any volume, and cannot be harmed or blasted by the loudest receiver. It will not break down with the longest or most constant use.

Has no blast or blare; a deep rich tone, powerful but of velvet quality.

This non-adjustable unit is standard in all Saal Soft Speakers and is to a very large extent responsible for their remarkable success and wide public acceptance. It is also increasingly being adopted as standard by leading manufacturers of fine radio receivers in built-in speakers. List price \$7.00. Quantity prices will be furnished on request.

The SAAL Soft SPEAKER

VOLUME WITH TONE QUALITY

Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Avenue, Chicago, Ill.

a Real One Dial Control *in the* **Perlesz** TRADE MARK

The Unit Control in the Perlesz Receiver needs no supplementary dials to take care of inefficiency in design or manufacture. Once the compensating condenser has been set, no further adjustments are necessary. Tuning becomes simply a matter of turning one dial to the proper point.

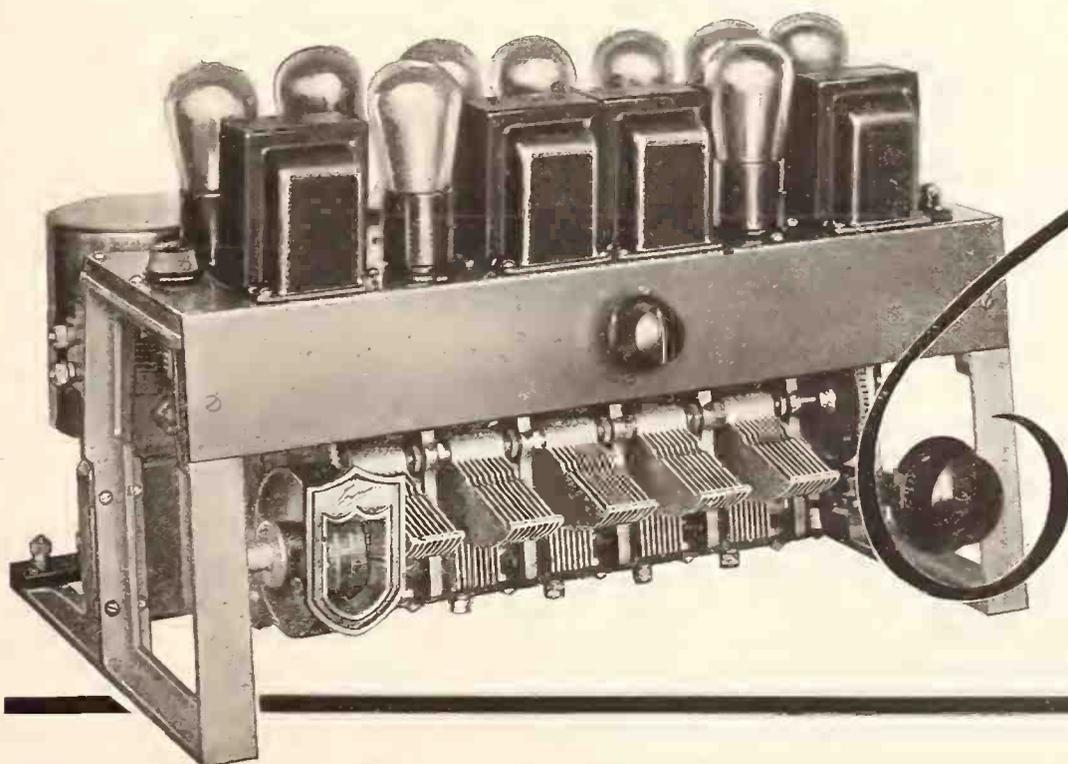
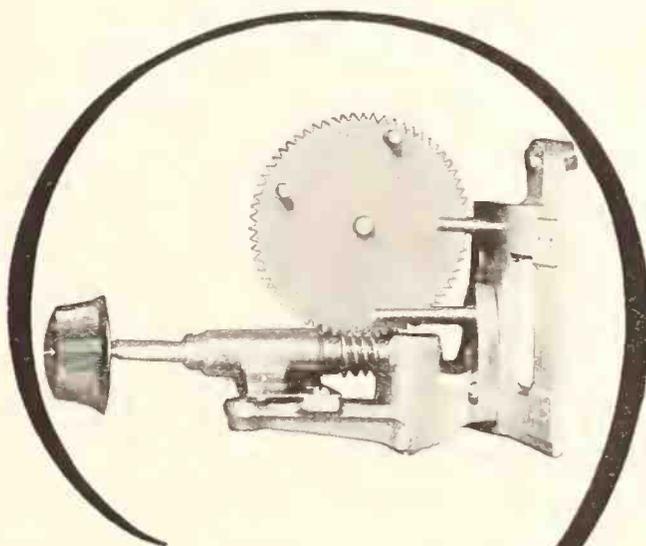
Note the strong, solid construction of the worm drive which governs the movements of the Straight-Line-Frequency Condensers. The worm is designed on a floating bearing principle, supported by a spiral spring which automatically takes up the slightest wear. Back-lash is eliminated.

The Unit Control is only one feature of the Perlesz. Some others are: the gang-mounted condensers with die-cast plates and the all-metal chassis which, by preventing dielectric losses, insures extreme accuracy in tuning.

We have an attractive proposition for distributors and dealers. Write us

PERLESZ RADIO MANUFACTURING CORPORATION

560 West Congress Street - Chicago



Perlesz receivers are offered in seven, eight and nine tube models in a variety of cabinet styles, for table and semi and full console design. The prices range from \$275 to \$1000

Kansas City Dealers and Jobbers Are Optimistic Over Fall and Winter Outlook

Representatives of All Lines of Talking Machines Report Good Summer Business With Fall Outlook Bright—Columbia Dealers Await Stock of Viva-tonal Phonographs

KANSAS CITY, Mo., September 7.—Distributors and dealers almost uniformly agree that prospects for Fall and Winter business in talking machines have not been so good for several years. September started off with a flood of orders from dealers and with reports of aggressive merchandising.

Increase in Edison Business

C. L. Smith, manager of the Kansas City branch of Thos. A. Edison, Inc., reports a remarkable increase in prospects and business in the whole territory, with particular gains in the wheat areas. A notable feature of the Edison gains in a certain number of sections has been due to intensive salesmanship. Mr. Smith has provided men to train salesmen, and in each instance where canvassers have been thus provided by the interested dealers and trained sales have boomed.

An important event in Edison circles will be the visit here of Charles Edison, new head of the company; his first trip West as an executive official. He will be accompanied by Arthur Walsh, vice-president. Dealers and their wives, together with their chief salesmen, have been invited to a meeting and dinner as guests of Mr. Edison. Several hundred trade members are expected to be present.

Staging Dealer Meetings

O. P. Harris, special Brunswick representative, is holding local meetings for dealers in the larger centers in September, giving the salesmen opportunity to acquire insight into the qualities and characteristics of the Panatrope and the new musical instrument, so that they can better represent the real results obtained by these instruments.

Bright Outlook for Brunswick

T. H. Condon, manager of Brunswick distribution in this territory, made a month's tour of the area, finding prospects far beyond any recent years. He is particularly pleased with the businesslike way in which dealers are taking hold of both the Panatrope and the new musical instruments. Several dealers have already taken up the training course for salesmen. A flood of orders has come for the new musical instrument, the naming campaign producing a considerable mailing list for this territory. The new model Brunswick, which employs the same reproducing qualities as the new phonograph, has aroused much interest, and dealers are placing orders for future delivery. It is evident that radio interest is springing up with the opening

of Fall and cooler weather; dealers reporting that they are planning to put heavy effort behind the combination equipment.

Thursday release of Brunswick records is reported to be a welcome innovation. Many of them are using the plan aggressively, advertising the release date and records, and Brunswick users are acquiring the habit of shopping for the new records.

Brunswick Shop Opened

The new Brunswick Shop on Brookside Boulevard, in a high-class residential neighborhood, is starting off with fine prospects. It is managed by Benjamin H. McNeill, head of the new corporation, McNeill Phelps, Inc. They have an attractively decorated and equipped store. Mr. McNeill was formerly with the Wunderlich Piano Co., which until its purchase by the Wurlitzer Co. handled the Brunswick line.

Dinner-Meeting of Victor Dealers

A notable occasion for Victrola dealers served by the J. W. Jenkins Sons' Co. was the visit here, August 30, of Roy Forbes, manager of sales and distribution, and C. Lloyd Egner, in charge of the Chicago district. About 100 dealers were guests of the Jenkins Co. for an all-day session, concluding with a dinner that was much enjoyed, on the roof garden of the Kansas City Athletic Club.

Remodeling at Kimball's Completed

The W. W. Kimball Co. is profiting by the greater facility in showing its phonographs in the new store recently opened. The store was practically out of commission for a month during the remodeling. There are three attractive booths for phonograph and record demonstration on the first floor, and a record shop is located adjacent to the booths. The company now has ample window display space, in which the new model instrument is being presented to the passing public.

Better Business in New House

The Woods Music Co. has enjoyed an increase of more than a third in its volume in the first month of its occupancy of the new location, 413 East Twelfth street. It has more space for display of the Columbia machines, and also larger shop space for its service on all makes of machines. It carries small musical merchandise also.

Eagerly Await Viva-tonal Models

The new Viva-tonal phonographs of the Columbia Co. are now to be seen at the company's

branch at Kansas City. Dealers have been keenly interested in the improved machines, and have been clamoring for deliveries. A few of the smaller and medium-sized models have been available, but not nearly enough to take care of the call. A sample of the largest model has recently been received at the branch office, but no stock for distribution is available at this writing.

To Enlarge Radio Department

The Jones Store Co., Kansas City's only complete department store, will soon enlarge its radio department for the Fall selling period, giving about three times its present space. This is an exclusive radio section of the store, where Atwater-Kent, Crosley and Freshman sets are displayed.

Mohawk Console Is One of the Hits of the Season

One of the models in the new 1926-27 line of Mohawk one-dial receivers recently introduced which is meeting with extreme favor at the hands of the trade and consumer alike is the

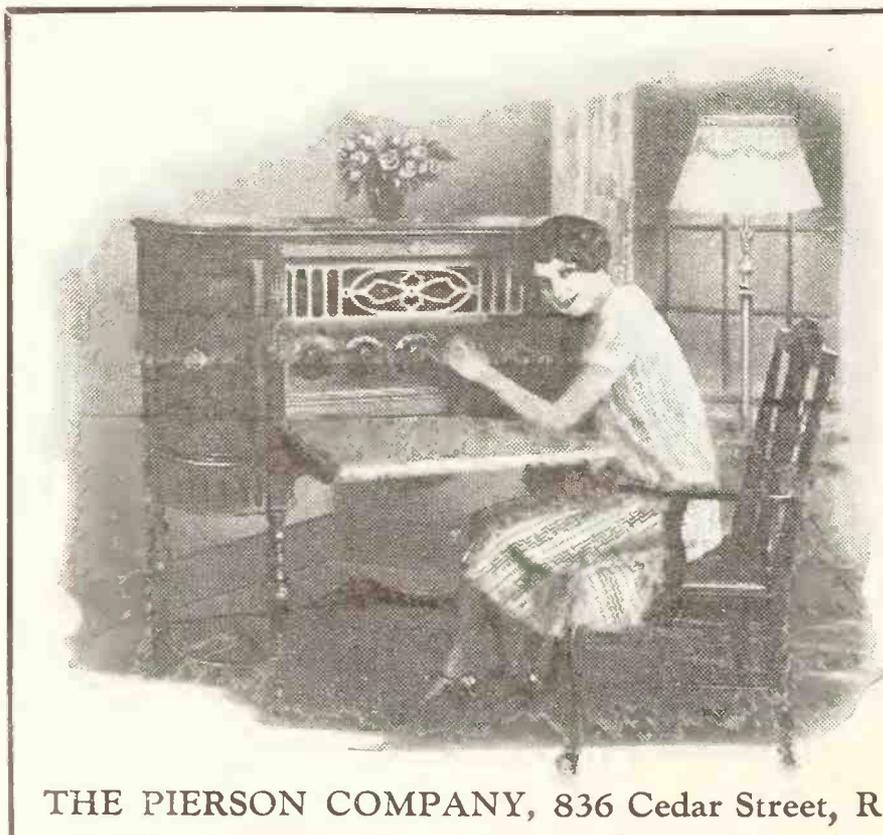


Mohawk Chippewa Model

Chippewa, a console with built-in speaker and self-containing battery compartment. The Chippewa contains the Mohawk one-dial six-tube shielded receiver and the receiver is encased in a sliding drawer which may be removed completely in case of set trouble. Thus, instead of transporting the entire cabinet, the set may be removed by the service man and taken to the dealer's store, should this be necessary. This model is finished in hand-rubbed walnut with a two-tone piano finish. The door which conceals the loud speaker and the set drawer drops down and forms an arm rest for the operator. The Chippewa lists at \$110 and has been one of the fastest-selling models in the entire line, according to executives of the Mohawk Corp. of Illinois.

Columbia Atlanta Branch Manager Visits New York

Westerveldt Terhune, manager of the Atlanta branch of the Columbia Phonograph Co., was a recent visitor to the Columbia headquarters in New York. Mr. Terhune reported an exceptionally good Summer record business. Among his best sellers are "Death's Black Train," by Rev. Gates; "Iyone—My Own Iyone," by Ted Lewis and His Band; "Truly I Do," by Ford and Glenn, and "Valencia," by Ross Gorman and His Orchestra. Mr. Terhune also reported that interest in the new line of Viva-tonal Columbia phonographs was immediate, that it was steadily growing and that it has been responsible for the acquisition of many new and important accounts throughout the territory covered by the Atlanta branch.



Without Question
America's Finest
RADIO CABINETS

New Catalog for Season 1926-1927 Just Off Press

Write Today

Unless You Have a Few of These High-Grade, Quality Cabinets on Your Sales Floor You Cannot Serve Your Good Customers.

Cabinets for Every Purpose—Three Complete Lines

THE PIERSON COMPANY, 836 Cedar Street, ROCKFORD, ILL.

Erla and RFL offer these advantages

Better tone quality than any yet known - No squealing - Better selectivity than has been offered
EASY MANIPULATION—makes anyone an expert - Maximum distance and volume for a given dollar
More exquisite cabinet work and the utmost in technical efficiency

First we found what the public wanted —then worked together to perfect it!

ERLA has joined hands with the famous Radio Frequency Laboratories of Boonton, N. J., regarded as the most brilliant group of radio scientists in the world today.

Why did we do this?

Because investigation showed that the public this year is demanding better radio than it has ever been offered.

Together we have built a set to meet these new conditions. A set that has been pronounced by competent authorities to be at least a year ahead of its time. Marvelous in performance! Unique for the dealer because of trouble-proof and transportation-proof construction.

Banishes squeals

New and radical principles notably in advance of present standards are in the new Erla (RFL) Monodic Receiver. First in importance is that this new set completely banishes squealing, "blooping" and distortion.

Others have never yet succeeded in doing this without sacrifice of distance and volume. But in the new Erla (RFL) there is positive GAIN in reception! Plus a new ease and certainty of operation that makes every member of the family feel like a skilled operator!

Here are the four great improvements which our own engineers and those of RFL have secured by working together:

1. Squeals and howls completely



Erla (RFL) Monodic S-50 De Luxe Console
Quartered and matched figured walnut panels. Supreme excellence in materials and construction. Built-in loud speaker.

done away with in tuning, automatically. No expert manipulation of knobs needed.

2. Radiation—annoying broadcasting of squeals into neighboring antennae eliminated.

3. Harshness and fuzziness of tone, resulting from regeneration, eradicated, and reproduction of sound made entirely natural and undistorted.

4. Stations inaudible with most receivers—except when manipulated by experts—now brought in loud and clear by anyone. Vastly improved selectivity.

Realizing the need of more solid construction, we have made the new Erla (RFL) positively transportation-proof—and fool-proof when installed. Now you can be a salesman—and spend less time as a mechanic! Send the Erla out in the same package as received. You won't need to worry. It will be found O. K.

A money-maker

Once again Erla's consummate artistry in cabinets is demonstrated. The new Erla (RFL) is by all odds the most beautiful job of its kind. Eye-value will count this year, as well as performance. Erla (RFL) has both. Erla's famous one-profit system of manufacture enables us to offer the new Erla (RFL) at the lowest prices of any receiver that can be compared with it. This gives you a strategic advantage over your competitor. Yet Erla margins are as always generous and satisfactory.

Write or wire for the Erla sales plan

This year will be a banner year for the radio dealer who has merchandise that meets the public demand. Here is a set expressly built to do that. So we urge you: Don't sign up with any radio line until you see the Erla (RFL). The coupon filled in and mailed will bring you all the facts about our sales proposition. Mail it today.



ELECTRICAL RESEARCH LABORATORIES, CHICAGO



Other Erla profit-makers

Omnitonic Speaker

Universal in range and pitch. Brings out both low and high notes with absolute fidelity of tone. To list at \$17.50.



"Big Ten" "B" Unit

A positively hum-free "B" unit with a big safety factor. Will handle 10 tubes with perfect results. To retail at \$45.



"Triple-Life" Tubes

Last fully three times as long as other makes. Also greater uniformity. Minimum of 3,000 hours' service at rated voltage. To sell at usual prices.

ELECTRICAL RESEARCH LABORATORIES,
Dept. 52-L, 2500 Cottage Grove Ave., Chicago.
Send me full information on your dealer proposition as advertised.
Name.....
Address.....
City.....

Early September Sales of Talking Machines and Radio Encourage the Cleveland Trade

Dealers Are Purchasing Radio Stock From a Month to Six Weeks Earlier Than Usual—Northern Ohio Atwater Kent Dealers to Meet Next Week—Phonograph Co. Distributes Federal Line

CLEVELAND, O., September 7.—August was the usual quiet month due to vacations and hot weather, but the early part of September has already shown a pick-up in business which, while not very large, is nevertheless encouraging. Portables were a bit late in getting started to sell this season due to weather conditions, but showed a decided pick-up later. Records sales have been very fair.

Dealers have purchased their radio lines at least a month earlier than last year, in some instances six weeks earlier. Manufacturers and wholesalers co-operated on this and found the trade responsive.

Buescher instruments are being used by the orchestra of Rainbow Gardens. This well-known orchestra was completely outfitted by the Euclid Music Co. recently. Herb Whitney, manager of the small goods department, who resigned to go on the road, is back again and has a number of prospects lined up.

Atwater Kent dealers from northern Ohio will hold their annual meeting on September 22 at the Hotel Cleveland. John McGuigan, Jr., district representative of the Atwater Kent Mfg. Co., will preside. The affair will be sponsored by the two distributors, the Cleveland Ignition Co. and the Cleveland Talking Machine Co. Officials from the factory will be present and a number of interesting talks will be given.

The Buel-Lyons Co., distributors of phonograph and radio goods, have merged with the Ideal Phono Parts Co., Inc., of Pittsburgh, details of which appear in another section of The World.

The Phonograph Co. has been appointed a distributor for the Federal line of radio receivers in northern Ohio and has already secured a nice line-up of dealers to handle this popular set. The company is looking forward to a busy season in radio as it is also Day Fan and De Forest distributor. It will exhibit at the coming radio show. In addition to radio, the company is also distributor for Edison phonographs and records, and Manager Henschberger has sent out invitations to all Edison dealers in the territory covered by the company to attend the annual meeting that will be held in Cleveland on September 13. Addresses will be made by Charles Edison, president of Thomas A. Edison Inc., and Arthur Walsh, general manager of the phonograph department of the Edison corporation.

The Viva-tonal models of the Columbia were the center of interest at the local branch and the greatest problem now is to get machines in sufficient quantities to take care of orders. So far this has not been possible, there not only

being many orders on hand but new ones are being daily received. R. J. Mueller, district manager, has arranged for space at the Music Merchants Association of Ohio convention at Columbus and will exhibit the full line of new models there. The Cleveland branch furnished records for the American Institute of Normal Methods, in which two hundred music supervisors were enrolled during the month.

Everything is ready for the second annual radio exposition that will be held in the Public Auditorium from September 21 to September 27. The Radio Manufacturers', Jobbers and Dealers' first annual convention will also take place during show week. The meetings will be held in the ballroom of the Hotel Hollenden. Warner Cox, general manager of the Radio Apparatus Co., R C A distributor, is chairman of the convention.

Local offices of the Brunswick Co. have been completely remodeled and redecored and L. S. McLeod, branch manager, has received many

Harrisburg Atwater Kent Dealers Visit Factory

Fromar Co., Atwater Kent Jobber, Organizes Trip of 100 Dealers to Inspect Factories of A. K. Mfg. Co. and Pooley Co.

HARRISBURG, PA., September 7.—The Fromar Co., of this city, Atwater Kent distributor, organized a "radio cruise" which took place on August 16



Fromar Co. and Atwater Kent Co. Officials

when one hundred Atwater Kent dealers from the Harrisburg district visited the factory of the Atwater Kent Mfg. Co. and the plant of the Pooley Co., Inc., in Philadelphia.

Two special cars were used to convey the Harrisburg cruisers to Philadelphia, where, after inspecting the two factories, a banquet was

compliments on the improvements made. Dealers throughout the territory have taken advantage of the national publicity on the new improved mechanical machines and have tied up with window displays and other forms of advertising. The offer of \$5,000 for a name for the new machine has aroused a lot of interest in Cleveland.

It was fully expected that Detroit dealers would pay a return visit to Cleveland the latter part of August, but at the last minute the meeting was postponed until after the Columbus convention the middle of September. The program for their entertainment, however, has all been arranged and the Cleveland Music Trades Association is sponsoring the affair. A delegation from Pittsburgh is also expected to attend. The visitors will be entertained at the Hotel Statler and also at the Shaker Heights Country Club. Otto Muehlhauser is in charge of arrangements.

One of the busiest places these days is the plant of the Cleveland Talking Machine Co., distributor of Victor and Atwater Kent. The company has had a very aggressive sales campaign on Atwater Kent sets and Pooley cabinets that has been very successful. Howard Shurtle, president of the company, is planning on a large exhibit at the coming radio show.

served to them at the Penn Athletic Club. Troy Wildermuth, president of the Fromar Co., acted as toastmaster and introduced as the speakers of the evening C. W. Geiser, district manager for the Atwater Kent Mfg. Co. in which the Harrisburg section is located; B. R. Stauffer, general manager of the Pooley Co.; E. M. Freligh, of the Bankers' Commercial Securities Co., and Percy A. Ware, of the sales division of the Atwater Kent Co. The cruisers returned to their special cars at midnight for the return journey home.

The accompanying photograph was taken of various Fromar Co. officials and Atwater Kent representatives in front of the Atwater Kent factory. From left to right: H. E. Proud, of the Fromar Co.; W. F. Bell, Atwater Kent Mfg. Co.; P. A. Ware, Atwater Kent Mfg. Co.; I. J. Sweeney, Fromar Co.; C. W. Geiser, Atwater Kent

Magnavox Co. Distributes Two Dealer Sales Helps

OAKLAND, CAL., September 4.—The Magnavox Co., manufacturer of Magnavox radio receivers and other equipment, recently distributed to its dealers two attractive forms of sales helps. One of these, a counter or window display card, features the Magnavox Junior, a popular-priced table model. This card illustrates the set and has the caption "Satisfied" with an illustration of a proud owner expressing satisfaction and pride. It is printed in several colors. The other sales aid is for consumer circulation and is a folder with beautiful illustrations of ten Magnavox radio receivers. The folder gives reasons why the one-dial Magnavox radio is preferred, stressing simplicity of operation. Other reasons are the clearness of tone and the beauty of the sets.

The Driggers Music Co., established a year ago in Bainbridge, Ga., has met with a measure of success that has warranted plans for expansion.

Mfrs. Radio and Phonograph Hardware

Patented Dec. 9, 1919, Oct. 23, 1921, Nov. 7, 1922, Canada Applied

The Most Dependable Automatic Cover Support on the Market.

Automatic Stop.

Pat. Jan. 21, 1919, Others pending.

PATENTS PENDING ON DESIGN

11 Hinge for Drop Door
12 Sliding Drop Door Support.

15
17
19

RADIO AND PORTABLE COVER SUPPORTS

LET US ESTIMATE on tools dies and metal stamping

PLATING in nickel gold, brass copper, etc.

Patents Applied For.

22 Invisible Stop Door Hinge

VERY ATTRACTIVE DOOR PULLS IN DIFFERENT STYLES

STAR MACHINE & NOVELTY CO., Inc.
9-11 WATSESSING AVE.
Bloomfield, N. J.

THE NEW
Pathephonic
 REG. U.S. PAT. OFF. 

Will Bring

Big Fall Business

for the

Talking Machine Dealer

The buying public is sold on the improved type of talking machine. Your profits depend upon satisfying this demand.

Pathe dealers are able to offer their trade the most marvelous reproducing instrument on the market. The Pathephonic reproduces old records that can never be replaced equal to the new recordings. Only your ear will ever explain this instrument to you.

Four Models—at Exceptional Prices

- Model No. 125 **\$125.**
- Model No. 175 **\$175.**
- Model No. 225 **\$225.**
- Model No. 275 **\$275.**

Send for sample of Model 125. This is the only low priced instrument on the market embodying the modern reproducing principle.

PATHE PHONOGRAPH and RADIO CORP.

20 Grand Avenue

Brooklyn, N. Y.

Salt Lake City Talking Machine Trade Reports Exceptionally Fine August Sales

Dealers Unanimous in Reporting Excellent Volume of August Business—Unusual Demand Causes Shortage of Instruments—Brunswick Contest Arouses Interest—Other Trade News

SALT LAKE CITY, UTAH, September 4.—The talking machine business in this territory has been remarkably good during the past month. There was nothing but enthusiasm in every report made yesterday to The Talking Machine World's correspondent. If ever there was any likelihood of the phonograph losing popular favor it has certainly regained its prestige, at least as far as this section is concerned, and is now in a stronger position than it ever was.

Manager Dazell, of the Columbia Stores Co., local wholesaler for the Columbia Co., said

their August business was excellent. This applied, he added, to both machines and records. Some of their dealers in August, he said, did the best record business they had done since last December. He reported a shortage of machines, but said this could not be avoided with the business that was being done. He hoped that they would catch up on deliveries this month, at least in part.

R. F. Perry, traveling representative in this territory for the Brunswick Co. and one of the best-versed phonograph men in Salt Lake City,

said August business was very heavy. They hoped, however, to be in a position to fill back orders on Panatropes at a very early date, due to heavy shipments.

Much interest has been caused by the Brunswick Co.'s announcement concerning the \$5,000 contest for a name for the new instrument. Mr. Perry said dealers are being swamped with applications for demonstrations in connection with this contest. Large space has been used in the local papers by the company for the purpose of announcing this contest. Dealers are co-operating by using space themselves. Among new dealers appointed by the Brunswick Co. is the Ball Drug Co., of Shoshone, Idaho.

The Glen Bros.-Roberts Piano Co., of this city and Ogden, has opened a store in Pocatello, southern Idaho, where it will sell phonographs and other musical instruments. Orville E. Stanger, an experienced music merchant, will have charge of the sales end of the store.

Charles King, formerly manager of the phonograph department of the Consolidated Music Co., but for some time past at the head of the advertising and mail order department, has gone back to the phonograph department, of which he is again in charge. He succeeds G. H. Saddler, formerly of the John Elliot Clark Co., this city, who has moved to Butte, Mont.

Royal W. Daynes, general manager of the Consolidated Music Co., has been elected a member of the board of directors of the Western Music Trades Association.

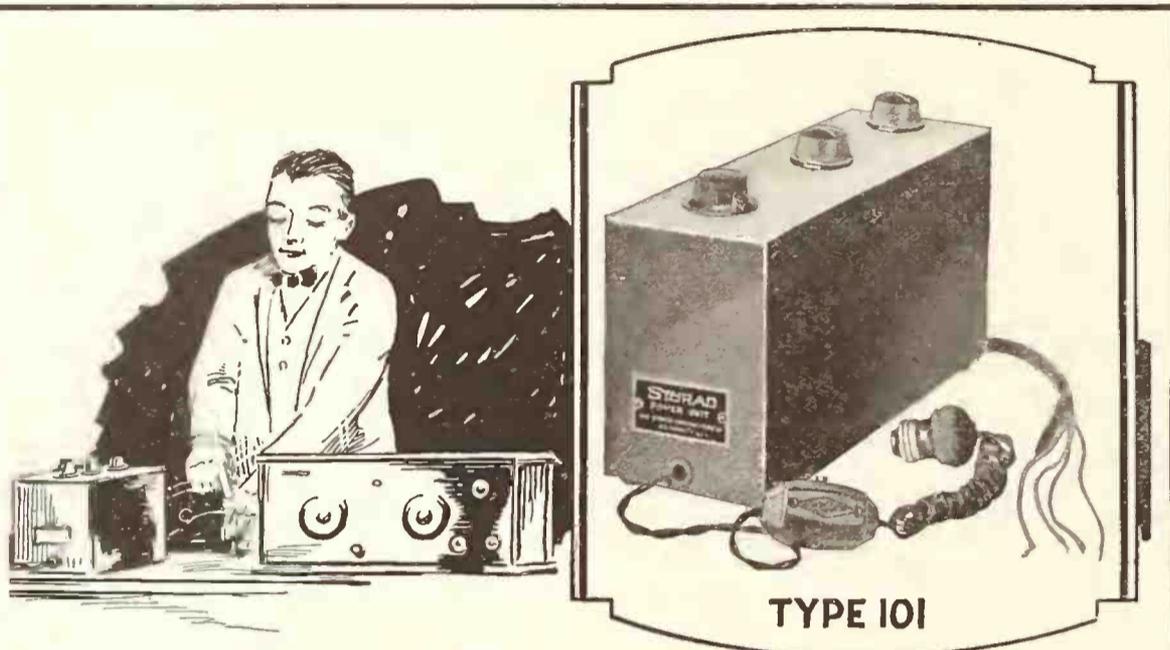
New Distributors Appointed for Tower Speaker Line

Gordon C. Bennett, Sales Manager, Announces Several New Western Jobbers After Completion of Trip—Enthusiastic Over Outlook

BOSTON, MASS., September 7.—Gordon C. Bennett, general sales manager of the Tower Mfg. Co., of this city, recently completed a very satisfactory trip throughout the West in the interest of Tower head sets and loud speakers. Upon his return he announced the appointment of the following new Western distributors for the Tower line: Montana Electric Co., Butte, Mont.; Washington Electric Supply Co., Spokane, Wash.; Illinois Elec. Co., Los Angeles, Calif.; Nielson Radio Supply Co., Phoenix, Ariz., and the Oklahoma Radio & Electric Co., Oklahoma City.

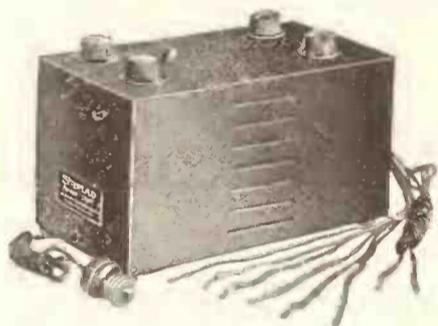
Mr. Bennett is an enthusiast regarding the sales possibilities in the Western territory and while there made a very thorough inspection and studied the needs and demands of each district. He stated that he found the radio industry in a very healthy condition. There was a complete absence of cut-price retail competition, and the dealers entered actively and progressively into their sales work. The facilities and equipment for servicing radio sets and parts were exceedingly complete. This, no doubt, was due to the fact that they are located very far from the manufacturer and must rely upon their own initiative for minor repairs. The most up-to-date equipment is used for display and sales purposes.

"The importance of the Pacific Coast as a market for headsets and loud speakers is fully realized by us," states Mr. Bennett, "and we are planning an extensive sales and advertising campaign this season in the principal distributing and consuming centers, especially on our new cone speaker." This new cone, recently brought out by the Tower Company, is reported to have met with almost instant success and approval to such a great extent that manufacturing facilities were increased at both the Boston and Attleboro, Mass., factories. They also contemplate bringing out a 36-inch Cone Speaker at an early date.



Sell Storad Power Supply for Continuous Reliable Power

PLEASE your customers and increase your profits. Quickly and easily installed. Once a Storad is on circuit the customer's worries are over. He has current—lots of it—when he wants it.



Type 201—"B" Power Supply and Trickle Charger Raytheon Tube Type "B" Power Unit—high capacity, with a bulb type Trickle Charger for A Storage Battery. Operated from 1 switch which turns off switch and B supply and turns off Trickle Charger. Charging current $\frac{1}{2}$ of 1 amp. 4 variable controls.

Type 101—"B" Power Supply See Illustration at top Raytheon Tube Type Unit. Surplus capacity. Will operate sets using power tubes on last audio stage. 3 variable controls from 180 volts down. Operates on house lighting circuit.

Type 701—Trickle Charger Sufficient capacity for A batteries used with larger sets. Switch turns on charger when set is turned off. Charging current $\frac{1}{2}$ to 1 amp. Variable control regulates charging current.

Storad Units are 100% over capacity. They will work on any set regardless of size without hum. Ample power for UX 171 power tube.

Storad has an enviable reputation for high quality products. Three years of research work and one year of actual test were put on Storads before they were placed on the market. These developments place Storad "B" Power Supply many months ahead of the average eliminator.

Raytheon Tube Type "B" Power Supply is used on all units supplying "B" Power. Other standard parts used are Tobe Deutschmann heavy duty condensers and Storad special transformers and filters.

Handle the Storad line for increased sales and profits. Write for complete information and prices.

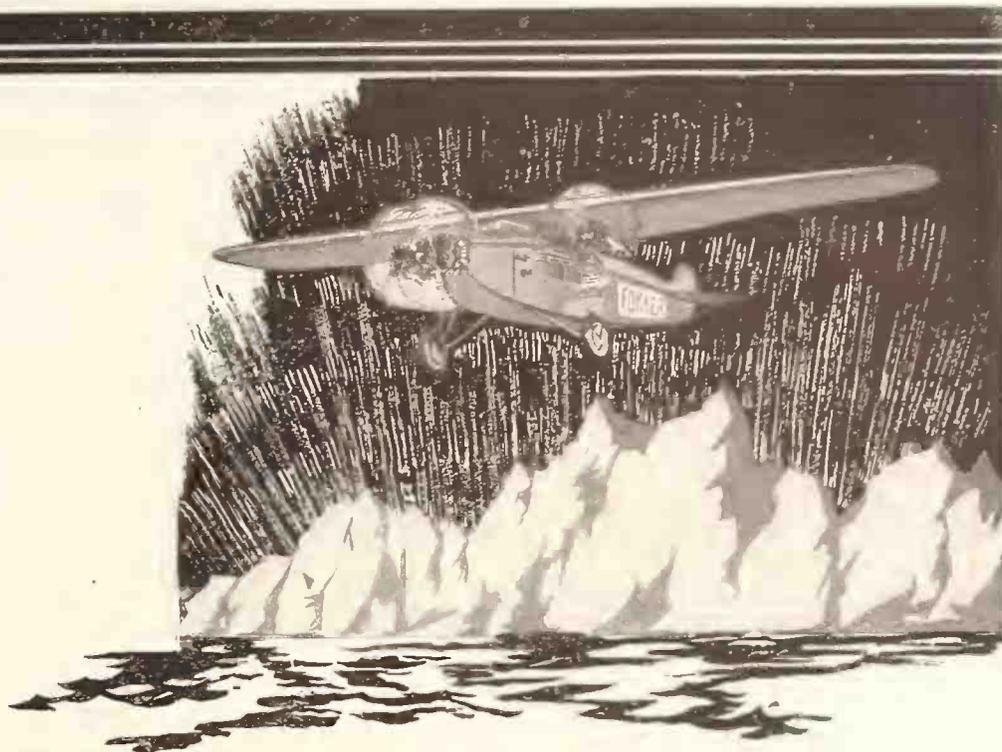
The Storad Mfg. Co.

2421 Detroit Ave.

Cleveland, Ohio

THIS is an age of remarkable achievements. The dreams of yesterday are the realities of today.

Our explorers and our industries are leading the world in doing the "impossible."



Among the greatest achievements in the radio industry is the invention of the APCO Full Automatic "A" Battery Converter.

There is nothing in the world today like the Automatic Converter. Here is an ingenious invention to automatically keep the storage battery always at full charge, enabling radio enthusiasts to enjoy the benefits of perfect radio reception without trouble and battery recharge.

Remember, there are no bulbs, no arrows to point, no flipping of switches,—just complete, unflinching "A" power from the light socket without battery starvation.

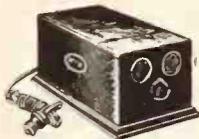
Progressive dealers all over the country are accepting our direct-to-dealer plan. APCO Radio Products are sold only through APCO Franchise Dealers. Write for our proposition. Your territory may be open.

APCO Full Automatic "A" Battery Converter

\$19.50

Prices slightly higher for Denver and West

OTHER APCO RADIO PRODUCTS



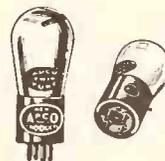
Model No. 274 APCO Raytheon Rectodyne "B" Battery Eliminator, \$35.00



Model No. 265 APCO "B" Battery Eliminator; Open Model ...\$22.50



Model No. 277 APCO "A" Battery Charger, \$12.50



Model No. 270 APCO Twin Tube Double Filament—201-A Type, \$2.00



Model No. 289 APCO Wet "B" Battery Charger\$4.00



Model No. 233 APCO "A" Battery Trickle Charger\$8.50



Model No. 266 APCO Rectodyne "B" Battery Eliminator\$29.50



APCO MANUFACTURING COMPANY, Providence, R. I. New York (At the N. Y. Radio Show—Space B. B. 17) Chicago



HAPPENINGS IN THE DOMINION OF CANADA

Toronto Radio Dealers Are Using Coming Political Elections to Sell Receivers

Advertising the Advantages of Listening to Campaign Speeches in Privacy and Comfort of Home Via the Air—Eleven Radiola Jobbers Appointed—Other Trade Activities

TORONTO, ONT., September 7.—Nearly all dealers handling radio sets are taking advantage of the political situation with regard to the Federal elections which take place on September 14 and are developing sales. They are also advertising the advantages of listening in on the campaign addresses at the home fireside in place of the crowded hall. "Have a front seat position all the time" is the slogan of one advertiser. "Don't stand at the rear of the hall and hear part of the address when you can hear from the centre of the platform" is the announcement of another.

Singer & Elliott, Ltd., Front street, West, distributors for Fada radio sets, are changing their quarters to the basement floor of the same building, where they will have much better warehouse accommodations. A feature of the new quarters will be a particularly attractive radio display room.

Canadian General Electric Co., Ltd., announces the appointment of eleven Radiola distributors throughout Canada. Brunswick-Balke-Collender Co. of Canada, Ltd., will continue to act as the exclusive distributor of Radiolas by Canadian General Electric to the music trade.

Gold Medal Furniture Manufacturing Co., Ltd., has been granted letter patents under a capitalization of \$200,000.

Canadian Westinghouse Co., Ltd., Hamilton, Ont., announces the addition of several new lines of radio receiving sets, for which many new and exclusive features are claimed.

Toronto Auto Accessories, Ltd., has been appointed a distributor for the Province of Ontario for the Freed-Eiseman radio line.

"Case" is a new line of radio receiving sets being introduced by Wilkinson-Kompass of Hamilton, Ltd., Hamilton, Ont. This line comes in a number of styles in two and three-dial control, with and without built-in speakers. It also comes in three console models.

All-American Radio, Ltd., has been incorporated with a capital of \$40,000 to manufacture and distribute radio, with head office at Toronto.

In the Atwater Kent radio line the regular Pooley cabinets are supplied in all styles and are now being manufactured in Canada by Malcolm & Hill, Ltd., Kitchener.

The Canadian National Exhibition, Toronto, at present writing, is in full swing and is in its forty-eighth year. This fair is the world's largest annual exposition. As usual the leading Canadian manufacturers of phonographs and records are on hand as well as no less than thirty booths exhibiting radio, including battery, supply and equipment firms, all leading makes being represented.

Montreal Talking Machine and Radio Trade Reports Satisfactory Business

Capitalize Elections to Sell Radio Sets—Atwater Kent Dealers of Maritime Provinces Attend Annual Convention in Nova Scotia—Columbia Recording Artists in Local Appearance

MONTREAL, CAN., September 8.—With the near approach of the general elections many of the local dealers have commenced and brought to a most successful conclusion an aggressive campaign for the sale of radio sets, and the result has been tremendous business.

At a recent weekly luncheon meeting of the Montreal Rotary Club, Rotarian George Layton, of Layton Bros., Ltd., provided entertainment in the form of selections by the new Orthophonic Victrola, which was much enjoyed by all present.

A recent visitor to Montreal was Captain A. G. D. West, chief research engineer of the British Broadcasting Co., London, Eng. While in this city he made a hasty survey of broadcasting equipment used by the various local stations.

R. E. Dingman has been appointed district manager of the Montreal office of the Diamond

State Fibre Co. of Canada, Ltd., succeeding J. A. Regan, who has gone to Pittsburgh as district manager of the company's office.

A well-attended convention of Atwater Kent dealers of the Maritime Provinces was held recently at Halifax, N. S.

Tony Ramsperger, of the International Music Store, Brunswick distributor, was a recent visitor to New York City.

Canadian patent serial No. 315,205 has just been issued to W. T. Hawes, of W. T. Hawes, Ltd. This patent has reference to an improvement to the standard tube. It is claimed by the inventors that after experiments lasting for a period of about twelve months they found that most of the microphonic noises and tube howling could be eliminated, and tubes made under this new process are about 20 per cent louder in volume.

Creatore's Band (Columbia recorders) ap-

peared in Montreal at the Princess Theatre recently, where they gave two concerts. Big houses greeted both performances.

The Amherst Music Co. (A. Poisson) has opened up at 1432 Amherst street, where it is specializing in the Columbia phonograph line and Thompson radio sets.

Madame Didier, in charge of the phonograph department of Dupuis Frères, Ltd., the leading French department store, told The World that their business in talking machines and records had increased more than 20 per cent.

C. W. Lindsay, Ltd., is still disposing of a large number of the new Seville Brunswick phonograph model and is advertising it extensively in the various cities in Canada where the company maintains branches.

Portland, Ore., Music Trade Prepares for Radio Show

Pacific Northwest Radio Exposition to Be Held in Portland, September 21 to 25—Report Excellent Talking Machine Sales

PORTLAND, ORE., September 4.—Reports on business for August are most encouraging—both from the music dealers and the Portland Chamber of Commerce.

A. R. McKinley, Pacific Northwest district manager of the Brunswick-Balke-Collender Co., reports business opening up in splendid style for Fall, and says, "A convention is a wonderful thing and I wish we could have one every few months. The Seattle convention proved a wonderful stimulus to our business. Never in our history has our business been as prosperous and I attribute a great deal of it to the convention. A full representation of Brunswick dealers of the Pacific Northwest was on hand to view our display, as well as dealers from Arizona, California, Nevada and several from Canada, and orders have been pouring in.

A. J. Kendrick, Chicago, general sales manager of the Brunswick Co., accompanied by Mrs. Kendrick, visited the Portland branch for three days on his return from the Seattle convention.

T. K. Pym, who for several years has been associated with Bush & Lane, of Seattle, Wash., has been appointed Brunswick representative of the Spokane district.

Everything is set for the second annual Pacific Northwest Radio exposition to be held in Portland at the municipal auditorium September 21 to 25 and from advance notices and plans it promises to be the biggest show of its kind ever staged on the Pacific Coast.

Randall Bargelt, Oregon representative of the Columbia Phonograph Co., reports excellent Summer business, and says, "Our sales are progressing most rapidly in our new Viva-tonal, with our dealers most enthusiastic. Not only are our dealers showing enthusiasm for the Viva-tonal and the Columbia New Process records, but we are receiving many inquiries from prospective dealers all over the State who wish to add the Columbia line to their business."

Mr. Bargelt reports a new account at Wheeler, Oregon, where the Columbia line has been placed at the Wheeler Hardware-Furniture Co., R. C. and H. H. Bannister, owners, who are remodeling the store and repainting their trucks, etc., announcing the addition of the Columbia merchandise.

Charles Soulè, Pacific Northwest district manager of the Starr Piano Co., has been spending considerable time in western Washington and reports good returns from this district. An exceptionally large volume of Summer business is reported from Starr headquarters on their two new portables—the Starr and the Gennett.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



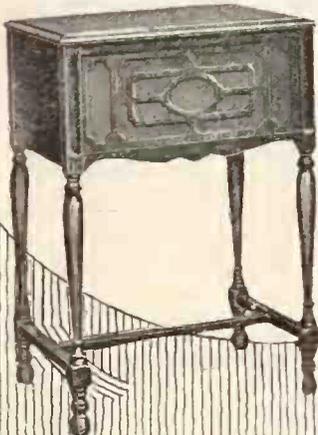
Model 1600-R-2
Finished in Mahogany or Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Set. Prices without tubes and batteries, \$175 to \$200



Model 1100-R-2
Finished in Mahogany or Walnut, with built-in Pooley (patented) Floating Horn, and Atwater Kent Set. Prices, without tubes and batteries, \$200 to \$280.



Model 1900-R-2
Finished in Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Set. Prices without tubes and batteries, \$135 to \$160.



Pooley Cabinet Speaker Model 2100
Finished in Mahogany. Built-in Pooley (patented) Floating Horn with Atwater Kent Reproducing Unit. (Without Battery Compartment). Price \$40.

POOLEY RADIO CABINETS *with* ATWATER KENT RADIO

Pooley Radio Cabinets and Cabinet Speakers

NATIONALLY advertised*—three years on the market—known to millions as quality merchandise—made by a firm 43 years old and in business to stay—approved by Mr. Atwater Kent himself in these words:

“The Pooley Radio Cabinet is approved for Atwater Kent Radio because of the design and quality of Pooley Cabinet work and because of the tone qualities of the Pooley built-in floating horn. Both meet the standards we set and maintain for Atwater Kent Receivers and Speakers.”

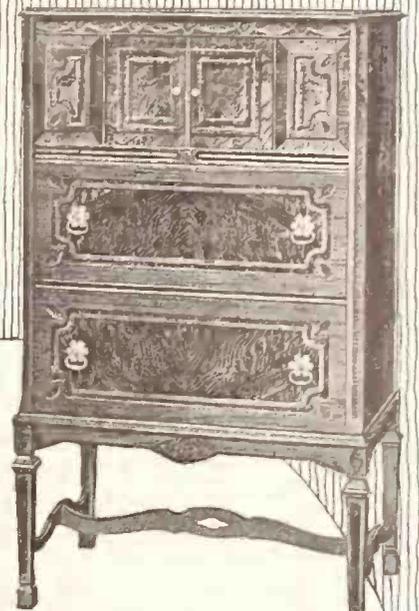
(Signed) A. ATWATER KENT

Beware of imitations—look for the name “Pooley”

THE POOLEY COMPANY
1600 Indiana Avenue Philadelphia, U. S. A.

Prices slightly higher west of the Rockies and in Canada. Canadian Pooley Radio Cabinets are manufactured by Malcolm & Hill, Ltd., Kitchener, Canada

*Saturday Evening Post—Good Housekeeping—Vogue Vanity Fair—House & Garden—Country Gentleman



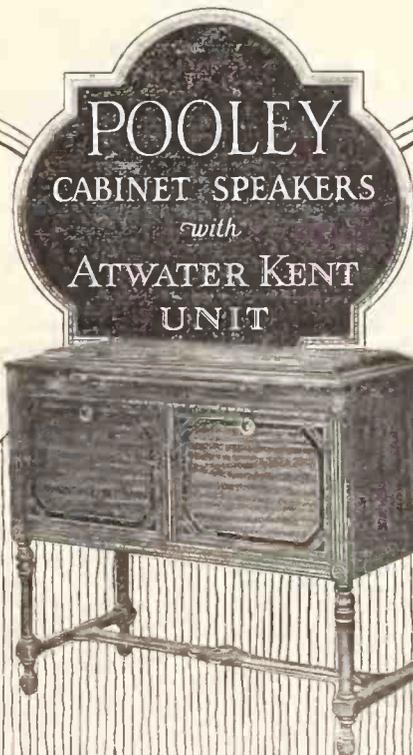
Model 1700-R-2
Finished in Mahogany or Walnut, with built-in Pooley (patented) Floating Horn and Atwater Kent Set. Prices without tubes and batteries, \$240 to \$320.



Model 2000-R-2
“Arm Chair” Model. Finished in Mahogany, with built-in Floating Horn and Atwater Kent Receiving Set. Prices without tubes and batteries, \$135 to \$160.



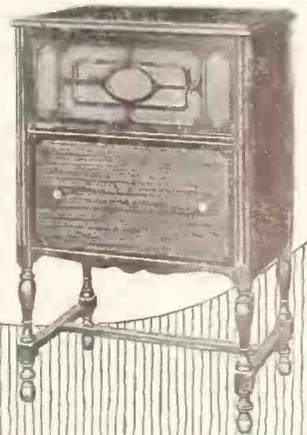
Model 1300-R-2D
Finished in Walnut or Mahogany, with built-in Pooley (patented) Floating Horn and Atwater Kent Set. Prices without tubes and batteries, \$225 to \$305.



POOLEY CABINET SPEAKERS *with* ATWATER KENT UNIT

Pooley Cabinet Speaker Model 2200 (lower right)
With Battery Compartment. Finished in Mahogany. Built-in Pooley (patented) Floating Horn with Atwater Kent Reproducing Unit. Price \$50.

Pooley Cabinet Speaker Model 1400
With Battery Compartment. Finished in Mahogany. Built-in Pooley (patented) Floating Horn with Atwater Kent Reproducing Unit. Price \$60.



Pathe Phono. & Radio Corp. Announces Pathephonic Phonograph Line to Trade

Four Models in Handsome Cabinets Are in Line With the Latest Developments and Improvements in Phonograph Construction—Result of a Long Period of Experimentation—Many Features

The evolution of the phonograph from a novelty to be listened to and wondered at to the present highly developed musical instrument has extended over a period of one-quarter of a century or more.

The Pathe laboratories, both American and European, have during this period materially contributed to the growth and advancement of

reached the stage of distribution in time for Pathe dealers to reap the full benefits of Fall business.

The line consists of four models which are shown herewith, models 125, 175, 225 and 275, the model number in each case corresponding with the list price. It will, therefore, be seen that the new line offers a wide variety of both



New Pathephonic Line—Top, Models 275, 125, 225; Bottom, Model 175

the industry. Therefore, when the Pathe Phonograph and Radio Corp. of Brooklyn, N. Y., announced several months ago its newest product, the Pathephonic, it already had behind it all the prestige of the name Pathe and its experience and high standing in the field of acoustics.

The Pathephonic is in line with the latest development in phonographs. While Pathe literature illustrates and describes the Pathephonic, it deplores the lack of words to faithfully describe the tone of the new instrument. They, therefore, have adopted the phrase "only your ear will ever explain this instrument to you." Another feature stressed by the Pathe Co. in its literature is that it reproduces the old records that can never be replaced, as well as the new recordings.

The Pathephonic has emerged from a long period of experimentation and development, production has been entered into and it has

style and price and each model, irrespective of price, is equipped with the Pathephonic amplification. Although the remarkable sound reproduction is the distinguishing feature of the Pathephonic, great care has been exercised in the production of the cabinets in which it is contained and, therefore, two senses are appealed to. Among other features there are an automatic stop and a sound chamber constructed of wood, forming a perfect vibrating path.

H. N. McMenimen, under whose direction the new line has been produced, reports the appointment of a number of distributors in strategic points throughout the country. Mr. McMenimen has also displayed the new Pathephonic in various cities and in every instance tremendous interest has been displayed in the new Pathe instrument and its sound reproducing qualities. In speaking of the radical changes made in sound reproduction, Mr. McMenimen stated, "After once hearing the new instruments

For the Better Merchant

High-grade Dry Cell CERTIFIED B. & C. Batteries and Dry Cell B. & C. Success Batteries
Manufactured by
SUCCESS BATTERY MANUFACTURERS
35 Broadway
Brooklyn, N. Y.

the buying public will not accept the old style. Our factory is completely rid of the old models and all efforts will be concentrated on the production of the Pathephonic. Dealers are going to find good Fall business with the Pathephonic. The demand is there and the Pathephonic satisfactorily and profitably fills it." Mr. McMenimen points out that the new Pathephonic is so far advanced in sound reproducing qualities over the old type of talking machine that the new type is invariably sold. This has created an entirely new market and it is expected that Pathe dealers will find the coming Fall season will produce substantial sales.

Federated Radio Trade Assn. Meets in Detroit

Mid-Summer Convention of National Radio Trade Body Draws Big Attendance—Timely and Important Trade Subjects Discussed

DETROIT, MICH., September 4.—The mid-Summer convention of the Federated Radio Trade Association was held at the Hotel Statler in this city the latter part of last month, with representatives of the St. Louis, Northwest, Wisconsin, Michigan, Buffalo, Indiana and other radio trade associations in attendance to the number of more than a hundred. The convention lasted two days, August 16 and 17, and was featured by a number of interesting and instructive addresses by notable trade figures. Among the subjects discussed at the convention were: continuation of the campaign for proper radio legislation, standardization of membership in the different associations and recommended established dues, analyzation of present trends in the market, reach conclusions and give dealers sound advice on the trading-in of old sets, campaign to educate the public to the use and enjoyment of radio, establishment of trade relations policies for dealers and jobbers, contact and co-operation with other national radio associations, set code of ethics on advertising, campaign on radio interference, consideration of the question of wave length pirating, and financing and extension of the activities of the Federation.

It was unanimously voted to have the next meeting of the Federated Trade Association, at which time new officers will be elected, in St. Louis, Mo., on February 14 and 15, 1927. The convention concluded with a banquet at the Hotel Statler, with many entertainment features and several addresses by famous orators.

Don't Spend All Your Profits in Giving Unnecessary Service

You do not have to give surplus service with the Minerva line because the construction of the Minerva Sets eliminates, in so far as possible, all that tends to cause service worries. Each Minerva receiver is built with care, and subjected to rigid factory inspection to protect the dealer and do away with as much "service worries" and expense as is humanly possible.



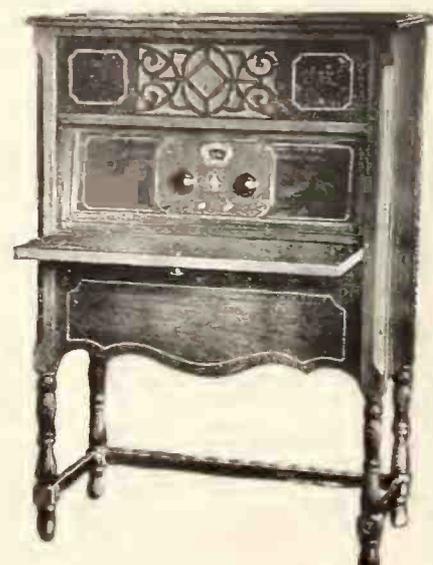
Minerva 1-A Table Type
\$75 List (less accessories)

Minerva Sets are single-dial control, in beautiful cabinets, and they are priced to give the dealer and jobber the right profit.

Write us today for representation details

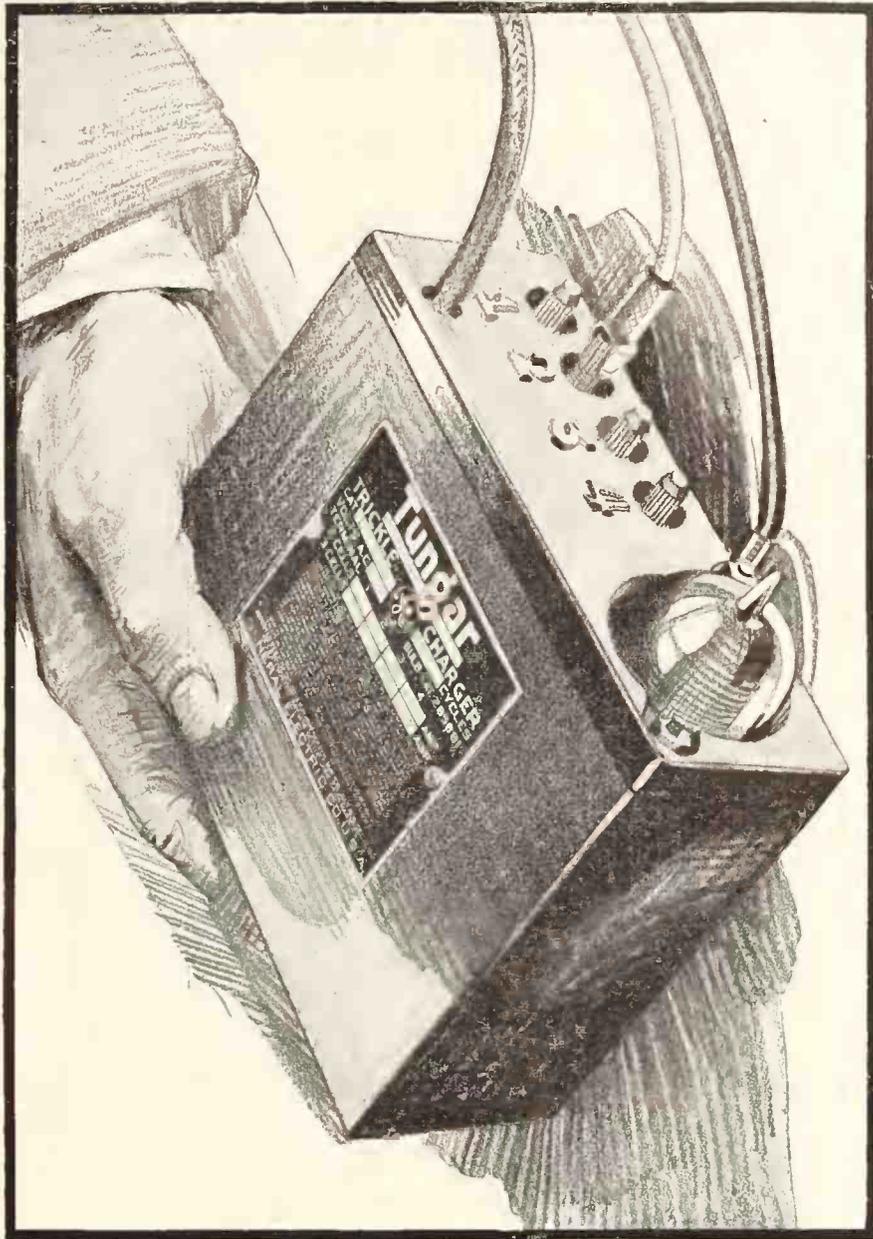
Minerva Radio Company

154 East Erie Street at Michigan Blvd.
Chicago, Illinois



Minerva Library Console
\$140 List (less accessories)

East of the Rockies
 Trickle Charger, \$12
 2 ampere Tungar, \$18
 5 ampere Tungar, \$28
 (60 cycles—110 volts)



General Electric presents *the new Tungar Trickle Charger*

As shipped the new Tungar Trickle Charger is all ready for installation—completely equipped with battery leads, clips and 8 ft. A. C. cord. The charging rate may be varied from 1/10 to 1/2 ampere by interchanging the snap clip on the 4 terminals. The average cost of operation is less than that of a 25 watt lamp.

*Ask your Tungar jobber for full information
 about the Tungar Trickle Charger.*



Tungar

REG. U.S. PAT. OFF.

TRICKLE CHARGER

Small & Compact
 Height 4 3/4". Length 5 3/4". Width 2 1/4".
 Designed for use with 4 or 6 volt "A" storage batteries.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY

MERCHANDISE DEPARTMENT

BRIDGEPORT, CONNECTICUT

Get This Color Chart of Slagle Models

A complete line of quality sets . . . correct price range . . . strong sales plan . . . with plenty of help for you



GUARANTEE
 Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and to give thoroughly satisfactory service in your home or your money will be refunded without argument or red tape.

THE full line of Slagle models is shown in our 4-color chart just off the press. Full descriptions of the sets are given together with an outline of our complete plan for helping you sell. Here is a well-balanced line of high quality sets selling from \$70 to \$350; backed by a solid, conservative company in the business 15 years; sold by a carefully organized system of cooperation that gives real results. Send for the beautiful color chart today.

SLAGLE RADIO COMPANY
 Fort Wayne, Indiana

Slagle Radio

Wide Potential Market for Argus Electric Radio Set

Survey Shows 13,000,000 Homes Equipped With Alternating Current—Each a Prospect for the Argus Electrically Operated Set

A potential market of 13,000,000 homes is the estimated sales field available to dealers and distributors of the Argus electric radio receiving set, made by the Argus Radio Corp., 257 West Seventeenth street, New York City. Prior to launching its Fall and Winter campaign the Argus Radio Corp. thoroughly analyzed the market and found that a survey of public utilities of the country disclosed 13,000,000 homes equipped with alternating current. Accordingly, the Argus electric, which is a seven-tube radio receiving set with no batteries, attachments or rectifying tubes and which is electrically operated from the current socket, has this same wide sales market.

With these great possibilities in view, the

Argus Radio Corp. has entered into a campaign of large proportions to feature the Argus electric set to the buying public. The new Argus line, which was announced last month, is a line of specialization. Instead of dividing efforts among a number of models, production has been centered upon a table receiver and a highboy model, and also a popular table model retained from the Argus line of last year. This concentration permits the greatest efficiency for the Argus table receiver, which is identical in capacity and capability with the Argus highboy except that it requires a separate loud speaker. In the literature which the Argus Radio Corp. has produced, not only the mechanical perfection of the set and the artistry of the cabinets are stressed, but emphasis is placed upon the tonal value of the set with its exclusive feature of the re-entering phonic tone chamber.

Although some few minor finishing touches are yet to be placed upon the new factory of the company, production of the new models has greatly increased. Within the next week

or so the new plant will have been entirely completed and the process of building the Argus electric set may be witnessed, beginning from one end of the room, doubling back and forth, until the completed instrument is ready for final inspection and packing in another part of the building. The Argus set, as Ira Greene treasurer of the company, points out, is built entirely under this one route. With the exception of very few parts, everything that goes into the set is made at the factory of the Argus Radio Corp., even to the smallest screws and nuts.

Following the advance showing of the new Argus set, heavy orders have been received and it is expected that after its display at the Radio World's Fair production will be heavily taxed to meet the demand.

The Shepard Co.'s stores in Boston, Mass., Providence, R. I., and other New England cities have recently added the complete line of Stewart-Warner radio equipment to their stock of radio merchandise.

DISTINCTIVELY BEAUTIFUL!



The
SURPRISE
of the
RADIO
SEASON

New and Improved
FRESHMAN
MASTERPIECE

GENUINE R. C. A. RADIOTRONS

are recommended for use with Freshman Masterpiece Receivers. A special package containing—one UX 112 power tube, one UX 200A detector tube and three UX 201A amplifying tubes—matched and tested for the set in which they are shipped is sold by Authorized Freshman Dealers.

Just wait 'till you see it

Eliminate 65% of your *profit-killing* service costs



For 201 A tubes or equivalent AC-6 HA—\$42.50

New refinements to a proven principle—the principle of trickle charge plus the indispensable rapid charge found only in Unipower—are present in this new 6-volt Unipower designed to furnish unfailing "A" power to any 201-A tube set. Four trickle rates, operated by a simple dial, enable the user of heavily-worked multi-tube sets to adjust the power to the exact rate necessary to his individual set and hours of use.

Complicated wiring is eliminated—installation is as simple as that of a storage battery. Automatic switching makes possible a power-operated set under one control—no change is necessary in "B" power supply or set wiring.



For 199 tubes or equivalent AC-4 \$33.00

Unipower contains a Balkite charging unit of Gould design. It operates from alternating current 110-125 volt—60 cycle—special models, 25-50 cycle, at slightly higher prices. Patents pending on all models.

UNIPOWER wasn't invented for the dealer. As radio's first complete "A" power unit, it was meant primarily for the man who wanted maximum results from his set with the least possible amount of attention and worry. Yet today Unipower is solving one of the ugliest problems radio dealers have ever faced—the high cost of servicing.

To meet competition the dealer must guarantee service. If he is to sell sets he must agree to keep them in working order, even though the entire profit from the sale is spent doing it.

Because of this unhealthy situation surprising numbers of dealers are actually losing money by selling complete sets. Many others do well to break even. Large and small alike suffer, and there are few who can boast the profit they should.

The deadly cost of "A" battery failure

Much of this cost can be avoided. Carefully checked records show conclusively that 65% of all service calls result from battery failure. Obviously, if you are to save your profits from the deadly cost of servicing, you must do away with the cause of "A" battery trouble. And that is exactly what Unipower does!

Dealers who sell Unipower with the complete set forestall a major part of the service calls they would otherwise make. And if the customer won't buy Unipower with his set he's going to be far more receptive to sales talk when he is forced to call for battery service.

Unipower's 3 definite profits

Unipower earns you three profits—a substantial margin on its own sale, a large saving in unnecessary and extravagant service costs, and a satisfied customer.

The customer has a power-operated set, controlled direct from the light socket by one switch. His "A" power is always unfailing, always at full voltage. He has none of the cost nor the inconvenience of dry cell renewal—of battery recharge.

Start today to save profits with Unipower. A postcard will bring you several interesting booklets and a price list. The Gould Storage Battery Company, Inc., 250 Park Avenue, New York.

Unipower

A GOULD PRODUCT

RADIO "A" POWER THAT CANNOT FAIL

September Opens With Signs of Improvement of Trade in St. Louis Territory

Talking Machine Sales Show Increased Activity—Edison Dealers to Hold Convention—Dealers Demonstrate at Greater St. Louis Exposition—Columbia Record Sales Show Increase

St. Louis, Mo., September 7.—September opened with signs of improvement in the talking machine situation. Dealers remark that there has been a definite revival of interest brought about by the improvements in machines. Window and front-door demonstrations draw attentive, discriminating crowds.

M. Goldberg Resumes Business

M. Goldberg, of the Silverstone Music Co., after a prolonged stay in the North to regain his health, has returned and resumed direction of the company's wholesale department. L. C. Schooler, who managed the department during Mr. Goldberg's absence, has gone to take a position at the Edison factory.

Edison Dealers to Stage Convention

A convention of Edison dealers of the St. Louis territory will be held here September 16. There will be a program of addresses and discussions and a dinner and entertainment. E. H. Phillips will come from the factory to take charge of the arrangements and make the reservations.

C. F. Barnett, of the B. F. J. Furniture Co., West Frankfort, Ill.; Frank Sigman, of the Flat River Hardware Co., Flat River, Mo., and T. J. Price, Belleville, Ill., Edison dealers, were recent visitors in St. Louis.

Talking machines had a conspicuous place among the exhibits at the Greater St. Louis Exposition, which opened Saturday, September 4, to continue nineteen days. The exhibitors included the Artophone Corp., the Columbia Phonograph Co., the Koerber-Brenner Co., Victor distributors; the Ludwig Music House, the Aeolian Co. of Missouri, the Baldwin Piano Co., the Kieselhorst Piano Co., Lehman Piano Co., and the Shattinger Piano & Music Co.

A series of Brunswick Panatropé concerts were given in the parks of Granite City, Ill., during the Summer by the National House Furnishing Co., under the direction of Manager Hurwitz.

Big Gain in Columbia Record Sales

The Columbia Phonograph Co.'s branches at St. Louis and Kansas City were running over with optimism at the close of business on August 31, as their August sales on Columbia New Process records gave them such a wonderful increase over July business and over August business of 1925. This, combined with the phonograph sales, gave these two branches a wonderful increase over previous periods, far in excess of their predictions earlier in the month, that August sales would show a decided increase over previous periods.

The Columbia Phonograph Co. has just released a record made by the University of Kansas Glee Club, "Lamp In the West" and "Fight for Kansas."

W. B. Ockenden, manager of the Kansas City sub-branch, has just returned from a two weeks' vacation to his old home State, California. Immediately upon Mr. Ockenden's return he made a hurried trip over the southern section of his territory, where he met with wonderful success in lining up new dealers and securing business from dealers now on their active list. The Shannon Furniture Co., of Tulsa, Okla., has been opened by Mr. Ockenden and this looks fair to be one of the best accounts in Oklahoma.

Louis Marks, Southern representative out of the St. Louis branch, recently completed a trip to northern Mississippi, which netted a good volume of business for this section of the St. Louis territory.

N. B. Smith, manager of the St. Louis and Kansas City branches, is on an extended motor tour of the East, and spent four days at the home office at New York City.

George Fuhri, salesman for the St. Louis and Missouri territory, recently completed a trip in southern Missouri, spending quite a little time with the dealers in Springfield.

C. R. Salmon, salesman for St. Louis and Illinois and Indiana, returned from a trip to the Indiana territory full of optimism as to the future outcome of Columbia merchandise in this particular territory.

Ray A. Forbes Attends Dealer Sales Meetings

Ray A. Forbes, general sales manager of the Victor Talking Machine Co., Camden, N. J., is making a trip throughout the West attending sales conventions of dealers and jobbers and outlining sales campaigns for the coming Fall and Winter seasons. At a recent one-day conference in Dallas, Tex., 150 dealers from all sections of the State attended and heard Mr. Forbes speak in most optimistic terms regarding the future. A similar meeting was held in Oklahoma City, Okla., a few days later and similar gatherings are scheduled for important trade centers throughout the country.

Hazeltine Corp. Files Suit for Patent Infringement

E. A. Wildermuth, a radio distributor of Brooklyn, was sued in the Federal Courts on August 20, by the Hazeltine Corp. and Independent Radio Mfrs., Inc., for alleged infringement of patents by the sale of radio apparatus manufactured by the Atwater Kent Mfg. Co., of Philadelphia. The alleged infringement involves U. S. patent No. 1,533,858 on the Hazeltine neotrodyne inventions.

M E L L O W T O N E

New Style Mellowtone Phonograph

"True To Its Name"



No. 912

List Price \$125.00

Height 40½ inches; width 24½ inches; depth 20 inches. Finishes: Mahogany or Walnut, front and top genuine veneered panels. Equipped with new style, large, long horn; and with new style reproducer. Grille in front of tone chamber. Included are two 12-inch and two 10-inch record albums.

Recent developments in sound reproduction eclipse in importance all of the progress theretofore made in the science of acoustics since the origin of the phonograph. This new knowledge has been brought to its highest state of perfection in Mellowtone phonographs, with their startlingly natural tone.

Befitting the tonal excellence of the Mellowtone, its mechanical equipment also is of the highest quality. And Mellowtone cabinets are a correct reflection of the present-day mode in design and finish.

Mellowtone phonographs assure the dealer the greatest possible volume of sales and quickest possible turnover, for they were designed and developed with that end in view by a producer with fifteen years of successful experience in the phonograph industry.

The model illustrated to the left, No. 912, is only one of a complete line that will appeal to the merchandising instinct of every alert dealer. Notice the artistic design and beautiful proportions of this fine cabinet and the attention given to details—the complete equipment, including albums.

Write for dealers' discount on this advanced style and on the other excellent models comprising the complete Mellowtone line.

LEON C. SAMUELS
Manufacturer

209 SOUTH STATE STREET

CHICAGO, ILL.

DISPLAYING IN THE AMERICAN FURNITURE MART

arrived!

The Sandar — the new cone Speaker — has *arrived*.

Sandar covers the whole range, it brings out each sound within the scope of the set, unblemished, unaltered, and with full value all along the scale.

Sandar is artistically designed, it appeals to those to whom attractive appearance is as essential as mechanical excellence, AND

Sandar is priced lower than any other licensed speaker of its size on the market, it retails at

\$27.50! A remarkably low price for a quality product — a price that is sure to *move Sandars fast*.

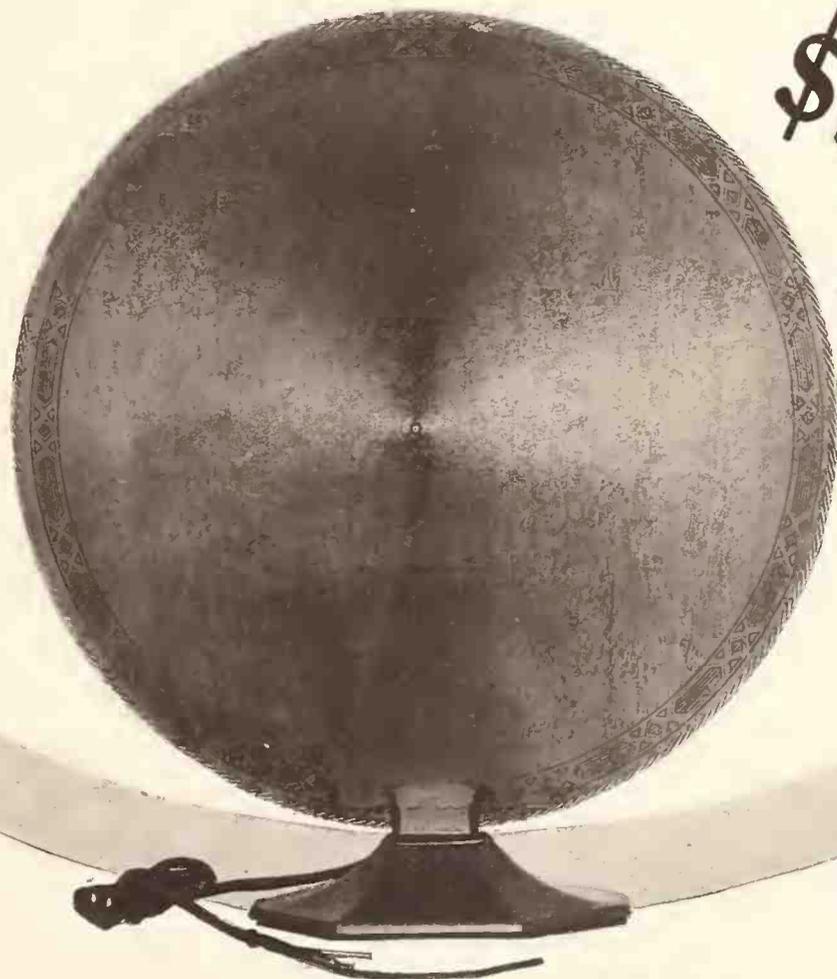
Look into the merits of the Sandar Speaker. Sandar is going to register strongly with those who are always in the market for refinements in radio reception.

A forceful, comprehensive advertising campaign is planned to back up and supplement all sales effort on Sandar. Write us for terms and full information.

SANDAR CORPORATION
Crescent Plaza Building, Long Island City, N. Y.

*Licensed under
Léktophone Patents*

\$27.50



**SANDAR
S P E A K E R**

1926 Radio World's Fair in New York Is Biggest in the History of the Trade

Hundreds of Exhibitors Display Latest in Radio Equipment—Superlative Entertainment Features Arranged for Visitors—Vice-president C. G. Dawes to Speak at Radio Industries Banquet

On Monday, September 13, at the new Madison Square Garden, New York, the 1926 Radio World's Fair was opened officially and thousands of radio enthusiasts visited the exhibits of the hundreds of manufacturers who are displaying radio receivers and other equipment. The exposition transcends anything that has ever been offered to the trade and public. While the showing of the latest in radio apparatus is the main purpose of the exposition, there have been arranged a number of interesting features which will keep the attendance up to capacity throughout the entire week. Outstanding figures of the radio industry will be present in person and notables of international importance will speak to the audiences and broadcast to listening millions. Among those scheduled to appear during the week are Secretary of Commerce Herbert Hoover, Governor Alfred E. Smith and Mayor James J. Walker.

The benefits to the trade of this exposition scarcely need mentioning. Dealers have the opportunity of inspecting practically all makes of radio apparatus and comparing them to best judge of each product's desirability as part of his stock. Elsewhere in this issue of The World is given a complete list of the exhibitors at the Radio World's Fair and it can be seen at a glance that the present show exhibitors comprise a "Who's Who" of the radio industry. There can be no doubt but that there will be a tremendous amount of business transacted during the present week, for from all indications dealers and jobbers from all points of the United States will be in attendance and for many manufacturers this is the first showing of their new lines.

There have been arranged an extraordinary number of entertainment features which will be broadcast from the Central Broadcast Studio. About thirty stations will broadcast from this studio with all of the feature programs being transmitted by stations WEA and WJZ chains.

While not directly connected with the World's Fair, one of the outstanding features of the week in trade circles is the Third Annual Radio Industries banquet, which takes place on

Wednesday, September 15, at the Hotel Astor. A number of interesting features have been arranged, with an address by Vice-President Charles G. Dawes as the stellar attraction. A sterling entertainment program has been planned and famous artists will appear, among them Reinald Werrenrath, baritone, and Mary Lewis, soprano.

It is certain that the number of listeners-in to the program of the banquet will be as great if not greater than ever listened to a radio program, for the hook-up of stations broadcasting the event will be the largest ever made. At least thirty-three stations will participate.

Drive for the Adoption of Price Maintenance

Senator Capper to Introduce Bill at the Coming Session of Congress

WASHINGTON, D. C., September 8.—An organized drive for the adoption of price maintenance legislation will be made by manufacturers, distributors and others interested at the next session of Congress, according to Senator Arthur Capper, of Kansas, author of a bill introduced in the Senate last session for that purpose. The bill, similar to that introduced in the House by Representative Clyde Kelly, of Pennsylvania, on which lengthy hearings were held, failed in the jam which marked the close of the session, but it is believed that if the various interests can be brought together enactment of the measure will be possible next Winter.

"The manufacturer of trade-marked, advertised goods claims the merchant also buys his name and good will, a market and waiting customers, which unadvertised goods do not have," declared Senator Capper, in discussing the situation. "For these reasons the manufacturers demand the right of price control.

"The price-cutting merchant favors the present adjudicated position—that having purchased the goods he may sell as he will. The larger department or chain stores may take advantage

of a larger volume of business, cash dealings or more efficient management to cut prices.

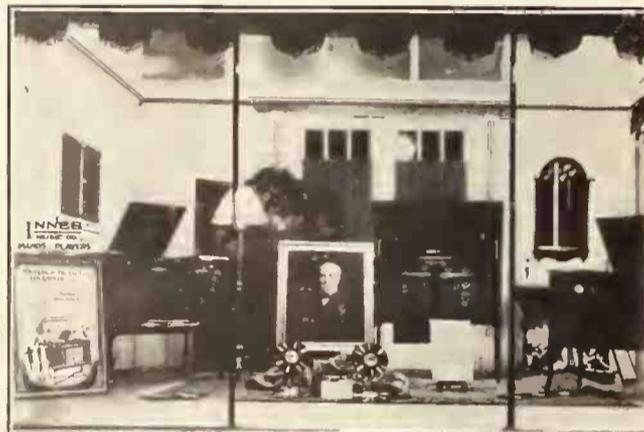
"The average consumer sees in the purchase of a twenty-five-cent article for nineteen cents only the saving of six cents, without inquiring the merchant's reasons for the cut, or the ultimate effects of a practice which affects fundamentally the whole system of distribution.

"The great difficulty is to get all parties to see sympathetically all sides of the problem. There must be a solution which, with fairness to all, would measure up to the legislative standard of greatest good for the greatest number."

Innes Music Co. Presents Attractive Edison Display

Window Space Prepared to Provide an Attractive Setting for Edison Phonographs—Home-like Atmosphere Adds to Effectiveness

WICHITA, KANS., September 8.—The Innes Music Co. gives careful attention to its window displays; and one recent display, of Edi-



Edison Display of the Innes Music Co.

son phonographs, aptly illustrates its method. The company has spent time and money in providing a background for the window, that will set off artistically but without undue distraction of attention the merchandise shown. The back and one end of the window space are paneled in white, the rear having the similitude of a doorway with pillars and a flat arch. At one end of the window—the end adjoining the entrance to the store—the wall is a mirror; over the mirror being a valance.

In the window for the Edison display were set three Edison instruments, the \$185, the \$325 and the \$375 models; there being drawing-room furniture to make a pleasant picture. Central in the display is a large framed portrait of Thomas A. Edison. And a few well-executed cards are disposed about, carrying the message that the merchant wished to emphasize.

What Dealers Would Do If They Were Manufacturers

MILWAUKEE, WIS., September 4.—Members of the Northwest Radio Trade Association were recently asked to answer the question, "If you were a radio manufacturer, what would you do to help the radio industry?" Among the suggestions made, four stand out above all others. They are: "Keep down the price of radio receiving sets to a reasonable figure," "Advertise," "Simplify operation" and "Improve radio broadcasting."

TEST IT. 
OUR VICTOR
Record Service

has a reputation for efficiency.
Suppose you try it.

E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.



Yes, there is a Difference in Talking Machine Felts

HOW shall a talking machine manufacturer, who seeks the utmost quality in turntable felts, make the right choice?

"Felt is felt," you say. Not so! Turntable felt of different makes may look alike, but there is a wide variance in quality.

It is easy to skimp in the quality of wool. And it is easier still to skimp in the felting process. The life and strength of the wool will be lost if the work be handled by any but the most skilled experts.

How, then, shall you know. This is the safe and sure way:

Try "AMERICAN"—it's the standard

Durability is inbred in American Felt Company's felts. In quality of raw material and quality of workmanship they are unequalled. And to insure longer service, all our felts are now protected against ravages of moths. This is done during the process of manufacture—not after.

The constantly growing preference of talking machine manufacturers for these good felts is the best proof of their worth!

Write our nearest office for quotations. Experienced felt men there are ready and eager to serve you.

AMERICAN FELT COMPANY

213 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago

Wide Variety, Beauty, Quality

make the

UNITED LINE SUPREME

Study this page. Then send for our complete catalogue. Let us show you how the United Line backs up our claims of Beauty, Quality and Wide Variety at the right price. These numbers are only a few of a great line. Send now for catalogue. No obligation.

United Cabinet Manufacturers Corp.
1421 S. Michigan Ave. Chicago, Ill.



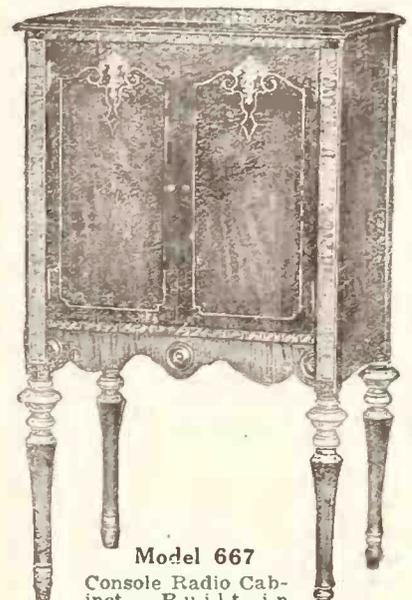
Model 602-20
For R C A model 20 only. List price, \$18.50.



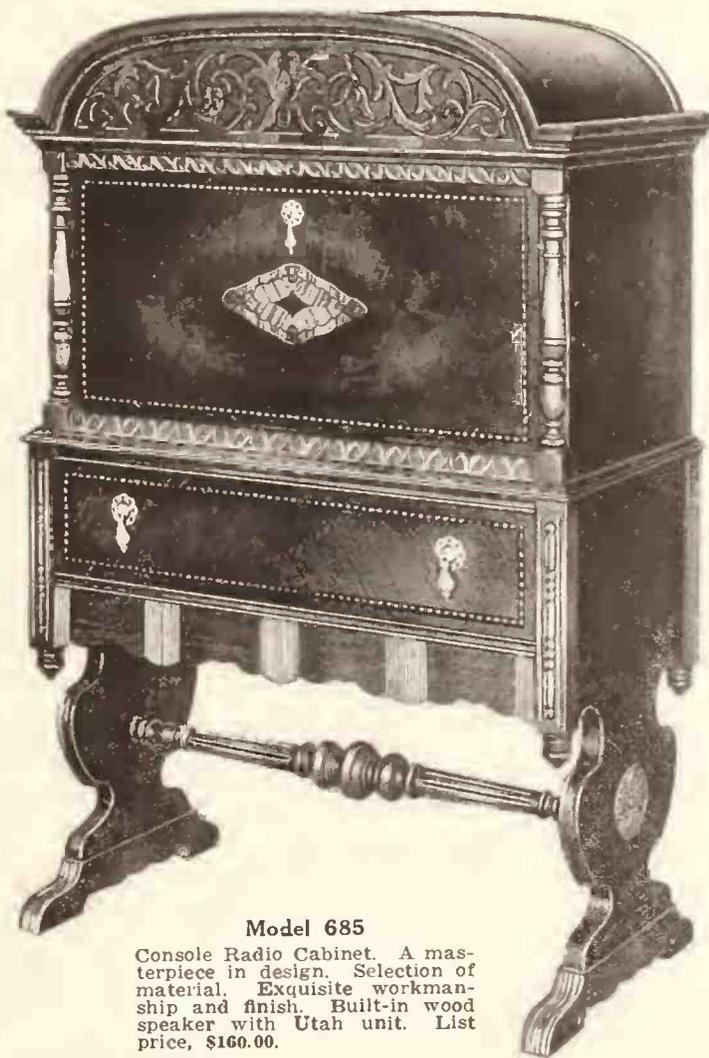
Model 600
For Atwater Kent models—also most 7x18 sets. 22 inches long, 13 1/4 inches deep, 30 3/4 inches high. List price, \$22.50.



Model 603-25
For R C A model 25 only. List price, \$22.50.



Model 667
Console Radio Cabinet. Built-in speaker with Utah unit. List price, \$87.00.



Model 685
Console Radio Cabinet. A masterpiece in design. Selection of material. Exquisite workmanship and finish. Built-in wood speaker with Utah unit. List price, \$160.00.



Model 643-AK
Suitable for Atwater Kent Models 20 and 30 only. Built-in wood speaker with Utah unit. For same style to fit 7x18 panel—order No. 641. List price, \$35.00.



Model 611
Radio Console Table and Battery Case. List price, \$24.00.



Model 610
Console Radio Table and Battery Case. List price, \$27.50.



Model 615
Console radio table and battery case. Built-in wood speaker with Utah unit. List price, \$57.50.

UNITED Cabinets

Opening of Fall Season Indicated by Activities of Pittsburgh Music Dealers

Talking Machine Dealers Starting Campaigns to Line Up Fall Business—Optimism Toward General Outlook—Pronounced Record Demand—Jobber Predicts Radio Sales Records

PITTSBURGH, PA., September 8.—With the passing of Labor Day, there is a general movement on part of the talking machine dealers of the Steel City to prepare for the Fall and Winter business. It is an assured fact that never before in the history of the local trade has there been so marked a feeling of optimism.

In fact a drive has been started by the progressive Victor, Edison, Brunswick, Columbia, Sonora, Player-Tone and Starr phonograph dealers to line up the business for the coming season. Another marked feature of the local trade is the pronounced demand for records.

Steady Gain in Brunswick Sales

C. W. Markham, manager of the Pittsburgh offices of the Brunswick-Balke-Collender Co., said: "Our business has been steadily increasing and we have been cooperating in a splendid manner with our local dealers. The new weekly releases of Brunswick records every Thursday are an added feature that is a business bringer for the Brunswick dealer. Sales of our new models and the Brunswick Panatrope are very satisfactory and the outlook is decidedly bright."

Ideal Phono Parts Co. Busy

Paul Susselman, president of the Ideal Phono Parts Co., distributor of the Valley Forge main springs, the Artone talking machines and the Carryola portable phonographs, who is also widely known to the trade in Ohio, West Virginia and western Pennsylvania, reports that business has been keeping up in a very satisfactory manner. Mr. Susselman is of the opinion that the Fall season will be a highly satisfactory one and that plans for the establishment of additional branch offices in several other cities will shortly materialize.

The Ideal Phono Parts Co. is one of the best equipped talking machine concerns in western Pennsylvania and is prepared to act quickly on all business offered. The repair department is one of the most complete in Pittsburgh and functions entirely for the service of the dealer. Fred C. Schuyler, general sales manager, also, expressed the opinion that the coming Fall season would be a good one from a business standpoint.

Talks on Radio Demonstrating

Victor Saudek, musical director of the KDKA station, addressed a recent meeting of the Pittsburgh Radio Council in the Pittsburgh Chamber of Commerce. He emphasized the making of radio demonstrations for prospective patrons under ideal conditions, "not haphazard ones." He said: "The first demonstration will decide whether the prospect will be for or against you. By no means employ poor loud speakers on good sets, use the best, for when all is considered, the prospect is about to make an investment and he expects to use the radio for a long time."

Panatrope Entertains Diners

A new Brunswick Panatrope has been installed in the Donohoe Cafeteria, one of the largest restaurants in the country, which handles over 5,000 persons daily. The Panatrope is an added feature, as an orchestra plays daily from 11 a. m. to 2 p. m. and from 6 to 8 p. m. The Panatrope is used when the orchestra is silent and excellent results have been obtained. Patrons expressed keen delight over the splendid music furnished by means of the Brunswick records and the Panatrope.

A new Brunswick console model has been in-

stalled in the Young China Restaurant on West Liberty avenue, Dormont, a suburb of Pittsburgh. Patrons are very fond of this innovation and the manager has in stock a large number of records, classical and popular, that are played at request of patrons.

C. R. Parsons Expects Big Fall

C. R. Parsons, manager of the talking machine department of the Rosenbaum Co., Victor, Brunswick and Sonora dealers, is preparing for a "big Fall business." He states that the inquiries from prospective customers relative to the new Orthophonic Victrola and the Brunswick Panatrope indicate that sales of the two instruments will be exceptionally large. Record sales, Mr. Parsons stated, were also quite brisk.

Predicts Radio Sales Records in Fall

That the Fall business in radio sets will establish new records is the opinion of Tray B. Wildermuth, of the Fromar Co., of Harrisburg, Pa., local distributor of the Atwater Kent receiving sets. Mr. Wildermuth is not only optimistic about business but has demonstrated his confidence in the future in the purchase of a solid carload of 1,450 of the latest Atwater Kent models. Mr. Wildermuth stated that the shipment was the largest single shipment of radio sets into central Pennsylvania. The sets will

Resonata Loud Speaker Receives Praise of Trade

Many Applications for Franchises for Product of Resonata Corp. of America Received

The Resonata loud speaker, which was introduced to the trade last month by the Resonata



Resonata Loud Speaker

Corp. of America, has met with considerable success. A number of dealers have already taken on the line and a number of additional inquiries relative to the franchise have been received at the headquarters of the company. The Resonata, as may be seen from the accompanying illustration, is entirely different in appearance from the familiar type of loud speaker and also differs in the principle of amplification. It has been designed with a comparatively small resonance chamber, which has been compared to the human mouth and head cavities, and has a small aperture no larger than a human mouth. Through a reflex method of amplification the sound may be amplified.

This new loud speaker will make its initial appearance before the general public at the Radio World's Fair in New York City.

H. E. Young Eastern Sales Mgr. Grigsby-Grunow-Hinds

Fred D. Williams, director of sales of the Grigsby-Grunow-Hinds Co., Chicago, Ill., manufacturer of radio, automotive and electrical equipment, recently announced the appointment of Herbert E. Young as Eastern sales manager

be distributed among the many dealers in central Pennsylvania who work under the Fromar Co. A number of the dealers were guests of Mr. Wildermuth on an inspection tour of the Atwater Kent and Pooley factories in Philadelphia recently. Mr. Wildermuth is of the opinion that new sales records will be established in Atwater Kent radio sets this Fall and Winter.

News Brieflets

Bert McMurtrie, a well-known music critic of Pittsburgh, has been appointed program director of the Pittsburgh Press-Kaufman & Baer Co. WCAE station. Music lovers are pleased with the appointment as some good music will be broadcast this season under the direction of Mr. McMurtrie.

Paul Holleran, aged twenty-eight years, who for several years operated a radio shop at Sharon, Pa., died at his home in McKeesport recently after a brief illness. He was compelled to quit business owing to continued ill health.

John Henk, of the Columbia Music Co., reports a very satisfactory demand for the new Viva-tonal Columbia. The Model 611 and Model 710 are good sellers and attract many prospective patrons. Mr. Henk gives demonstrations daily on the Viva-tonal Columbia with the New Process Columbia records. He is of the opinion that October and November will be exceptionally good months for the phonograph business.

Volkwein Bros. have opened an extensive radio department on the third floor of their music house. A full line of Atwater Kent radios and the American Bosch radio line are handled

of the company with headquarters at 90 West Broadway, New York. Mr. Young is well known in talking machine and radio circles in the East, having represented the Sonora Phonograph Co. in the New Jersey territory some years ago and following that connection he was New England representative of the Music Master Corp.

For the past six or seven months Mr. Young was New England district manager for Grigsby-Grunow-Hinds Co., and his success in this field was so pronounced that his promotion to direct the activities of the company in all the Eastern territory followed.

Milne and Walter Eckhardt Return From European Trip

PHILADELPHIA, PA., September 8.—Milne and Walter Eckhardt, sons of Walter L. Eckhardt, well-known talking machine and radio executive, returned from Europe during August and immediately delved into the many details surrounding the presentation of the new products in which they and their father are interested.

Although exact details are veiled in secrecy it is freely rumored that the Eckhardts will present a complete radio set and speaker. Walter L. Eckhardt arrived home in time for the radio show and it is planned to give a private showing of the new products during the show week.

B. B. Konheim With Plaza

B. B. Konheim, formerly associated with Cole & Dunas, the well-known distributors of Chicago, recently joined the sales staff of the Plaza Music Co., representing that organization in the Middle West, making his headquarters in Chicago. Mr. Konheim will handle the Plaza Co.'s complete line, which includes, besides its portable talking machines and Fine Arts cone speaker, its complete line of records, radio sets, cabinets and accessories for the music store.

For the Better Merchant

High-grade Dry Cell CERTIFIED B. & C. Batteries and Dry Cell B. & C. Success Batteries
Manufactured by
SUCCESS BATTERY MANUFACTURERS
35 Broadway Brooklyn, N. Y.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

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

Why We Invested \$25,000.00

IN

Okeh and Odeon Records

At This Time

The phonograph and record business is back to stay. This season will be a profitable one for the live dealer.

We know the sale of Okeh and Odeon Records will make money for our dealers and give us a satisfactory return on our investment.

Okeh and Odeon Records make the world's best music available for everybody. The recordings imported from Europe and the recordings made in the United States include a complete list of classic and popular numbers in all languages and for all races.

DEALERS

The Ideal Phono-Parts Company of Pittsburgh has consolidated with the Buel-Lyons Company of Cleveland and will serve you from either address given below. This consolidation means a large force of salesmen travelling our territory. It assures you of superior and prompt service.

Write for our Dealer Proposition

IDEAL PHONO-PARTS COMPANY, Inc.

614-16-18 Fifth Avenue, Pittsburgh, Pa.

1231 Superior Avenue, Cleveland, Ohio

Factory Distributors

Valley Forge Main Springs and Parts
Caryola Portables

Artone Phonographs
New Principle Reproducers

Atwater Kent Announces New Series of Concerts

President of Atwater Kent Mfg. Co. to Sponsor Weekly Broadcasting by Famous Artists Through Fall and Winter

Announcement was made this week by A. Atwater Kent, head of the Atwater Kent Mfg. Co., who sponsored such a notable series of radio broadcast concerts by great artists last season, and then followed the series with weekly concerts right through the Summer, that starting on Sunday evening, October 3, he will begin the broadcasting of a new series of weekly programs by nationally famous grand opera and concert artists.

To judge from the list of operatic and concert stars announced for the new series, the coming concerts may be expected to equal and perhaps eclipse those of last Winter. Among the artists scheduled for early appearance before

the microphone are: Frances Alda, Lucrezia Bori, Mme. Schumann-Heink, Frieda Hempel, Josef Hofmann, Edward Johnson, Albert Spalding, Maria Kurenko, Louise Homer, Reinald Werrenrath, Margaret Matzenauer, Mary Lewis, Rosa Ponselle and Charles Hackett.

Through an arrangement with the Metropolitan Opera Co. of a sort never before effected by any outside agency, Mr. Kent has secured the call on the services of the artists of that great organization for radio appearances. This connection will enable him to put on the air in the course of the new series a number of artists not heretofore available for broadcasting because of their opera contracts.

The new series of Atwater Kent programs will be on the air each Sunday evening from 9.15 to 10.15 Eastern Standard Time. They will be broadcast through a hookup of fifteen stations as follows: WEAJ, New York; WJAR, Providence; WEEL, Boston; WSAI, Cincinnati; WRC, Washington; WCCO, Minneapolis-St. Paul; WEAR, Cleveland; WLIB, Chicago; WFI

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

and WOO, alternating, at Philadelphia; WCAE, Pittsburgh; WGR, Buffalo; WOC, Davenport; WTAG, Worcester; KSD, St. Louis and WWJ, Detroit.

Fada Sales Manager Attends Mid-West Dealer Meetings

Meetings of Fada distributors and dealers in three Middle Western centers occupied the attention of Louis J. Chatten, sales manager of F. A. D. Andrea, Inc., on a recent trip. The first session was at Detroit under the direction of Cummings Bros., Fada distributors. It was attended by more than seventy-five dealers, who enjoyed the complete review of the Fada line. At Indianapolis, the Gibson Co., Fada distributor, arranged a large gathering of dealers, who listened to Mr. Chatten explain the merchandising policies of the Fada organization. In St. Louis, Beck & Corbitt Co., Fada distributor, held a meeting of its salesmen, following which a rally of dealers was held at the Coronada Hotel. The Fada 8 was demonstrated at a luncheon.

A visit to the Chicago branch of F. A. D. Andrea, Inc., concluded Mr. Chatten's trip.

New Pooley Cabinets Are Popular With Trade

PHILADELPHIA, PA., September 9.—Progress in the art of radio cabinet making is well exemplified in the new line of radio cabinets made by the Pooley Co., Inc., of this city. A notable departure from the familiar style of radio cabinet is to be found in the Pooley Model 2030 R-2, more familiarly known as the armchair model. This attractive compact radio cabinet includes an Atwater Kent receiving set, built-in Pooley speaker, battery compartment and a small drawer for tools, etc. It can be conveniently drawn up to the side of the armchair and operated. This new model is proving one of the most popular in the new Pooley line.

P. S. Weil and C. B. Cabaniss With Frank & Co.

Paul S. Weil and C. B. Cabaniss, well known in the advertising end of the radio industry, have announced their association with Albert Frank & Co., a New York advertising agency. Mr. Weil was formerly manager of the radio department of Frank Kiernan & Co., advertising agency of New York, and Mr. Cabaniss was associated with him there.

Hugh M. Smith, who has specialized in the electrical and radio fields for many years, has been appointed manager of the radio department of Frank Kiernan & Co.

Adolph Friedman Represents H. H. Eby Co. in New York

The H. H. Eby Mfg. Co., of Philadelphia, Pa., maker of the Eby "Quality" binding posts, has opened New York offices under the direction of Adolph Friedman, at 250 Park Avenue, New York City. Mr. Friedman was, for years, connected with the J. H. Bunnell Co. and the Hartzell Sales Co. and has a large acquaintance in radio circles. Mr. Friedman also represents the Kurz-Kasch line of dials, knobs, rheostats, potentiometers, etc., who have an office at the same address. John B. Sanborn, district manager of the Kurz-Kasch Co., is also making his headquarters at these offices.

**A Sale is
Never
Completed
until you've sold Service!**



There is not enough profit in radio, or any business, to include your own free service-time with the sale of the product. Yet, service is vital to successful merchandising.

Sell that service with the set or, separately, as an added source of profit!

Sterling Radio Care-takers and Inspectors

permit the set-owner to do his own "servicing" in the home the way it should be done—*simply, quickly and effectively!*

These items are more than mere merchandise. They take the responsibilities of the manufacturer's set off your shoulders. They keep customers satisfied. They retain good-will. See your distributor, or write for further facts.

THE STERLING MFG. CO.

Cleveland, Ohio

Sterling "A" Battery Trickle Charger

For owners of 6-volt and 4-volt storage "A" batteries, this new Sterling continuous charger offers the utmost in convenience, safety and efficiency. Both charging and receiving are controlled from a combination switch in the trickle unit. Reliable charging rates of 2/3 ampere on 6-volt battery and 1/2 ampere on 4-volt battery insure an adequate "A" current supply at all times. Is well insulated and noiseless.

No. R-101 for 110-volt, 50-60 cycle A.C., only not incl. bulb, List Price \$10.00
With 1 ampere Tungar bulbList Price \$14.00

Sterling "Metered" Tube Reactivator

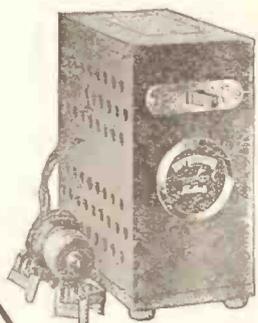
For large and small tubes, including 300-A detectors and No. 171 amplifiers, having thoriated filaments. One of the distinct advantages of the Sterling Reactivator is its emission meter, which enables the user to determine instantly by test whether a tube needs reactivation, and also to what degree the filament emission has been restored by the process. Adapter for small UX and CX tubes included.

R-403—110-volt, 50-60 cycle.....List Price \$12.50
R-403—110-volt, 25-40 cycle.....List Price \$14.00

Sterling "Midget" Reactivator No. R-225

For the set owner who wants a low priced, yet effective instrument. The R-225 has all the advantages offered by any rethoriated device not meter equipped and, in addition, has the unique feature of two slots in each socket—one for flashing the tube and the other for aging it.

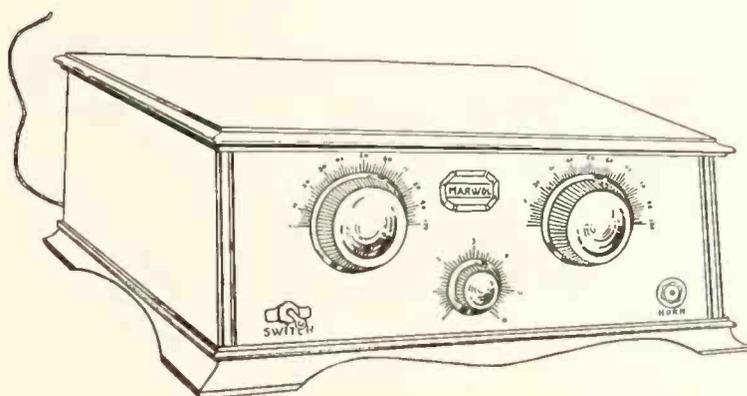
R-225 ReactivatorList Price \$3.75



**Sterling
Radio
Equipment**



The
MARWOL
1926
MODELS



Marwol Six Tube Set With Built in "B" Eliminator

This New Marwol six tube receiver employs resistance coupled amplification. Needs no "B" Batteries. It is equipped with a built-in "B" battery eliminator, free from hum and designed to give permanent plate current to all tubes. Installed in a genuine mahogany cabinet artistically designed. Two tuning dials and one potentiometer control.

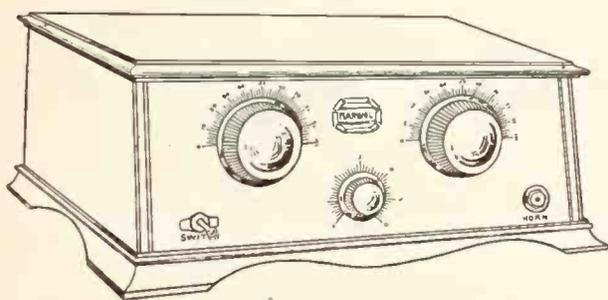
List Price

\$70.00

These models are now in production. Into each of them have been incorporated the latest electrical, engineering and construction principles, to insure sets of outstanding efficiency free from all possibility of trouble which would cause headaches on the part of Jobber or Dealer.

AND NOW

Marwol will shortly place in production two kits complete in every respect, ready for wiring. These kits, one a five-tube tuned radio frequency, the second a six-tube resistance coupled kit will be presented in the September issue of this publication.



Marwol 6-Tube Receiver

This model is the same as the \$70.00 model, but is not equipped with the built-in "B" battery eliminator. Circuit, method of tuning, cabinet except for size, is identical.

List Price

\$50.00

Marwol Radio Corp.

546 Broadway

New York City

An Exclusive Franchise

With Four Hour Delivery Service
Will Be Granted to Reliable Radio Dealer in
Your City

To Handle High-Grade Nationally Advertised Radio Products

This is your opportunity to put your business on a sound, profitable basis by selling Radio Products having a minimum sales resistance because the demand has been created by nation-wide publicity. Write us for Catalog 91-D giving full information of our profitable plan for handling BREMER-TULLY, LIBERTY, SHERWOOD BROOKS, BALKITE, ALL AMERICAN, G. E. TUNGAR, THOROLA, MAJESTIC, UTAH, R. C. A. TUBES, etc., for your city with full dealer protection. Big, quick profits. Act now.

New England Mills Co.

Wholesale Distributors of High-grade Nationally
Advertised Radio Products
Dept. 91-D 855 Washington Blvd., Chicago, Ill.

K. M. Smith Directs Sales of Gould Storage Battery Co.

W. S. Gould has resigned as president of the Gould Storage Battery Co., Inc., New York City, and it is announced that, pending the election of a successor by the board, K. M. Smith, formerly assistant to president, has been appointed vice-president in charge of operations and sales. Mr. Smith is not only an executive of remarkable ability, but has been with the Gould organization for many years. He at one time directed the sales policies of the organization and later as assistant to president had at his finger tips every detail of this great organization. Accordingly, upon Mr. Gould's retirement, as president, Mr. Smith was the logical man to take full charge of operations and sales.

Irving S. Leon Now With the Cleveland Ignition Co.

CLEVELAND, O., September 7.—Irving S. Leon, for several years connected with the Columbia Phonograph Co., and more recently manager of the talking machine and radio department of the Robert L. White Music Co., of this city, has been appointed western Ohio representative of the Cleveland Ignition Co., handling dealer appointments for the Atwater Kent and Pooley lines as well as for the accessories handled by the Cleveland Ignition Co.

Brandes Products Praised by Lieut. Comm. R. E. Byrd

A letter from Lieut. Commander R. E. Byrd, the first man to fly over the North Pole, in which he describes what is considered in radio circles as a severe test for loud speakers and head sets, was recently made public by Federal-Brandes, Inc., New York, manufacturer of Kolster radio and Brandes reproducing devices.

H. L. COOMBS, Inc.

47 W. 42nd Street, N. Y.

DIRECT FACTORY
REPRESENTATIVES

Radio Cabinets

Stock models or designed
to meet your specifications

Factories:

QUINCY, ILL.,

GRAND RAPIDS, MICH.,

LOUISVILLE, KY.,

PLYMOUTH, WIS.,

WAUKESHA, WIS.

Two loud speakers and twelve pair of head sets of the Brandes line were carried by the Byrd Arctic Expedition, and Lieut. Commander Byrd states that they functioned admirably, although subjected to the most unfavorable conditions to be met in fog, storm and extremely low temperature.

The experience of Commander Byrd with the Brandes speakers upholds the judgment of Dr. Frederick A. Kolster, who has had the cone type of speaker built into the Kolster console type sets and has specified their use with the Kolster table models.

E. J. Totten, Beacon Sales Manager, Back From Trip

A spirit of optimism in all sections of the country as to the outlook for radio business during the coming season was reported by E. J. Totten, sales manager of the Beacon Radio Mfg. Co., Brooklyn, N. Y., maker of Trinity Beacon receivers, upon his return recently from an extensive business trip. Mr. Totten covered nineteen cities from the Atlantic to the Rockies and from the Great Lakes to the Gulf, establishing contact with the recently appointed distributors of the new Trinity line.

"While manufacturers are assuring the dealer against dumping and price cutting," said Mr. Totten in a chat with a representative of The World, "the fact remains that where manufacturers are compelled to contract for parts they may find themselves again forced to turn their overproduction into cash at the tail-end of the season. The trade realizes that back of the Trinity line is one of the largest radio parts plants in the industry, making everything which enters into the construction of the set. The Trinity line, therefore, is independent of outside sources of supplies, excepting raw materials, and we cannot overproduce."

Van Veen & Co. Make Two Music Store Installations

Two extensive installations of equipment in the warerooms of talking machine dealers in the metropolitan territory were made during the month by Van Veen & Co., New York City. Leon Tobias, secretary of the company, reports that at the warerooms of Pagani & Bro., 289 Bleecker street, a complete new store front has been installed, which includes an exterior of two show windows and impressive interior lobby twenty-five by fifteen feet.

Extensive equipment is also being installed at the Levitan Victrola Shop at Brook avenue and 138th street.

Columbia Dealers Tie Up With Artists' Appearance

BUFFALO, N. Y., September 8.—When the California Ramblers played at the Lafayette Theatre in this city recently, Columbia dealers took advantage of the opportunity of this exclusive Columbia dance orchestra's appearance in their midst and co-operated with the theatre in running a smashing three-quarter-page advertisement in the Buffalo Evening Times.

The California Ramblers also played an engagement at The Homestead, a roadhouse near Buffalo. Ukulele Max, a live-wire Columbia dealer of Buffalo, put on a public demonstration of the new Viva-tonal Columbia phonograph between dances.

Brunswick Dividend Declared

The directors of the Brunswick-Balke-Collender Co., Chicago, Ill., have authorized a dividend of 1 1/4 per cent payable October 1, 1926, on the outstanding preferred stock of the company to holders of record as of September 20, 1926.

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.

REPRESENTATIVE WANTED

Prominent manufacturer, with factories in Europe, has excellent proposition for American representative who can merchandise adequately a complete line of

Phonograph Motors
Sound Boxes
Accessories

Address with full details in care of "Box 1578,"
Talking Machine World, 383 Madison Ave., New
York, N. Y.

PHONOGRAPHS

Open to buy job lots of phonographs. Styles or finishes not particular as price is main factor. In selling these machines manufacturer's name can or cannot be used as desired by seller. Write stating full particulars F. S., 314 Calyer Street, Brooklyn, N. Y.

WANTED—A radio salesman for Central California city. Also country salesman. We carry the Atwater Kent and RCA lines, and are a well-established house. Give age, experience and references. Address "Box 1575," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—As manager of talking machine department or instrument salesman. Thoroughly familiar with all makes of sound-reproducing instruments. Twelve years' practical experience. Can furnish first-class references. Address "Box 1577," care of The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Young married man, 28, desires position as manager of phonograph, radio store. Eleven years in business; now managing large New York store. Knows phonograph and radio business thoroughly. Not afraid of work. Best of references. Address "Box 1576," care of The Talking Machine World, 383 Madison Ave., New York City.

Atwater Kent Distributors Convene in St. Louis

St. Louis, Mo., September 9.—The Brown & Hall Supply Co., of this city, Atwater Kent distributor, held an Atwater Kent dealers' convention on Thursday, August 26. Some 300 dealers from Missouri and southern Illinois attended the business sessions during the day and the banquet and entertainment in the evening. Officials from the Atwater Kent Mfg. Co. and the Pooley Co., Inc., were present and the various sessions were in charge of N. S. Brown, president of the Brown & Hall Supply Co.

SPRINGS

VICTOR	
1 1/4"x.022x17', bent each end.....No. 6543	\$.57
1 1/4"x.022x18' 6" marine ends.....No. 3014	.57
1 1/4"x.022x17' bent arbor.....No. 5362	.56
1 1/4"x.022x13' bent arbor.....No. 5423	.48
1 1/4"x.022x9' bent arbor.....No. 5427	.38
1 1/4"x.022x9' bent each end.....No. 6542	.38
1"x.020x13' 6" marine ends.....No. 2141	.35
1"x.020x15' marine ends.....No. 3335	.38
1"x.020x15' bent arbor.....No. 5394	.39
1"x.020x15', bent at each end.....No. 6546	.39
COLUMBIA	
1"x.028x16' crimp arbor, new style.No. 20009	.61
1"x.028x10' Universal.....No. 2951	.32
1"x.028x11' Universal.....No. 2951	.36
1"x.030x11' hook ends.....No. 1219	.40
1"x.025x12' motors, Nos. 33 & 77.....	.35
1 3/16"x.026x19', also Pathé.....	.70
1 3/16"x.026x17'.....No. 4	.60
HEINEMAN	
1"x.027x10', rectangular hole.....No. 144	.39
1"x.027x13', rectangular hole.....No. 145	.45
1"x.027x16', rectangular hole.....No. 146	.53
Terms, 2 per cent cash with order.	

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.
Complete catalogue on request

How a Great Business Enterprise Was Built

An Intense Love for Things Electrical on the Part of A. Atwater Kent Resulted in the Building of a Great Business

Most of the great commercial enterprises in this country have been the outgrowth in development of an underlying cause that in itself is comparatively small, but through intense application has grown. The magnetic batteries belonging to his father, a physician, first made electricity fascinating to A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, according to a writer in the Youth's Com-



A. Atwater Kent

panion. He made a life work out of a hobby. "He didn't choose a profession: he just kept his boyhood playthings and finally made a gigantic business out of them."

His love of things electrical resulted in his study of electrical engineering at Worcester Polytechnic Institute, his later employment in a motors factory, and his employment as salesman for an electrical house.

The factory that developed from one small room to the building now covering more than fifteen acres and which "without sprinting or hurrying" turns out a radio set or a speaker every two seconds started as follows:

"In his first 'factory,' which was a second-floor room in Philadelphia, Mr. Kent manufactured the small telephones that are used in talking from one part of a building to another. In three years his business quadrupled, and he moved into a 'six-room factory.' And there he was—having proved himself in engineering, in manufacturing and in selling—when the automobile began to be an expensive new toy. So he made automobile timers and ignition systems. Ten years after he started in business for himself he moved into a new plant where he had 125 men working for him. In this factory

he made automobile lighting systems as well.

"One day he discovered that his factory had received an order for 10,000 headphones and for almost equal quantities of other gadgets used in this new radio toy.

"When the radio storm first broke Mr. Kent left his desk one day and went downtown and bought a mass of parts. Then he called one of his best men, and the two of them began to master this new art—just as millions of boys were doing—by trying. In the attic of the Kent

home they tinkered until they had something they could hear with. After that they tinkered for months longer. In 1922 A. Atwater Kent began making parts, but it was 1923 before he had designed a set he thought good enough and had organized his plant to manufacture it.

"In 1924 he moved again—this time to a new plant in Germantown, which covered more than eight acres, and which has almost doubled in size since."

Collection Letters That Have Proved Their Value in Securing the Money Due

James K. O'Dea, Who Operates Two Fine Retail Stores and Does a Tremendously Large Business, Finds the Letters Reproduced Below Effective in Collecting

There are three standards by which to judge a collection system, i.e., effectiveness, cost and simplicity. James K. O'Dea, talking machine dealer who operates a store in Paterson and Passaic, N. J., has evolved a collection plan that satisfactorily meets these requirements.

This retail concern does a tremendously large instalment business and has approximately, under normal conditions, 2,000 accounts on its books, representing in the neighborhood of \$70,000 outstanding. Repossessions are kept down below 5 per cent, in spite of the fact that the bulk of sales are among mill workers who depend entirely on their not too large salaries to meet expenses. Very often there are slack periods in the factories and strikes, cutting off the source of income of these people and making the collection problem one of unusual difficulty.

Three brief letters are sent at intervals to delinquents. These are form letters, but they accomplish the desired result—bring in the money due and emphasize to the customer the need for meeting payments when due. The letters are reproduced below:

Dear—,

This is to call your attention to the fact that

you are not making your payments on the Victrola according to the lease you signed at the time of purchase.

Kindly call in and let me know the reason.

Yours truly,

Dear—,

A short time ago I wrote you in reference to your payments which you have allowed to run behind, and I have not heard from you since. The terms are very easy, and I must insist that you pay regularly, and try and make up the arrears. I do not wish to be unjust, and you can readily see that I have been lenient with you, but I must insist that your payments are made according to the terms of your lease.

Hoping to hear from you at once in regard to this matter, I remain,

Yours truly,

Dear—,

As you do not make payments on the Victrola, do not call at the store to tell us the reason why, you do not pay, or answer our letters, we have come to the conclusion you do not want the machine, so if you do not make a substantial payment at once we shall call for the machine.

Yours truly,

National Broadcasting Co. Organized by Radio Corp.

New Company, Designed to Establish Permanent Radio Broadcasting, Will Take Over Station WEAJ as Nucleus for Chain

The Radio Corp. of America announced this week the formation of the National Broadcasting Co., Inc., as a solution of the problem of establishing national and permanent radio broadcasting. The announcement was made by Owen D. Young and General James G. Harbord, chairman of the board and president, respectively, of the Radio Corp.

The new company will take over on or about November 15 Station WEAJ, New York, formerly owned by the American Telephone &

Telegraph Co., as the nucleus of a national broadcasting service. The new company will endeavor to present the best programs possible and these programs will be made available to other broadcasting stations throughout the country, should they desire to take them. The public advisory committee, representing various shades of public opinion, will be organized by the company to pass on program material, and the response of the public to the programs will be also accepted by the company as a guide.

M. H. Aylesworth, recently managing director of the National Electric Light Association, will be president of the new company, and George F. McClelland, vice-president and general manager.

Blandin Phonograph Co., Racine, Wis., has been registered in New York State.

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

I'VE LOST ALL MY LOVE FOR YOU

The Dramatic Waltz Ballad

by **LEWIS and YOUNG**
HARRY AKST and AL. PIANTADOSI

WHERE'D YOU GET THOSE EYES?

Its lively rhythm and catchy chorus made it instantly popular

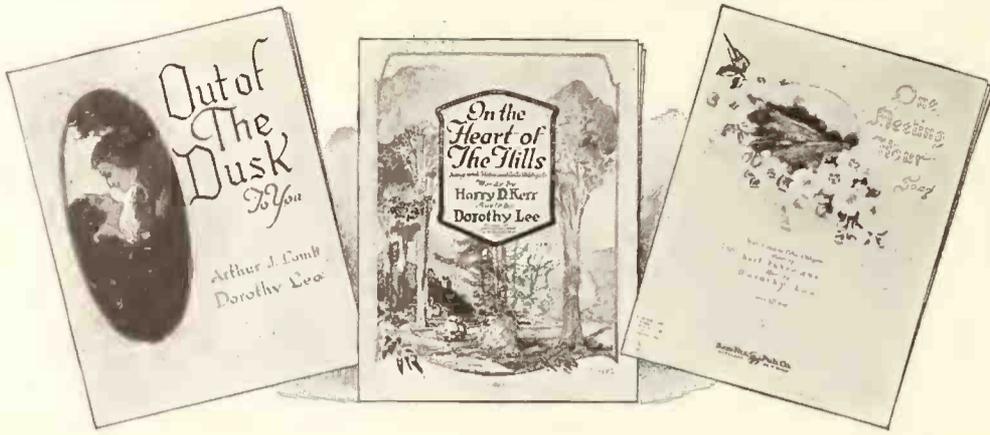
by **WALTER DONALDSON**

IN A LITTLE SPANISH TOWN

(ON A NIGHT LIKE THIS)

An Exquisite Waltz Song by **LEWIS and YOUNG** and **MABEL WAYNE**

© LEO FEIST 1926

EXTRA!**SPECIAL!****Stevens & Co. Appoint Many Sales Representatives**

Five Hundred Dollars in Cash Prizes to be Divided Among Winners of Window Display Contest on

DOROTHY LEE'S FAMOUS SONGS

CONTEST BEGINS AT ONCE AND ENDS ON DECEMBER 15th

An open invitation is extended to every dealer in sheet music, records or player rolls to compete in a country-wide window display contest featuring songs by America's beloved composer, Dorothy Lee.

The songs selected for the contest include two of this composer's most famous successes—"ONE FLEETING HOUR" and "OUT OF THE DUSK TO YOU." Both have become universal favorites and have spread the fame of Dorothy Lee.

The third song is "IN THE HEART OF THE HILLS," a beautiful new gem by this inspired composer. Words, melody and title form an ideal combination that will perpetuate the song in the hearts of all music lovers.

Now, about the contest—

The display may include all three songs, "IN THE HEART OF THE HILLS," "OUT OF THE DUSK TO YOU" and "ONE FLEETING HOUR," or only the new ballad, "IN THE HEART OF THE HILLS."

It is only necessary to use the title pages and display signs which will be supplied to contestants and are now available.

Dealers in Sheet Music, or Records, or Player Rolls may compete.

Three non-interested judges will select the winners; they are, Mr. V. D. Walsh, of the Music Trade Review, Mr. B. W. McClelland, of the Music Trades, and Mr. Adrian F. Boylston, of the Music Trade News. All have been in touch with the music trade over a period of years and are, therefore, competent to act justly in their awards. Displays will be judged on the basis of artistic and effective arrangement.

The contest is now open and photographs will be accepted until December 15, 1926. Photographs should be addressed to Sam Fox Publishing Co., The Arcade, Cleveland, Ohio, attention of Dorothy Lee Contest Manager.

Displays will be judged for their Originality, Attractiveness and Selling Value.

The following valuable prizes will be awarded winners:

First Prize—\$200; Second Prize—\$100; Third Prize—\$75; Fourth Prize—\$50; Fifth Prize—\$25; Sixth, Seventh, Eighth, Ninth and Tenth Prizes—\$10, each. A grand total of Five Hundred Dollars in prizes. Every effort will be made to select the winners so they will receive checks by Christmas.

DON'T DELAY YOUR DISPLAY—GET IT IN EARLY

Send for free title pages and attractive window cards

SAM FOX PUBLISHING CO.

CLEVELAND, OHIO

The Arcade

NEW YORK, N. Y.

158-160 West 45th St.

The Country Well Covered, According to Announcement by J. B. Price—Exhibit at Radio World's Fair—Business Outlook Excellent

With the statement that "business is good," J. B. Price, sales manager of Stevens & Co., New York, manufacturers of Stevens Conoidal speakers, announced the appointment of the following sales representatives:

New England, Schack & Co., Boston; New York State, Byron Elmore, with headquarters at Buffalo; Michigan and Ohio, Clark & Baehr, Cleveland; the South, Tennessee Engineering Sales Co., Knoxville, Tenn.; Pennsylvania, Delaware, Maryland and Washington, Gray Sales



Leslie Stevens

Co. of Philadelphia; Wisconsin, Minnesota, Illinois and northern Indiana, W. R. Johnson, with headquarters at Chicago; Pacific Coast, Atlantic-Pacific Agencies Corp., San Francisco. New York is covered from the offices of Stevens & Co.

Mr. Price also announced that the Stevens organization is developing many new ideas in acoustical devices, some of which will not be ready until next season, but several new models, which have not yet been presented to the trade, are scheduled for display at the Stevens booth at the Radio World's Fair in Madison Square Garden. While Stevens & Co. have manufactured loud speakers for other concerns for the past four years, Mr. Price pointed out that this is the first year that the organization has marketed its product through jobber-dealer channels.

Officials of Stevens & Co. are much gratified by the flood of congratulatory messages which have poured into the executive offices upon completion of fifty years of successful business operations. Stevens & Co. was organized in July, 1876. Leslie Stevens, president of the company, experimented with Burtex, the material now used as a seamless diaphragm in the Stevens speakers, for many years before radio became popular. A long period was also devoted by him to general research work on radio reproducers.

The official personnel of the company follows: Leslie Stevens, president and treasurer; Clifford E. Stevens, vice-president; Ross Stevens, secretary, and J. B. Price, chairman of the board of directors and sales manager.

E. W. Guttenberger at Home

E. W. Guttenberger, manager of the New York Wholesale Division of the Columbia Phonograph Co., Inc., who was operated on for appendicitis about a month ago, has recovered entirely from the operation and is resting at home. He expects to return to his duties about the first of next week.

IN THE MUSICAL MERCHANDISE FIELD

Elementary and High Schools Provide Field for Band Instrument Dealers

Growing Movement of Educational Institutions to Have Musical Representation Offers Unusual Opportunities for Dealers to Profit—Musical Authority Gives Interesting Facts

As this issue of *The World* reaches its readers the great school system of the country will resume its functions after the Summer holidays. Elementary, preparatory and the higher institutions of learning will throw open their doors and classrooms will resume the buzz of activity that attends the process of the youth of the nation being educated. Coincident with the regular classroom routine, school activities other than those connected with text-books will begin and it is this phase that should interest music dealers. There is some form of co-operation with schools possible in the exploitation of every class and type of musical instruments, pianos, talking machines, etc., but the greatest advantage rests with the musical merchandise and band instrument dealer, for practically every section has its school band or orchestra or both, and the faculty of those schools which are not so represented realize the advantage of having such representations. If a music dealer can show how a musical organization can be started without too much of an initial layout, and if it can be shown that in addition to the dealer's co-operation other merchants and civic associations will lend a hand, the school authorities, in nine cases out of ten, will co-operate willingly.

Some Interesting Statistics

A few statistics gleaned from a recent talk by a prominent musical authority should prove interesting to dealers. He says: "Fifteen million American school children heretofore have been without any music instruction whatsoever! Will they respond to the chance when it comes? The tremendous enthusiasm of boys and girls for the harmonica revival proves that they will respond. The marvelous growth of high school bands and orchestras, in spite of the limited chance to learn to play these instruments, has shown the attitude of our boys and girls toward music. For, with some notable exceptions, these bands and orchestras have been recruited by pupils whose parents had first engaged private teachers to instruct them. The children who could not afford to pay this cost have simply been left out.

"But now, sympathetic and far-sighted men are opening the door of musical opportunity to all children. This became possible when we proved that 'music-making' could be learned in classes at school just as all other skills are acquired. The Detroit schools, for some years, have taught practically all of the band and orchestra instruments to children, in classes, at public expense.

Free Musical Instrument Instruction

"In some cities, musical instrument instruction is as free as teaching in all the other subjects. However, most schools are conducting these instrumental classes on a self-supporting basis. The teaching does not cost the school board or the public funds a penny. The children pay the tuition costs. Thus, when twenty children in one class pay fifteen cents per lesson, the teacher can be paid three dollars per hour. In the various cities, these lesson fees depend upon the number of children in a class and the sum per hour paid the teacher. This means that each child pays from ten cents to fifty cents per week for his class lessons in school.

"Some cities give these lessons during school hours, changing the hour for each group for

successive weeks in the month, so that no child misses more than one lesson a month in any school subject. The majority of schools give lessons for one hour before school in the morning and for two hours after school in the evening.

An Army of Potential Buyers

"According to the School Census of 1922, there were 25,000,000 children enrolled in the public and parochial schools of the United States. Here is an army of children waiting to be initiated into the magic circles of music lovers and music makers."

While the address from which the foregoing extracts were taken was made toward the end that school boards and educational institutions include instruction in the playing of musical instruments, the facts are applicable to the question in hand, namely that of inducing dealers to co-operate with schools in the organization of musical aggregations, either bands or orchestras.

That some of the practices advocated in this talk might not prove possible should not act as a deterrent. For instance, it would be difficult in many localities to induce the school boards to allow time off from the regular studies for musical instruction. Nor would this step be necessary. If the dealer can secure the co-operation of the school faculty to the extent that they would secure the names and addresses of those children who play or who are studying the playing of a musical instrument and the names of those who desire instruction, and allow the use of the school hall for meetings and as a study hall in hours that would not interfere with the school routine, the first big step would be completed.

Should it happen that neither the dealer nor

any of his staff are in a position to give instruction to beginners and those who have not finished their studies, arrangements could be made with instructors so that a series of free instruction lessons would be given with each purchase of a musical instrument, and a nominal fee paid by pupils after the free instructions are completed.

Business and civic associations would be almost certain to lend the financial assistance that would be necessary. For as D. L. Whittle, music dealer, recently stated in an article in *The World*: "Rare indeed is the local merchant who will not cheerfully and freely support a brass band—he knows that every dollar he puts into it is returned many times over."

Now Is the Time to Get Busy

With the end of the vacation period the time is ripe for the music dealer to start this work of building sales for the present and future. The children returning from several months of complete play and recreation will find the school routine dull and monotonous and will eagerly welcome some form of relaxation, and once interested in playing in a band or orchestra they will not relax interest. The foresighted dealer will see his opportunity and grasp it.

Returns From European Trip

PORTLAND, ORE., September 4.—Harry Parsons, of the musical merchandise department of Sherman, Clay & Co., of this city, recently returned from a three months' tour of Europe. En route home he stopped at the factory of the H. N. White Co., Cleveland, O., manufacturer of King band instruments. He was entertained by Richard White. The Sherman Clay stores handle the King line of instruments.

The Chamber of Commerce of Cuba, N. Y., is lending its assistance in the organization of a band among the young people of the village. Harry Williams, band and orchestra leader, is the prime mover in the formation of this up-State band.

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 149)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

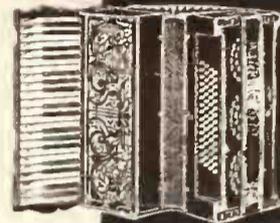


How is your Hohner Harmonica stock? Is it enough to take care of the Fall demand which is being created by extensive Hohner publicity.

Write us for our "Big Business Builders"

M. HOHNER, Inc.

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Chicago Merchandise Mfrs. to Join National Body

Members Unanimous in Vote to Become Affiliated With National Association—System of Dues Will Give 100 Per Cent Representation

CHICAGO, ILL., September 3.—The members of the Association of Musical Merchandise Manufacturers of the Chicago Zone will have a 100 per cent representation in the National Association of Musical Merchandise and Accessories Manufacturers, when the local body joins the national organization, beginning with the fiscal year of 1927.

This action was decided upon at a meeting held last night at the Auditorium Hotel by the local association, when a resolution presented by J. R. Stewart, stating that the association should join the national association as a body and setting forth a system of paying dues, was adopted by a unanimous vote of the members present.

It was resolved that members doing a business of \$250,000 a year or over should pay dues amounting to \$150 to the local association; those whose gross sales amount to \$100,000 to \$250,000 should pay \$100, and those whose busi-

ness amounts to less than \$100,000 should pay \$50. The first \$50 received from each member is to be paid out of the Association's fund to the National Association as the membership fee for each member, thereby automatically giving the Chicago Association 100 per cent representation in the national body. The assessment over that amount will be used for the work of the local Association. The increased dues will go into effect the first of the year.

The resolution also invited the members of the Eastern Association to join the national body and the benefits of this action were pointed out by William F. Ludwig, president of the Association of Musical Merchandise Manufacturers, Chicago Zone, who praised the National Association and the Musical Industries Chamber of Commerce and emphasized the fact that as members of the National Association of Musical Merchandise and Accessories Manufacturers the manufacturer would receive the benefit of this work and would be eligible to exhibit at the annual convention.

Mr. Ludwig also explained the work of the National Association in regard to standardization and other activities and showed the label that has been prepared for all members of the national body to be used on instruments; also the self-instructor chart, which gives the stand-

ard scale with chords and which will be issued to ukulele manufacturers who are members of the national body to accompany each instrument shipped.

American Legion Band Is Completely Vega Equipped

Al Massey's Band, of Taunton, Mass., Uses the Products of Vega Co.—Vegaphone Banjo Is Given High Praise by Paul Specht

BOSTON, MASS., September 7.—Again the Vega Co., of this city, is honored in its own territory. Al Massey's Band, Taunton, Mass., which is the official band of American Legion Post 103, has been entirely equipped with the products of the Vega Co. Trumpets, trombones, saxophones, alto, baritone and basses were made at the factory of the Vega Co., and the drums are Ludwig drums, which the Vega Co. distributes in this territory.

In the banjo field the Vegaphone banjo was recently paid a great tribute by Paul Specht, internationally known leader. In a letter to the Vega Co., Mr. Specht states, in part: "I cannot help writing to you, expressing my favorable opinion and appreciation of Vega banjos. I never knew before that banjos could be manufactured with such a resonant musical tone, but Louis Calabrese, of my orchestra, has demonstrated that your banjo is certainly a revelation in the string line of instruments. Rhythm is the keynote of modern dance music and symphonic syncopation with a spicy rhythm from the Vega banjo can proudly boast of being a distinctive American creation that has made American dance music the pride of our country."

The Vega Co. has recently issued a small catalog on the line of trumpet models that it handles.

Playground Contests Help Increase Harmonica Sales

CLEVELAND, O., September 4.—Harmonica sales have been particularly good throughout the Summer season in this territory, due mainly to the contests sponsored by the Cleveland Board of Education. The finals of the contests took place the latter part of last month and contestants participated from thirty playgrounds. Local dealers co-operated in every possible way and many donated prizes in the form of radio equipment and small musical instruments.

O'Loughlin's Music Store, Salt Lake City, Utah, reports King band instruments, made by the H. N. White Co., Cleveland, O., are in big demand.

The NEW SUPER-LUDWIG DRUM

Parallel Snare Throw-Off
Individual Snare Adjustment
Perfect Snare Control



Patd. Jan. 1924 and Others Pending

The Sensation of the Drum World

Again Ludwig sets the pace with a new drum—the SUPER-LUDWIG with its many new advanced features.

INDIVIDUAL adjustment of snares, a parallel throw-off of snares and means for securing PERFECT snare control are but a few of the many new improved ideas to be found on this latest creation of Ludwig engineers and craftsmen.

It's a sales leader for the dealer who is on the alert to be up and ahead of the van that will follow.

Send to Us Now for Prices and Discounts

LUDWIG & LUDWIG

World's Largest Makers of
Drums and Drum Accessories

1611 to 1627 No. Lincoln Street, CHICAGO

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 150)

Millions of Dollars Lost Annually by Music Dealers, Says Buegeleisen

Head of Buegeleisen & Jacobson, Musical Merchandise Jobbers of New York, Points Out the Heavy Sales of Certain Lines Which Are Made by Mail-Order Firms

Music dealers in small towns would be shocked if they knew how many sales of the better grades of musical merchandise, such as violins, bows, violin cases, and so on, are

times to just "chat." The store is friendly, his tone welcome.

That is just one example of what is being done.

The day is past when the piano man can look at the small goods department as a necessary evil. There are good, steady profits in the small goods business, in fact more than in any other branch of the musical industry. The field is immense, not limited by small means, and is comparatively easy to develop. Everyone can afford a musical instrument of some kind. It is for the dealer to stimulate this business, to get after it, to keep it as his own. He must

carry a selection to fill his needs. He cannot expect to sell a \$10.00 violin to a man who wants to pay \$100.00, and keep satisfied customers at the same time.

There is no reason why the music store should not be just as busy as the grocery store, with activity twelve hours of the day. That this is possible is being proved every day by enterprising, farsighted music merchants.

Music is just as much a necessity as food. Once introduced properly, it becomes a necessity which spreads very quickly. Neighbors compete with each other as to the extent of music in their families, local bands contend with each other, then come inter-county contests, inter-state contests and so on. The chain is endless. There will never be a time when musical needs will be fully satisfied, for the needs are continually changing. The beginner of today needs a better instrument tomorrow, the better instrument of tomorrow is ex-

(Continued on page 152)



Samuel Buegeleisen

slipping through their fingers and into the hands of dealers in other cities, by way of the mails.

Why should this condition exist? Why shouldn't the local merchant get the business which legitimately belongs to him? In most cases it is his own fault. Either he does not carry the proper grade of merchandise, or if he does carry the proper goods he has never made the fact properly known to his community. In many cases he has been content with the business of years' standing.

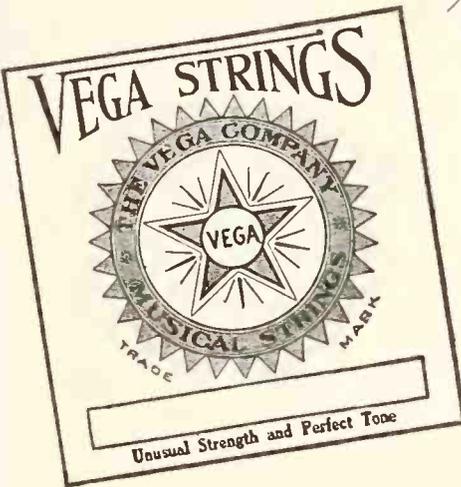
All around us changes are taking place. There are more musical instruments sold to-day than ever before. People of the United States are fast making this a musical nation. It is not far distant to the time when every person in this country will play a musical instrument of some sort.

That is the goal for every music merchant to strive for. Each must cover his own community. There is room in every town for the music merchant who would be consulted by people regarding music generally.

An actual case of what can be done is that of a music merchant, in a fairly large Eastern city, who hired a group of refined young ladies, musically inclined, to take a census of his particular city and suburbs. These young ladies were assigned to different wards, and canvassed thoroughly from house to house. They made a note of the families that played musical instruments, what they played and how they played, and then endeavored to make the interest grow. To the families where there were no instruments played they made attractive offers, and made sure that they sold them something musical, even going so far as to teach them free.

All this work was done in a kindly considerate manner, which won for this merchant the respect of the community, many new customers and friends. Today this man is the musical adviser of the city. Mothers bring their children to him for suggestions as to the instrument that their child should play. Older players come in and ask his advice, and many

VEGA



Vega Strings will greatly improve the tone of the banjo. They are manufactured of the finest steel, properly tempered to hold true to pitch. They are the exact micrometrical gauge to give the best tone with maximum vibration.

TENOR or PLECTRUM

- One dozen 1st or 2nd..... List \$1.00
- One dozen 3rd List 1.70
- One dozen 4th List 1.90

Write for free sample set of strings.

Banjo Bridges



Vegaphone



Vega No. 23

The proper wood and construction of the bridge results in greater volume with resonance and clearness. Made of selected maple with genuine ebony tops.

Made in 1/2, 9/16 and 5/8 inch heights

- Vegaphone List \$7.00 doz.
- Vega No. 23..... List 3.50 doz.

To maintain the best

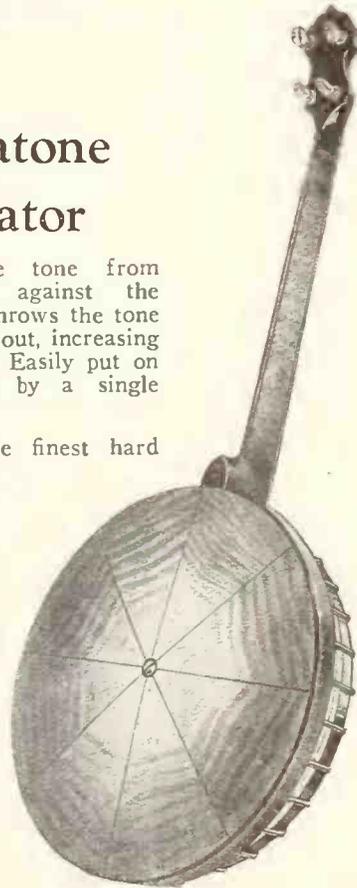
Magnatone Resonator

prevents the tone from deadening against the clothes. It throws the tone forward and out, increasing the volume. Easily put on or detached by a single screw.

Made of the finest hard maple, laminated for strength. Finished in shaded mahogany or natural maple, presenting a beautiful appearance.

Made in sizes to fit any banjo.

List, \$18.00



Genuine Tortoise-Shell Picks



The Pick is an essential item. Leading players prefer the tortoise-shell picks, as they are durable and flexible, offering an easy stroke.

Vega Picks are cut from genuine tortoise-shell and finished by hand.

- P 2 Tortoise-shell, small size, pointed..List \$2.40 doz.
- P 3 Tortoise-shell, med. size, pointed..List 3.00 doz.
- P 4 Tortoise-shell, large size, pointed..List 4.00 doz.
- P 18 Tortoise-shell, med. size, blunt.....List 3.00 doz.

Recommend the best

The VEGA Co.

155-6 Columbus Avenue, Boston, Mass.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 151)

Millions of Dollars Lost Annually by Music Dealers

(Continued from page 151)

changed for a still better one later on, so that there is continual progress being made. No field in this country shows greater possibilities than the musical field. Nowhere can there be found more potential customers.

My enthusiasm is sincere. I feel that musical instruments are the best line in the world, that it is up to the dealer to visualize his field, to work his territory thoroughly, to display his wares properly, to do his share in "Making America Musical."

Ludwig & Ludwig Sponsor Big Advertising Campaign

CHICAGO, ILL., September 7.—Ludwig & Ludwig, prominent drum and banjo manufacturers, are sponsoring an ambitious advertising campaign during the Fall and Winter on both of their lines of products. It is estimated that two million readers will be reached by Ludwig publicity and the campaign is said to be the largest and most comprehensive drive for consumer interest yet staged by a drum or banjo manufacturer. Space will be used in a variety of publications, tending to attract the attention of the growing boy, young people in general and the musical profession. Because of this plan the publications have been chosen in specific fields and they are The American Boy, Boys' Life, Boys' World, Youth's Companion, Popular Mechanics, American Legion Monthly, Young People's Weekly, and Billboard. The advertising department of Ludwig & Ludwig under the supervision of F. W. Miller, advertising manager, and L. H. Mertz & Sons, the Ludwig advertising counsel, have been very busy prepar-

ing copy and arranging the multitudinous details of the campaign during the past month.

David L. Day Home From Canadian Vacation Trip

GROTON, CONN., September 7.—David L. Day, general manager of the Bacon Banjo Co., of this city, recently returned from a vacation which included Montreal and other parts of the Dominion. Upon his return Mr. Day expressed himself as well pleased with the volume of business on hand for the Fall season. These orders were not only received from all parts of the United States, but many substantial foreign orders were included. A recent inquiry was received from Java.

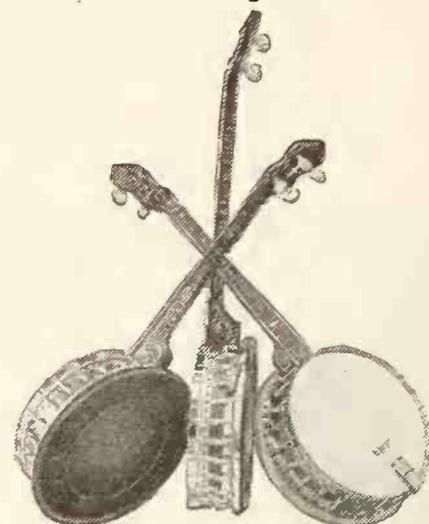
Frederick J. Bacon, president of the company and well-known banjo artist, left for an extended trip upon Mr. Day's return. During this trip Mr. Bacon broadcasted from station WAHG, broadcasting station of A. H. Grebe & Co., Inc., Richmond Hill, N. Y. Mr. Bacon also spent some time in Pittsburgh with M. J. Scheidlmeier, prominent banjoist and Bacon enthusiast.

Bacon Banjos in Demand

GROTON, CONN., September 7.—The Bacon Banjo Co., of this city, reports that it recently received several large orders from abroad, one calling for a shipment of fifteen banjos to a Melbourne, Australia, distributor. A shipment of three cases of banjos was also made recently to Sherman, Clay & Co., Pacific Coast distributor.

A municipal band is being formed at South Bend, Ind., and it is expected that a series of concerts will be given during the Winter months.

"Silver Bell" Banjos



Send for illustrated book of Prominent
Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

Hilton Siamese Twins Make Visit to Buescher Factory

ELKHART, IND., September 7.—During a recent appearance of the San Antonio Siamese Twins, Daisy and Violet Hilton, at South Bend, Ind.,



Hilton Siamese Twins at Buescher Plant
A. J. Scanlan, sales manager of the Buescher organization, motored to that city and brought the twins and their stage company to this city and they inspected the Buescher plant. It had long been an ambition of the Hilton twins to visit this factory, where the Buescher true-tone saxophones, which they use in their stage appearances, were manufactured, and they had a thoroughly enjoyable visit.

The Hilton sisters have a unique vaudeville act, one that cannot be duplicated without the aid of Providence. They are headliners on the Orpheum circuit in an act called "Moments Musical," and the Buescher true-tone saxophones play a large part in the success of the act. Despite the vagary of nature at their birth, which bound them to each other, they are normal girls and do the things which the average girls of their age do. They are extremely talented and have graduated from high school with honors. They are two separate and distinct personalities and go through life in perfect accord with no desire to be separated, even if the operation were possible.

After inspecting the Buescher plant, Daisy and Violet Hilton and their twin working partners had an enjoyable visit with F. E. Buescher, general manager of the company, and it was at that time that the camera caught them.

THE QUICKEST SELLING MUSICAL NOVELTY ON THE MARKET

Played Like
a KAZOO

No Tissue
To Tear

Nothing
To Break

Made of
Aluminum

Easy to
Play and
Easier to
Sell



Makes All
Imitations

Compact and
Can Be
Carried In
Vest Pocket

Packed
4 Dozen
in a
Handsome
Lithographed
Counter
Display Box

\$5.20 Per Box of Four Dozen—\$13.50 Per Gross

Prices Subject to our usual Trade Discount

A Handsome Lithographed Display Card with Orders for One Gross

BUEGELEISEN & JACOBSON

5-9 Union Square

New York City, N. Y.

PLAYOL SELLS AT SIGHT

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 152)

Nation-wide Activities of Harmonica Organizations Prove Its Popularity

William J. Haussler, Vice-President and General Manager of M. Hohner, Inc., Gives Instances of the Popularity of the Harmonica in All Sections of the Country

Matt. Hohner, of M. Hohner, Inc., New York City, maker of the Hohner harmonica, returned to New York during the early part of the month from a European trip.

William J. Haussler, vice-president and general manager of the company, reports that the popularity of the harmonica in all sections of the country has passed all expectations. An idea of this widespread popularity may be gained from the following items: In Philadelphia the Sesqui-Centennial Harmonica Band is attracting the attention of visitors from all parts of the country and the world, and in addition to its excellent work at the exhibition itself, it played its first theatre engagement at the Fox Theatre, in that city. Philadelphia was recently the mecca of a pilgrimage of six boys from Dayton, O., who came to perfect the playing of the harmonica and also to see how this great Philadelphia harmonica organization was run. The boys were the guests of the harmonica band and they were welcomed by Mayor Kendrick of that city.

In Milwaukee a harmonica evening class has been formed, which will meet on each Tuesday evening and where instruction will be given free of charge under the direction of capable musicians. Four hundred Milwaukee school children are now receiving instruction in harmonica playing at playgrounds during the day.

In Buffalo, N. Y., the appearance of Borrah Minevitch and his Harmonica Symphony of twenty-five boys created intense interest in the harmonica in that city. A harmonica contest conducted through the Buffalo Evening Times brought many contestants and introduced the harmonica to many who had never played before.

In South America, Captain Albert W. Stevens, of the United States Army Air Service, who explored the valley of the Amazon River in an airplane, reached points where the white man had never before been seen. Even here the harmonica proved popular with the native Indians. Captain Stevens reports: "They got more kick out of the ordinary mouth organ or harmonica than out of the radio. Weight and bulk considered, the mouth organ possesses

greater trade possibilities than almost any other article."

A feature of the State Fair at Little Rock, Ark., will be a harmonica band. The Fair officials have engaged the services of an experienced player, who will organize and train boys and girls for the event. M. Hohner, Inc., will donate prizes.

On the Pacific Coast, at Long Beach, Cal., the Platt Music Co., in conjunction with a local theatre, planned a unique harmonica contest. The event will continue for one week and each night the theatre audience will judge the best player. On the last night those chosen previously will compete in the finals for the grand prizes and for enrollment in a harmonica band which is to be organized.

Five thousand Cleveland boys and girls were being taught to play the harmonica during the Summer season. Upon the close of the vacation period a harmonica band was organized among the best players.

Many other instances could be mentioned, which indicate how the harmonica is constantly increasing in popularity. Mr. Haussler reports that Hohner dealers are reaping the benefits of this intense interest on the part of the public and that orders for Fall requirements have surpassed those received in all other years.

Collins Piano Co. Adds Band Instrument Department

Long-established New Orleans Music Store Takes on Band Instrument and Musical Lines in Response to Popular Demand

NEW ORLEANS, LA., September 4.—The Collins Piano Co., one of the oldest established music stores in this city recently announced the addition of a complete line of band instruments and musical merchandise. The announcement was made at the same time that the store removed to new quarters in the Stern Building, the move being made necessary by the expansion of business after being in one location for seventeen years.

S. R. Goldberg, manager of the Collins store, is enthusiastic over the new quarters, which make possible the handling of a larger line. In commenting on the move Mr. Goldberg states: "We have always enjoyed splendid business and anticipate an even larger volume when we are able to present our goods more attractively. The band instrument department has been added in response to popular demand and we are glad we were able to meet the demand."

Buescher Instruments in Attractive Window Display

SAN DIEGO, CAL., September 4.—The Southern California Music Co., Buescher representative of this city, recently devoted its window space to a display of Buescher band and orchestra instruments which attracted considerable attention and resulted in a demand for the Buescher products.

The window was arranged as though it was an orchestra pit and the complete assortment of orchestral instruments were placed on chairs and in their racks. A card with the word "Intermission" explained the arrangement.

The Union Music Co., Toledo, O., recently added the King line of bugles, and this successful concern plans to launch an aggressive drive on these products.

"HYGRADE"
Musical Instrument Cases
Made of Three-ply Veneer

❖

We are now making a new combination Sax Case to fit any Alto or C Mel. Soprano Clarinet and Music Stand; also for Alto or C Mel. and Soprano. Our Sax Cases fit Alto or C Mel.

Send for our new price list!

HYGRADE CASE CO., Inc.
Manufacturers of
"Hygrade" Musical Instrument Cases
Sold by All Leading Jobbers

345-347 South 6th St. Newark, N. J.

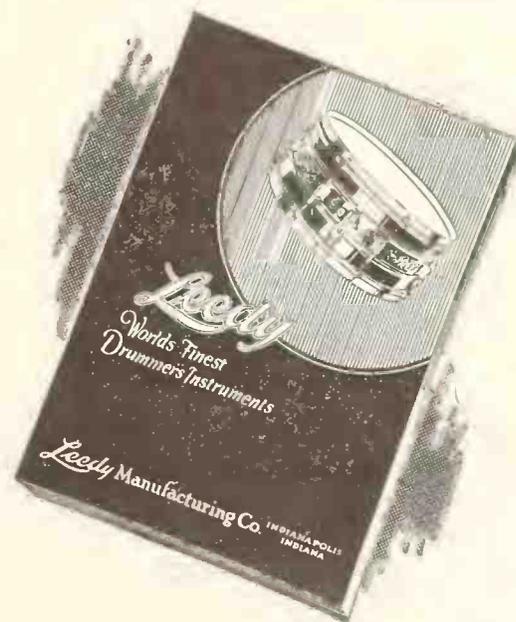
American Small Goods Are Popular in Australia

WASHINGTON, D. C., September 4.—American musical instruments are very popular in Australia, a report from the Department of Commerce states. This is true especially of the city of Melbourne, where American saxophones, clarinets, banjos, mandolins and other instruments are given prominent display in all the leading music houses and the demand is said to be very good and to be constantly increasing.

Base Piano Co. Chartered

Incorporation papers have been filed recently for the Base Piano Co., Inc., Wilmington, Del., which will deal in all kinds of musical instruments, with a capital stock of \$100,000. The officers have not been announced.

Every Dealer
WILL WANT A COPY OF THE
New Leedy Catalog "N" (OUT NOW)



NINETY-SIX PAGES—TWO HUNDRED AND FIFTY PHOTOGRAPHS
—THIRTY NEW INSTRUMENTS

ALL ABOUT THE NEW *Leedy*
PROFESSIONAL FLOATING
HEAD SNARE DRUM

Send a postal for yours today—Mailed free

Leedy Mfg. Co.
INDIANAPOLIS, INDIANA

The Weymann Orchestra Banjo



FRED C. BUCK
Banjoist
Waring's
Pennsylvanians

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty — have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolines, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H.A. WEYMANN & SON, Inc.
1108 Chestnut St. Phila., Pa.

When you attend the Music Trades Convention visit our exhibit, Room 608 Commodore Hotel.

GLEANINGS *from the* WORLD *of* MUSIC

Dancing Masters' Dictums Have Little Influence Upon Public's Dance Ideas

Attitude of Associated Teachers on Certain Dances Which Are Popular Has No Appreciable Effect Upon the Dances the Public Likes Nor the Music They Purchase

At a recent meeting of dance masters held in New York some of the more conservative members of the gathering moved to bar the Charleston. However, no less an authority than Ned Wayburn came to the Charleston's defense and the early furore over the question somewhat subsided.

During the past decade these associations of dancing masters at every meeting have had their publicity departments acquaint the daily press with a move to bar some selected modern dance. In looking through the records of these various campaigns, some of which have the support of what are termed "good church people," all evidence shows that little or no headway has been made in them.

The modern dance is popularized from two sources, the professional stage and the large dance floors throughout the country. Those interested in the ballroom dance and who cater to the elite are not able to reach the great mass of people with their propaganda, in fact, most dance enthusiasts probably are not aware that there is any such thing as a dancing masters' association.

Not only have these dancing masters' associations failed in their campaigns to bar certain dances, but they have been just as unsuccessful in developing a wide taste for the new dances they evolve from season to season.

Practically everybody dances in some form or other. This is possible through the fact that the modern fox-trot and its predecessors are so simple in character that the merest novice can make a fairly presentable showing on the public floor. This simplicity, too, has been the means of adding millions to the number of dance enthusiasts.

Now specialized and clever dances evolved by the dancing master are generally more difficult in character and the appeal must necessarily be limited, although if they had any lure the younger dance enthusiasts would be able to master the steps quickly. For the average person the Charleston is not the easiest dance. To acquire a good Charleston step in any of its various phases it is necessary to have a flair for dancing. That is the reason it won its largest success among the young.

Henry Ford has made some little headway in reviving old dances, those things that were pop-

ular in a preceding generation. He may achieve more success in this direction, although it is doubtful that the youth of the country will ever go very strongly into the old dances. Ford's propaganda, however, is an entirely different matter from a campaign that plans to bar certain steps. His campaigns are in the nature of a revival, nor can his methods be compared to the official introduction of a new dance.

Most of the modern dances are not created through propaganda. They generally are originally introduced on the professional stage and through their wide appeal and lure are quickly taken up in other channels. Like Topsy, they seem to "just grow." As soon as they prove to be popular the popular song writers use the same rhythm in some of their offer-

Golden and Hubbell Return to Song Writing Field

Famous Theatrical Producer Collaborates With Composer of "Poor Butterfly" in New Feist Number, "Your Heart Looked Into Mine"

John Golden, who in recent years has made over a million dollars in the theatrical field, producer of "Lightning," "Seventh Heaven" and other dramas, was formerly a most successful writer of songs. In his earlier days he understood the public's taste in popular music and was able to write some unusual commercial successes. With this background and considering the fact that he no longer needs to make his livelihood through music, it can be taken for granted after leaving off song writing endeavors for so long a period that anything that he would produce would be through inspiration.

John Golden has returned, at least temporarily, to the writing field, as the firm of Leo Feist, Inc., announces a waltz ballad called "Your Heart Looked Into Mine," lyric by John Golden and music by Raymond Hubbell.

Past history must be delved into once more, for his collaborator in this instance, while long a director of the Hippodrome Orchestra, New York City, has not written any songs in recent years. He will be remembered, however, over a decade ago as the writer of some musical

ings and this move, together with the musical arranger's ability to orchestrate the number for the particular step, aids considerably in adding to the popularity of particular dances.

The fox-trot, although it has had different variations, seemingly cannot be supplanted. The Charleston is the only dance in recent years that has divided popularity with the fox-trot. The fox-trot will hold sway with the masses until such time as a dance is evolved that is even of greater simplicity or at least has no added difficulties. For this reason a renewed popularity might accrue to the one-step because of all previous dances it is the most simple.

It is a question in popular publishers' minds whether or not the modern dance really adds any volume to popular music sales. The tendency to use too often the best of current selections does in some instances limit sales of the sheet music by the commonness the melody acquires. Another factor from the dance angle is the large number of melodies needed to make up a night's program, which reach such totals that it is impossible for the dancer to remember anything but the outstanding titles.

shows and his name is indelibly marked in songdom as the composer of the famous "Poor Butterfly."

The Feist staff believes "Your Heart Looked Into Mine" is a high-class ballad which will have a wide popular appeal. Both lyrically and musically it will command attention and every one in the trade will doubtless eagerly await the results attained by these writers in catering to modern taste.

Opens in Jacksonville, Fla.

JACKSONVILLE, FLA., September 4.—The formal opening of the Hoyt Music Shop, Inc., 220-224 King street, was held recently and several hundred guests were entertained. The program of the day of the opening included selections by Harry Tobias, local song writer, and other local entertainers. The store is handling Hardman and Wurlitzer pianos, Lyon & Healy and Conn band instruments, sheet music and phonographs.

With Villa Moret, Inc.

Miss Lillian Kaplan, for four years connected with Maurice Abrahams, Inc., is now with the New York office of Villa Moret, Inc. Miss Kaplan is very familiar with the New York trade as well as the various other phases of the music business.

"YOU CAN'T

"I'M WALKING AROUND IN CIRCLES"

A "rollin' stone" Ballad!

Lyrics by LEWIS and YOUNG
Music by FRED PHILLIPS

GO WRONG

"WHERE'D YOU GET THOSE EYES"

and also those lips — and those nose!

WALTER DONALDSON'S
Novelty Fox Trot

WITH ANY

"LEAVE ME SOMETHING TO REMEMBER"

A Beautiful Memory Song

by **BENNY DAVIS**
and **JOE BURKE**

FEIST SONG"

"KATINKA"

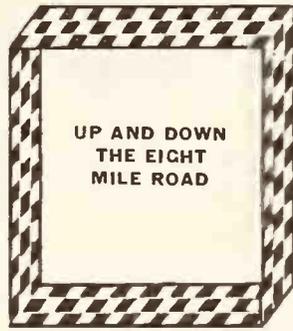
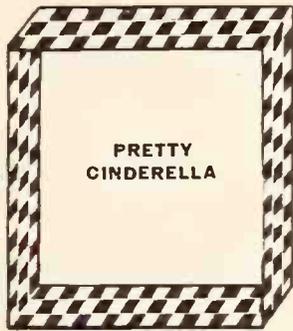
That Russian Fox-Trot-sky

by **BEN RUSSELL**
and **HENRY TOBIAS**

"HELLO ALOHA"

(HOW ARE YOU)

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

**New Mother Song Issued
 by L. Wolfe Gilbert**

"Calling Me Home," by Well-known Song Writer, Has Earmarks of a Sure Success

L. Wolfe Gilbert, one of the best known of present-day song writers, is reaching the period of his career where he is considered among the pioneers. Certainly he has established a record for almost a score of years of writing popular songs of every type applicable to ever-changing tastes.

When it is considered that in his early days he was one of the first writers of Mississippi steamboat songs, including the famous "Robert E. Lee," it can be readily seen that to review his history one must delve fairly far into the past. Later he contributed several numbers to



L. Wolfe Gilbert

the period when the Hawaiian song was at its best or at least when it was turned out in its greatest quantities. He has been a consistent writer of love songs and some of them, although in popular style, are still remembered, such as "Sweet Adair."

The records do not show that he took any great part in the splurge of Mammy songs of a few short years ago. Whether he disagreed with the treatment of the idea of that period is not known. His name, however, does not appear upon the title pages of any of the best-known songs of the "loving" and "crying" mammy days.

Possibly Wolfe Gilbert felt the style of that period of "mammy" popularity was a desecration of a precious idea. At least that is the first thought that comes to mind when reviewing the Wolfe Gilbert mother song, "Calling Me Home."

He waited a long while to write this mother song, but the time lost, seemingly, has been well worth the delay. "Calling Me Home" is a masterpiece ballad of mother, home and love. It was written by a lyric master. Undoubtedly the wealth of heart interest and sentiment expressed in the song is the result of being able to look back upon a life of successful song writing. Thus he was able to give to this mother song only the best experience and knowledge. There are also the added indefinable expressions of a poet who knows that sentiments of mother, home and love are nearest the hearts of popular music purchasers.

**Singers Dispute Rights
 to Sing Berlin Song**

Joyce Barbour and Nora Bayes Each Claim Right to Sing "Gentlemen Prefer Blondes"

The importance of present-day songs from the pen of Irving Berlin has been again demonstrated through the dispute of an American and English singing artist over the privilege of exclusively singing Berlin's newest song, "Gentlemen Prefer Blondes."

According to reports from London, Joyce Barbour and Nora Bayes announce that they will sing the song in rival productions soon to be produced there. Miss Barbour's manager declares Berlin presented the English rights to her as a birthday present. On the other hand Miss Bayes is understood to have acquired the rights from Berlin's publishers. Exclusive rights to the song are also claimed by a London producer who intends to include it in one of his coming revues.

"My Cutey's" Going Big

The new Bibb, Bloedon & Lang song, "My Cutey's Due at Two-to-Two To-day," is proving one of the best comedy successes of the season. Besides its popularity in song form it is an unusual dance. One of the latest record releases of "My Cutey's Due at Two-to-Two To-day" was that made by the Victor Co. and played by Ted Weems and His Orchestra. Charles Lang, sales manager of the above publishing firm, recently stated the hold this new comedy song has taken in the short time since its release is quite remarkable. The sales records show that its popularity is steadily increasing.

**Feist Publishes "Castles
 in the Air" Song Hits**

Musical Comedy Which Has Made Exceptional Success in Chicago Recently Opened in New York With Same Cast of Celebrities

"Castles in the Air," the musical comedy which made such a tremendous success in Chicago, playing throughout the Spring and Summer and continuing there for probably the balance of the year, had its New York premiere on Monday night of this week at the Selwyn Theatre, New York.

The New York cast is composed of much of the original personnel of the Chicago production, these being gradually supplanted in that city with other feature names during the vacation period.

Considering the producers of "Castles in the Air" have done much to make this Chicago success an even better vehicle for New York consumption, there is every reason to believe the show will duplicate in the metropolitan area with a long run.

The book and lyrics of "Castles in the Air" are by Raymond W. Peck and the music by Percy Wenrich. It may be noted that the dance ensembles were staged by the late Julian Mitchell. The cast includes Vivienne Segal, Bernard Granville, Joyce White, Stanley Forde and other stars.

The songs, many of which have already been heard in the East on talking machine records, include "Lantern of Love," "Land of Romance," "My Lips, My Love, My Soul," "I Would Like to Fondle You," "Baby," "The First Kiss of Love" and "The Other Fellow's Girl." Leo Feist, Inc., publish the music.

**August Sales Indicate
 Renewed Sales Activity**

Indications Are That Selling Season for Popular Prints Is Gradually Lengthening

Reports from the various sheet music jobbers in different sections of the country show the month of August brought forth a substantial revival in sheet music purchases. This closely followed the record of last year when renewed sales for the season appeared in August and continued during the balance of the year. The sale of popular-priced talking machine records also showed increases for August.

From this evidence of sales in August over a two-year period, it would appear that the season is lengthening somewhat as sales formerly did not show Fall activity until after Labor Day. This situation is not only encouraging to popular publishers, but has an added significance to the retailer. It indicates that purchasers are entering the music stores for sheet music and makes possible increased sales in other departments.

**IF MY BABY COOKS AS
 GOOD AS SHE LOOKS**

(I'll Be Hungry All the Time)

AND THE TUNE IS EVEN BETTER THAN THE TITLE
 EDW. B. MARKS MUSIC CO., 223 W. 46th St., New York

The 2nd Biggest Hit in Europe!

"BARCELONA"

(A $\frac{3}{8}$ Spanish Fox Trot!) LEO FEIST Inc. Exclusive Agents for U.S. and Canada

Copyrighted by CECIL LENNOX Ltd., London
YOU CAN'T GO WRONG WITH ANY FEIST' SONG

A Russian Love Song!

"There's A Boatman On The Volga"

Lyric by **RAYMOND B. EGAN** Music by **STEVE PASTERNAK**
and **RICHARD A. WHITING**

Especially arranged for orchestra by FERDIE GROFÉ

Making Census of Songs Favored by Radio Fans

Allen McQuhae, Atwater Kent Artist, Gathers Some Interesting Facts Regarding Sort of Music That Is Preferred by the Public

A national census of songs that live is being made by Allen McQuhae, Irish tenor, who conducts the Sunday evening Atwater Kent radio concerts this Summer. The songs of the series are chosen from requests from radio listeners. The census is expected to reveal not the "hits" of the day, which, after a wave of popularity, die out, but the songs that live through the years.

Mr. McQuhae's list of songs requested already runs far above five hundred. To sing all of them he estimates it would take him more than six months in half hour weekly concerts. He selects those, however, for which he receives the greatest number of requests each week and places them on his Sunday evening program.

For example, Mr. McQuhae says no one has yet asked him to sing "Yes We Have No Bananas," while hundreds have requested such fine old favorites as "Silver Threads Among the Gold," "When You and I Were Young, Maggie," "Believe Me If All Those Endearing Young Charms," "Sweet Genevieve," "Holy City" and "I Hear You Calling Me."

Requests for the songs popular during the late war are not numerous and as yet only one man has asked Mr. McQuhae to sing "The Star Spangled Banner."

Mr. McQuhae's census is expected to be an excellent guide for ambitious song writers as to theme and character. Sentiment is shown to be the prevailing motive in the songs most called for, with the themes of lost sweethearts, mothers who have gone, and inspiring songs of religious character predominating.

"Danny Boy" leads in popularity for the con-

cert to be sung by McQuhae in the Atwater Kent hour, Sunday, August 22. This song was first presented to the Atwater Kent radio audience by Madame Schumann-Heink in the Winter concert series. Other songs by McQuhae on the evening of the twenty-second will be "Ashore," "The Old Refrain," and a duet with William Simmons, baritone, who broadcast with McQuhae earlier in the Summer, "Watchman, What of the Night?"

"Even Bravest Hearts," from the opera "Faust," features Simmons's repertoire, which will also include "House of Memories" and "Rose of My Heart."

This program broadcast from Station WEAH and eight other connected stations will begin at 9:15 p. m., Eastern daylight time.

Exploitation Campaign on Behalf of "Trudy"

Entire Organization of Irving Berlin, Inc., Is Energetically Pushing New Number—Timely Offering Has Had Much Publicity

Irving Berlin, Inc., is publishing a new fox-trot song called "Trudy." It was written by Charles Tobias and Al Sherman to celebrate the successful swimming of the English Channel by Gertrude Ederle. This timely offering of topical character is melodious and stirring, with lyrics honoring the young American swimmer who in recent weeks has filled the front pages of the daily papers.

The entire organization of Irving Berlin, Inc., including its band and orchestra and professional departments, together with its branch offices and many representatives throughout the country, has started an energetic exploitation campaign in behalf of the "Trudy" song. The talking machine record and the player roll manufacturers are also booking it for early release and unusual co-operation is being given the Berlin firm on this new song. Extra title

pages, window streamers and other advertising material are available, and it is expected that the publicity campaign on the "Trudy" song will be intensive.

The Berlin organization, considering the "Trudy" song is of a meritorious character aside from the lyrical values, expects the response and the enthusiasm to reach a great height.

It is also expected that, besides the publicity in the daily papers, the entire music industry will make window displays of "Trudy" title pages. Where songs are demonstrated the lively strains of "Trudy" will also be heard frequently. All of these activities together with the release of the talking machine records and the player rolls, which are invariably demonstrated, is aiding considerably in putting over the "Trudy" melody.

Marks Publishes Two Songs From "Bare Facts"

These Are "Stand Up On Your Feet and Dance" and "Nice Girl"—Show Is Now in Eighth Week—Numbers of Hit Caliber

The Edward B. Marks Music Co. is the publisher of two of the song successes in "Bare Facts of 1926." This show is in its eighth week at the Triangle Theatre, New York. It is quite original in character and should place the young writers who are responsible in an established position. The music is by Charles Schwab, Jr., son of the well-known orchestra leader of a generation ago, and the lyrics by Henry Meyers. The two Marks songs are entitled "Stand Up On Your Feet and Dance" and "Nice Girl." The publishers have issued a particularly attractive title page.

A branch of the Daniels & Bittel Music Co., Owensboro, Ky., has been opened in Cloverport with a stock of pianos and phonographs.

**"HELLO
ALOHA"**
HOW ARE YOU?

Words by
L. WOLFE GILBERT
Music by
ABEL BAER

*The Brightest, Snappiest and
Latest FOX TROT Sensation
Superb Dance Rhythm!*

"ADORABLE"

Words by
TOM FORD
Music by
RAY WYBURN

*All that the Title implies—
An adorable Fox Trot Song!*

**"That's Why
I Love You"**

Words and Music by
**WALTER DONALDSON
and PAUL ASH**

*A Donaldson Delight!
The Fox Trot Ballad You'll Want
To Hear Again and Again!*

FORSTER

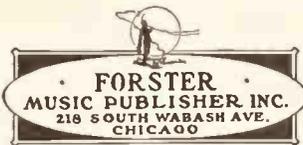


EDITION

An Edition Designed to Satisfy the Average Music Demand

- CONSISTS OF
- 35 TEACHING NUMBERS—GRADES 1 to 3
 - 60 RECITAL and RECREATIVE SELECTIONS—GRADES 3 to 6
 - 20 PIPE ORGAN SELECTIONS
 - 52 SECULAR SONGS
 - 32 SACRED and SCRIPTURAL SONGS

Most Liberal Terms Ever Offered to Dealers



WRITE US

Leo Feist to Publish New Musical Scores

These Include Numbers From the "Vanities," "Deep River" and "Prince and the Pauper"

Leo Feist, Inc., will publish the scores for a number of musical shows due to open during the Fall season. In addition to these scores it has several of the outstanding songs in the new Earl Carroll's "Vanities," probably the most important of these being "Adorable."

Feist will also publish the score for the new jazz opera, "Deep River." This will be produced by Arthur Hopkins. The music is by W. Franke Harling and the book by Laurence Stallings, the latter the writer of "The Big Parade" and "What Price Glory."

Another score that will be published by Feist is "The Prince and the Pauper." This is the musical version of the famous Mark Twain story. The book is by Catherine Chisholm Cushing and the music by Karl Hajos. It will be produced by Earle Boothe.

Bernstein's Busy Vacation

Louis Bernstein, head of Shapiro, Bernstein & Co., recently returned from a month's vacation spent at various Summer resorts of the East. Shortly after his arrival in Asbury Park the hotel in which he was staying burned down. This necessitated his departure for some fishing in Maine. There the catches were not as good as usual, so he spent a week in Jackson, N. H. In order to round out the sports end of his trip he followed with a week in Saratoga.

Ed. Christy, manager of the mechanical reproduction division of Irving Berlin, Inc., will shortly return to New York following a vacation spent in Maine. Mr. Christy spent most of his time fishing and promises to bring back some irrefutable evidence of his luck.

FOUR ACES OF SONGLAND

MEXICALI ROSE
BY H. STONE AND J. B. TENNEY

LULLABY MOON
BY WM. HAMER & H. J. TANDLER

IT'S LONESOME IN
BLUEBIRD LAND
BY GEO. NORTON AND HAL CAMPBELL

OPEN THE GATES OF DAWN
BY WM. M. HAMER & ANTON LADA

W. AQUINCKE & CO. 430 S. BROADWAY
LOS ANGELES, CAL.

"Neapolitan Nights" Shown by the Wiley B. Allen Co.

Sam Fox Publication Given Elaborate Window Display to Tie-up With Appearances of the Popular Welch Sisters in That City

SAN FRANCISCO, CAL., August 28.—An unusually effective window display which attracted wide attention was featured recently in the window of the Wiley B. Allen Co. store by

new voices and give them unusual publicity. The publishers may be affected by the inroads of radio, but the singer is capitalizing it.

The latest voice that radio has found is that of Merle Cullen, a youth of twenty, who hails from Flint, Mich., making his initial appearance at station WLS, Chicago, on August 27. According to reports from the Middle West the audience quickly discovered they were listening to a new artist who was destined to be known far beyond the quarters of his home State.

Appropriately Merle Cullen, who in his off



"Neapolitan Nights" Featured in San Francisco

Henry Grobe, proprietor of the sheet music and small goods department of the store. The display was hinged on "Neapolitan Nights," a Sam Fox Co. publication, which the Welch Sisters were featuring with great success at the Alhambra Theatre, the leading picture and specialty house here.

The simplicity of the window was really the basis of its attractiveness. Copies of the song were arranged tastefully and scattered about the window were ukuleles, banjo ukes, banjos and other instruments of that type. According to reports, the window brought real results in the form of sales.

Radio Proves Aid in Introducing New Singers

Much has been said and continues to be said about the effect of radio broadcasting on the sale of popular songs, but there is no question about the ability of this new avenue to present

moments is a bell boy working for a musical education, sang two songs by J. Will Callahan, who also comes from Michigan and who is said to be the original discoverer of the young man's voice. Songs were "Roses in the Garden" and "Keep One Hour to Remember Me."

TUNES YOU'LL ENJOY!

Senorita Mine Spanish Fox Seasons Mit!	CHARLESTON HOUND (FOX TROT) Arrangement by Louis Katzman HEY! HEY!	You For Me Me For You It's Hot!
What's the Matter Now? Nuf S	ORCH. Small 35¢ Large 40¢	How Could I Be Blue By this One!

CLARENCE WILLIAMS MUSIC PUB. CO. INC. 1547 Broadway

The MUSICAL SENSATION OF THIS GENERATION!

JAMES W. ELLIOTT'S **GLORIOUS** in **"CASTLES The AIR"**

Book & Lyrics by **RAYMOND W. PECK** Music by **PERCY WENRICH**

With *The Following Beautiful Songs—*

"Lantern Of Love"	"Baby" (The Fox Trot Lullaby)
"Land Of Romance"	"The Rainbow Of Your Smile"
"My Lips, My Love, My Soul"	"The First Kiss Of Love"
"I Would Like To Fondle You"	"The Other Fellow's Girl"

"The MOST BEAUTIFUL MUSICAL PLAY The WORLD HAS EVER SEEN"

"YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG"

The Co-operation Which the Sheet Music Merchant Gives the Publishers

Some Popular Publishers Declare They Do Not Receive the Co-operation From the Retail Trade Which Their Exploitation Drives Behind Their Catalogs Warrant

Recently there have been some expressions of opinion in the trade on the amount of co-operation received by publishers from dealer sources. According to some points of view the popular publisher particularly does not receive co-operation to the extent his goods justify. It has been stated that if the margin of profit were somewhat larger the dealer would show more enthusiasm for popular prints. There may be some foundation for this contention although it would appear that with the best sellers a small profit should not be an obstacle. In fact, with the syndicate stores who undoubtedly are excellent merchandisers the limited profit does not seem to be a drawback. The volume here counts.

Dealers to-day are only buying successful songs, and so far as the larger publishers are concerned that portion of the present situation is quite satisfactory. The larger publisher realizes he cannot expect any great amount of co-operation on that portion of his catalog which perhaps does not show up to advantage. What he does want and what he thinks he deserves is co-operation and sales on the numbers in his catalog that are considered successes.

The popular publisher has a wonderful means of exploiting his product through the theatre, the photoplay house and the dance orchestra. His numbers are placed before the public in a manner that practically appeals to all of the senses. The words and melodies of popular songs are to-day, in a short space of time, placed before thousands of hearers.

Such being the case sales are created at those moments and it is the problem of the trade to close such sales before this purchasing spirit begins to wane.

This is the problem which rests, however, to a great extent with the dealer. After all there are only at the most a little over 3,000 legitimate sheet music dealers. The only other outlet that is a factor in retail distribution is the syndicate store. With these combined trade channels the total outlet figures are quite small. Particularly when it is considered that the sale created for popular prints reaches in the aggregate millions of copies.

Of course, music is considered a luxury, but it is a luxury that has a wide appeal. In sheet music form, with its small unit of sale, the widespread interest created should be capitalized. Doubtless in any other industry a product which had so wide a market created for it would have many more trade outlets than has popular sheet music.

Additional trade outlets, however, do not strike the average publisher as a necessity. The publishers think that present-day outlets can well care for all of the demands created for popular music. In fact they have proof that such is the case because the popular publishing industry is not a new one and over a long period of years has been successful. They feel, however, that a greater degree of co-operation between the popular publisher and the legitimate dealer would do much to further the interests of both.

If the popular publisher creates a sale for

his prints covering every section of the country, and this he undoubtedly does with all of his "first" songs, how best can the legitimate dealer co-operate, and what would such co-operation achieve for both interests, the publisher and the dealer?

The main thing the dealer can do is to display the goods in his window and on his counter. He can make good use of the extra title pages that are always available and he can use to advantage the window trips, cut outs, and other advertising material that frequently can be procured. If in his popular department the dealer also has demonstrators this is a distinct added advantage.

These acts on the part of the dealer are the best co-operation he can give the publisher. The publisher through his exploitation channels has aroused the interest and created a desire for his songs. The dealers' activities are those that close the sale, and from the profit standpoint are the most important of all the activities connected with the exploitation of popular songs. This is why the publisher desires co-operation from the dealer. It is necessary if he is to get the sale he has created for his works. He needs no help in advertising his numbers, in fact he has a problem on his hands to keep them from being over-advertised and prematurely "killed."

New Consolidated Numbers

CHICAGO, ILL., September 11.—The Consolidated Music Publishing House, of this city, headed by E. A. Fearn, president, recently released several new numbers: "I Know I'm Crazy to Be So Crazy About You," "Heebie Jeebies," "You Broke My Heart and Now I'm Laughing at You" and "Dinah Might." All of the above numbers were released on September 10.

<p>I Aint Got Nobody And "I DON'T WANT NOBODY BUT YOU" FOX TROT SONG by LEWIS and YOUNG and ABEL BAER</p>	<p>"PRECIOUS" FOX TROT SONG by RAYMOND B. EGAN STEVEN PASTERNAK and RICHARD A. WHITING</p>	<p>"WHILE THE YEARS GO DRIFTING BY" FOX TROT SONG by GUS KAHN and JOE BURKE</p>
<p>"YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG"</p>		



EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



Gramophone Industry Hopes for End of the Coal Strike and Increased Sales

New Electrically Recorded Records Responsible for Great Increase in Record Sales—Columbia International, Ltd., Makes First Annual Report—Zonophone Co.'s Fine Record—The News

LONDON, ENGLAND, September 5.—As I reported last month, this year the gramophone industry, although still doing a considerable business in records, has appreciably felt the result of the continuance of the coal strike, which, as I write, remains unsettled, though the miners, despairing of a satisfactory agreement being negotiated by their leaders, have, in increasing numbers, been drifting back to the mines during the last week or two. Although this has been the case, it is too early as yet to report any great change in talking-machine sales as a result, although there are already signs of a reaction from the depression generally throughout industry, and anticipation is keen within the gramophone industry that the coming season will see a making up of lost time. Manufacturers generally are not waiting for the full resumption of work that will result from an effective ending to the coal strike, and, if anything, are planning bigger sales campaigns than have yet been inaugurated within the industry. Every month witnesses improvements in the uses of the new electrically recorded items, and the potentiality of the gramophone record for giving forth reproduction of instruments and choirs of a magnitude never before contemplated is being increasingly recognized and exploited each month. Un-

doubtedly the broadcasting programs have tremendously influenced the increasing sales of records, not only of the dance-“hit” type, but also for the classical items. Supplements today, at least of the larger companies, contain quite 40 per cent of items for music-lovers, as against the 10 per cent which a year or two ago used to obtain. The competition which at one time was feared is now a thing of myth. Despite the increasing excellence of the broadcasting programs, the advantages the gramophone possesses have enabled dealers to tie up record sales with broadcasting programs and accounted in no small degree for the tremendous boom in gramophone and record sales of the last two years. Radio manufacturers, however, are gradually becoming alive to the suitability of music and gramophone dealers to handle wireless goods, and the result is that numbers of manufacturers are concentrating upon evolving cheap, efficient, fool-proof reception sets that the music-dealer can handle in the same way as to-day he handles the gramophone. This tendency, however, is unlikely to adversely affect the gramophone or record sales. Manufacturers and dealers here are inclined to welcome the appearance of the radio set alongside the gramophone. Although the gramophone industry has been through a

comparatively quiet time everywhere, there is unbounded confidence in the possibility of a record season.

Report of Columbia International, Ltd.

An interesting report of the progress made by the Columbia Co. (Columbia International, Limited) was given by the chairman, Sir George Croydon Marks, at the first annual general meeting held towards the end of July. It will be remembered that the British Columbia Co., after acquiring a large holding in the American company, some year or so back, a short time after acquired large holdings in the German Carl Lindstrom concern and the Dutch Transoceanic Trading Co. These foreign interests were merged into a new company now styled Columbia International, Limited. Sir George prefaced his report by saying that as it was the first year of the company, and because the financial years in the various subsidiary companies ended too late for their reports to be embodied in the balance sheets then before the shareholders, it was only possible to present a somewhat formal balance sheet. It was proposed that in future the financial year of the company should end on May 31, and future reports would incorporate the results of the operations of all the subsidiary companies. The report then took the form of a summary of the position of these companies, their last year's trading, and the present position, and will undoubtedly be of great interest to readers of The World.

In regard to the Columbia Phonograph Co., Inc., New York, which has a capital of 85,000 shares, the company holds 51,000 or 60 per cent; (Continued on page 160)

“The Super Grippa”

Following the success of the “Pixie Grippa” accorded a world wide popularity for fine tone quality and craftsmanship, the “Super Grippa” is the last word in Portable Gramophones.

It is truly unbreakable, designed with every thought for extreme portability and very hard wear. It remains an artistic production fit for the costliest parlor, or the most exhausting trek. Compare its size, weight and specification. Size 11x10³/₄x5. Weight 10¹/₄ lbs.

Specification

Solid dovetailed cabinet covered with fine waterproof black leatherette. All brass fittings. Solid metal patent Sound chamber and motor board in one piece. Highest grade tone and double amplifier. Thorens 39 worm gear or Garrard All British Motor. Metal bound cover and patent record container.

Again compare the size, weight and value.



Price £4. 4. 0.

Subject usual Trade and Shipping Terms.

Lists, quotations and territory open on application by mail. Bentley's Code.

PEROPHONE LTD. Sole Patentees and Manufacturers,

76-78 City Road, London, England

Cables: Perowood, London.

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 159)

they secured control in March, 1925, and the financial year ended on February 28, 1926. During that year the factory and business were entirely reorganized. The company had an enormous stock of gramophones and records which were obsolete, and these had practically all been liquidated at a heavy loss. The entire record-manufacturing machinery was scrapped and new and up-to-date automatic machinery installed. The sales of records were materially increased over the preceding year, costs had been brought down, selling prices had gone up, but of course the liquidation of the old stock involved a loss. Since the beginning of the new financial year, March 1, 1926, the company's business had made rapid progress. Each month up to June 30 had shown a substantial increase in the sales of records over the corresponding month of the previous years. The company had no mortgages or debentures, and was in an excellent financial position, having on February 28 a cash balance of £1,904,360, and accounts receivable of £1,130,993, against accounts payable of only £391,631. Since that date the cash balance had increased by over £350,000. The outlook for the coming season was regarded as very hopeful, and a satisfactory profit for the year ending February 28, 1927, was anticipated.

In the Carl Lindstrom A. G. concern, which had a capital of 7,000,000 marks, the company owned 51 per cent. In this case the financial year ended on December 31, 1925, and showed a profit of 845,000 marks, out of which a dividend of 10 per cent had been declared and paid. The actual profit of the company was considerably in excess of the profits shown, a large sum being used for depreciation of stock, etc. In 1925 business had progressed very satisfactorily, though at the end of the year, and particularly since the beginning of this year, conditions in Germany had been very bad, and as a result, from January 1 to May 31, showed a big drop. The exports of the company, though materially increased, were not sufficient to make up for the decline in home consumption, but, on the other hand, expenses had been radically reduced, and the estimated profits for the six months ended June 30, 1926, were very substantial. Since June 1, conditions had improved; sales had increased rapidly, particularly export. The Carl Lindstrom concern also owned 70 per cent of the capital (300,000 guilders) of the Transoceanic Trading Co.

(Amsterdam) and the Columbia (International) Limited held the remaining 30 per cent. The balance sheet of the Transoceanic company had not been completed, although the financial year ended on December 31, owing to the general manager's absence in South America on the company's business. The English and Argentine subsidiaries of the Transoceanic company showed a profit of about £40,000, before depreciation. The businesses of this company in England and the Argentine were making good increases and the Brazilian company would shortly show good results. It was unlikely that this company would be paying dividends immediately, as the whole of the profits were required for increasing factory building and machinery to meet the increasing South American trade. The directors' report and accounts, which were seconded by Louis Sterling, were carried unanimously.

Celtic Records Grow in Favor

A considerable trade has always been done in Celtic records, and the larger recording companies have laid themselves out to list comprehensive lists of all that is best in Irish and Scottish folk music. In this regard the Murdoch Trading Co., of this city, has published the finest catalog, a new edition of which was recently to hand, and which literally holds hundreds of titles. Naturally, the company does a tremendous business in these Celtic records in Ireland and Scotland, and I understand, also, a very fine business is being built up abroad, in the Colonies and in the United States.

Zonophone Co.'s Largest Recording

Among the popularly priced records, the British Zonophone Co., Ltd., has always held a prominent place, and recent supplements have certainly maintained the company's position. Last month the company put out a sensational record, holding two items, sung by over one thousand male voices from the Associated Glee Clubs of America. On one side was a truly magnificent rendering of "John Peel" and on the obverse "The Bells of St. Mary's." The company had issued a new catalog, complete up to June last, and which must undoubtedly be one of the finest collections of popular "hits" in the world.

Brief Paragraphs of Interest

A. R. Woolston, who has been for a considerable time the Columbia Co.'s Scottish representative, has been promoted to the im-

portant post of assistant British manager of the company. H. E. Jennings is taking over the Scottish ground. Mr. Woolston's personality and ability have long been recognized and have marked out for him a position of importance in the company, and his appointment has given considerable satisfaction in trade circles.

The following gramophone companies have already booked space for next February's British Industries Fair: Messrs. A. J. Balcombe, Ltd., G. A. Bryan, Ltd., Cabinet Gramophone Co., Garrard Engineering & Manufacturing Co., Ltd., L. E. Jaccard, Johnson Talking Machine Co., Ltd., Perophone, Ltd., Peter Pan Gramophone Co., Ltd., Smith & Co. (Gramophones) Ltd., S. M. T. Gramophone Co., Ltd., J. Stead & Co., Ltd., and the Vocalion Gramophone Co., Ltd.

It should be noted that the "Peter Pan Senior," the new portable model of the Peter Pan Gramophone Co., of which I wrote in the July "letter," measures eleven inches by eleven inches by five inches. A printer's error gave the wrong measurement in my last report.

A very comprehensive catalog of mainsprings, governor springs, etc., is to hand from George Simmott, the manufacturer of the well-known "Emo" brands. The correct width, thickness and length of mainsprings required for almost every gramophone motor at present being made is given, and over 300 different sized motors are named and the correct number of a replacement spring is shown.

Bankruptcy Action Against Canton Music Store

Store of W. S. Custer Music Co. Closed as a Result of the Proceedings—Move Comes as Surprise and No Explanation Made

CANTON, O., September 7.—The music store of the W. S. Custer Music Co., located in the new Parks Building, High and Tuscarawas streets, was closed recently as a result of bankruptcy proceedings against the firm.

In existence more than two years, opening in a small room in North Cleveland avenue under the name of the Strassner-Custer Co., the store made rapid strides in local retail merchandising circles.

A month ago the store moved to a new location and expanded considerably.

No statement has been forthcoming from the officials of the company and no effort has been made to dispose of the merchandise in the store.

Ledgerwood Store Remodeled

KNOXVILLE, TENN., September 4.—The music store of J. V. Ledgerwood, Inc., this city, has remodeled the interior of its building, adding much charm to the establishment. The sound-proof record and music roll demonstration booths have been patterned after the latest styles of booths in the large music houses of New York and Philadelphia. In addition, new hangings and mural decorations have been completed in the store. It is a notable fact that this is the fifth time the building has been remodeled in five years.

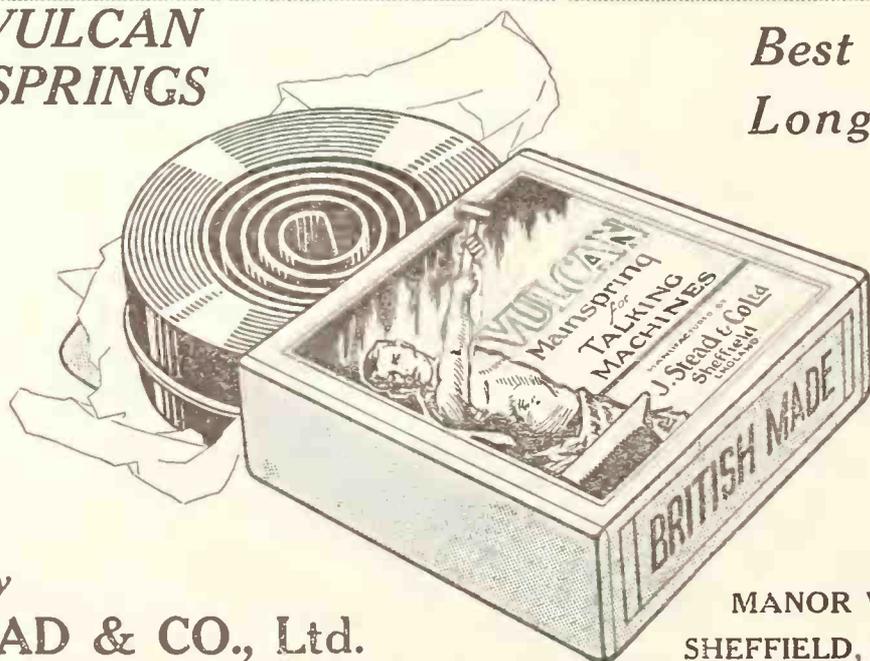
New Quarters in Holyoke

HOLYOKE, MASS., September 7.—The John T. Roy Co., which has conducted its music business at Fifty-four Suffolk street for the past three years, has taken new quarters at the corner of Maple and Appleton streets, the formal opening of which was held this week. The new store was selected by Nap D. Bellefeuille, proprietor of the concern, in order to obtain increased display facilities for his stock of phonographs, records and music rolls. Jack Morey's Orchestra furnished music for the opening program.

POINTS ABOUT SPRINGS (11)

The length of a mainspring is an important item. Each spring-barrel is made to take a spring of a definite length and it is unwise to fit any other. If the spring is either longer or shorter, the running time of the motor is reduced, and it is a mistaken idea that a longer spring will make the motor run longer. After the limit is reached, the running is reduced in proportion to the extra length, and this is caused by the spring-barrel being too tightly packed with coils to allow the spring to open out fully.

**USE VULCAN
MAINSPRINGS**



**Best in the
Long Run!**

Note the
Greaseproof
Wrapper.

Made by
J. STEAD & CO., Ltd.

**MANOR WORKS
SHEFFIELD, ENGLAND**

Advance RECORD BULLETINS for October, 1926

Columbia Phono. Co., Inc.

- CELEBRITY SERIES**
- 7112-M Faust "Ballet Music"—Parts 1 & 2 (Gounod), Sir Henry J. Wood and the New Queen's Hall Orch. 12
- 7113-M Faust "Ballet Music"—Parts 3 & 4 (Gounod), Sir Henry J. Wood and the New Queen's Hall Orch. 12
- 4035-M Nina (Venetian Dialect Song) (Tanara)—Baritone SoloRiccardo Stracciari 10
- Tu Ca Nun Chiagne (De Curtis-Bovio)—Baritone SoloRiccardo Stracciari 10
- 7111-M Irish Tune From County Derry (arr. by Grainger) ..Conducted by Percy Grainger (a) Cupid; (b) Dirge (Roger Quilter—Op. 7, No. 1).....Kasschau's Solo Choir 12
- 125-M Just a Cottage Small (Hanley-De Sylva)—Violin SoloSascha Jacobsen 10
- Only a Rose (From "The Vagabond King") (Friml-Hooker)—Violin Solo, Sascha Jacobsen 10
- DANCE MUSIC**
- 697-D The New St. Louis Blues—Fox-trot, Ted Lewis and His Band —Vocal Chorus by Ted Lewis 10
- My Mama's in Town, Ted Lewis and His Band —Vocal Chorus by Ted Lewis 10
- 707-D Precious—Fox-trot, Paul Ash and His Orch. —Vocal Chorus by Paul Small 10
- Oh! If I Only Had You—Fox-trot, Paul Ash and His Orch. —Vocal Chorus by Milton Watson 10
- 694-D Looking at the World Through Rose Colored Glasses—Fox-trot, Paul Ash and His Orch. —Vocal Chorus by Milton Watson 10
- Her Beaus Are Only Rainbows—Fox-trot, Paul Ash and His Orch. —Vocal Chorus by Milton Watson 10
- 706-D Barcelona—One step (Spanish), Fred Rich and His Hotel Astor Orch. —Vocal Chorus by Lewis James 10
- On the Riviera—One-step (Spanish), Fred Rich and His Hotel Astor Orch. —Vocal Chorus by Lewis James 10
- 696-D Baby Face—Fox-trot, Ipana Troubadours—S. C. Lanin, Director —Vocal Chorus by Lewis James 10
- Why Do You Want to Know Why?—Fox-trot, Ipana Troubadours—S. C. Lanin, Director —Vocal Chorus by Franklyn Baur 10
- 714-D I'd Love to Meet That Old Sweetheart of Mine—Fox-trot,The Radiolites —Vocal Chorus by Lewis James 10
- Let Me Lay Me Down to Sleep in Carolina—Fox-trotThe Radiolites —Vocal Chorus by Franklyn Baur 10
- 702-D Valencia (Mixed Chorus) (Spanish)—One-stepLacalle Spanish Band 10
- Plus Ultra (Mixed Chorus) (Spanish)—Fox-trotLacalle Spanish Band 10
- 703-D Put Your Arms Where They Belong—Waltz, The Cavaliers (Waltz Artists) —Vocal Chorus by Franklyn Baur 10
- Am I Wasting My Time on You—Waltz, The Cavaliers (Waltz Artists) —Vocal Chorus by Franklyn Baur 10
- 701-D The Birth of the Blues (From "George White's Scandals")—Fox-trot, Leo Reisman and His Orch. 10
- Here I Am (From "George White's Scandals")—Fox-trot, Leo Reisman and His Orch. 10
- 704-D She Belongs to Me—Fox-trot, California Ramblers 10
- Me, Too—Fox-trotCalifornia Ramblers 10
- 708-D Who Wouldn't—Fox-trot, Harry Reser's Syncopators —Vocal Chorus by Tom Stacks 10
- Someone Is Losin' Susan—Fox-trot, Harry Reser's Syncopators —Vocal Chorus by Tom Stacks 10
- 709-D Hard-to-Get—Fox-trot, Francis Craig and His Orch. 10
- Do You Believe in Dreams—Fox-trot, Francis Craig and His Orch. 10
- 693-D Tenderly—Fox-trot, Earl Gresh and His Gangplank Orch. —Vocal Chorus by Frank Wilson 10
- Scatter Your Smiles — Fox-trot (Vocal Chorus), Earl Gresh and His Gangplank Orch. 10
- 698-D Perdido Street Blues—Fox-trot, New Orleans Wanderers 10
- Gate Mouth—Fox-trot, New Orleans Wanderers 10

- VOCAL NUMBERS**
- 695-D Valencia—Vocal DuetFord-Glenn 10
- Calling Me Home—Vocal Duet ..Ford-Glenn 10
- 710-D Tenderly, Art Gillham (The Whispering Pianist) 10
- Thinking, Art Gillham (The Whispering Pianist) 10
- 692-D That's Why I Love You—Vocal, Ruth Etting 10
- I Ain't Got Nobody—VocalRuth Etting 10
- 700-D How Many Times?—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
- My Cutey's Due at Two-to-Two To-day—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
- 699-D Breezin' Along With the Breeze—Vocal, Johnny Marvin, "The Ukulele Ace" 10
- Hello, Baby!—Vocal, Johnny Marvin, "The Ukulele Ace" 10
- 711-D Whadda You Say, We Get Together?—Vocal Duet...Vaughn De Leath-Ed Smalle 10
- Cross Your Heart (From "Queen High")—Vocal Duet...Vaughn De Leath-Ed Smalle 10
- 691-D Lamp in the West, Univ. of Kan. Glee Club (J. H. Fugate, S. C.) 10
- Fight for Kansas—The Alma Mater, Univ. of Kan. Glee Club (T. A. Larremore, Dir.) 10
- SACRED MUSIC**
- 705-D Carry Thy Burden to Jesus—Vocal Duet, Homer A. Rodeheaver-Doris Doe 10
- I Need Jesus—Vocal...Homer A. Rodeheaver 10
- FAMILIAR TUNES—OLD AND NEW**
- 15091-D Hand Me Down My Walking Cane, G. Tanner and His Skillet-Lickers, with R. Puckett 10
- Watermelon on the Vine G. Tanner and His Skillet-Lickers, with R. Puckett 10
- 15088-D Rock-a-Bye Baby—Vocal.....Riley Puckett 10
- Sauerkraut—VocalRiley Puckett 10
- 15092-D On That Dixie Bee Line—Vocal, Vernon Dalhart 10
- The Picnic in the Wildwood—Vocal, Vernon Dalhart 10
- 15039-D Sandy River Belle—Mountain Dance Music, Blue Ridge Highballers (C. La Prade, Fiddler) 10
- Round Town Girls—Mountain Dance Music, Blue Ridge Highballers (C. La Prade, Fiddler) 10
- 15090-D Pictures From Life's Other Side, Smith's Sacred Singers 10
- Where We'll Never Grow Old, Smith's Sacred Singers 10

- Trail of Dreams (Klages-Swan), Herbert Soman's Salon Orch. 10
- 51808 Lonesome and Sorry (Davis-Conrad) Violin, Rae Eleanor Ball 10
- Iyone—My Own Iyone' (Bryan-Britt-Leonard) ViolinRae Eleanor Ball 10
- 51795 Cohen Is Living the Life O'Reilly (Yellen-Pollack)Johnny Ryan 10
- Nobody Knows What Happened to McCarthy (Ruby-Dreyer)Johnny Ryan 10
- 51781 Saturday Night (Lauder-Tharp)Glen Ellison 10
- The Picnic (Harry Lauder)Glen Ellison 10
- 51804 A Night of Love (De Sylva-Spier), Murray Kellner's Dinner Music Ensemble 10
- I Wish I Had My Old Gal Back Again (Yellen-Ager-Pollack), Murray Kellner's Dinner Music Ensemble 10
- 80874 The Second Minuet (Dowdon-Besly)...Helen Davis 10
- A Spring Fancy (Gardena-Densmore)...Helen Davis 10
- FLASHES**
- 51794 That's Why I Love You—Fox-trot (Donaldson-Ash)Markels' Orch. 10
- Cross Your Heart—Fox-trot (From "Queen High") (De Sylva-Gensler)Markels' Orch. 10
- 51798 Lucky Day—Fox-trot (From "George White's Scandals") (De Sylva-Brown and Henderson), Duke Yellman and His Orch. 10
- Two Little Bluebirds—Fox-trot (From "Sunny") (Harbach-Hammerstein 2d-Kern), Duke Yellman and His Orch. 10
- 51799 Barcelona (Kahn-Evans), B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch. 10
- When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along—Fox-trotGolden Gate Orch. 10
- 51797 To Be With You—Fox-trot (Yellen-Kortlander-Jones)Golden Gate Orch. 10
- Wond'ring Why—Fox-trot (Paul-Squires), B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch. 10
- 51800 Baby Face (Davis-Akst)—Fox-trotMarkels' Orch. 10
- Precious—Fox-trot (Egan-Pasternacki-Whiting), Markels' Orch. 10
- 51805 Along the Gypsy Trail—Fox-trot (Dixon-Stept), Harold Stern and His Hotel Belleclaire Orch. 10
- My Sweetie's Eyes — Fox-trot (La Porte-McPhail), Harold Stern and His Hotel Belleclaire Orch. 10
- 51806 Mary Lou—Fox-trot (Lyman-Wagner-Robinson), Duke Yellman and His Orch. 10
- Oh! If I Only Had You—Fox-trot (Kahn-Friend)Duke Yellman and His Orch. 10
- 51810 On the Riviera (Gilbert-Van Loan-Rich), Duke Yellman and His Orch. 10
- And Then I Forget—Fox-trot (Davis-Burke), B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch. 10

Edison Disc Records

- ALREADY RELEASED SPECIALS**
- 51785 The Pal You Left At Home (Don't Forget) (Cullings-Alton), Walter Scanlan with Helen Clark in the refrain Drifting Along (Why Don't You Drift Home) (Reed-Grant)James Doherty 10
- 80872 Only a Rose (From "The Vagabond King") (Hooker-Friml)Anna Case 10
- 51793 A Night of Love (B. G. De Sylva-Spier), Anna Case Breezin' Along With the Breeze (Gillespie-Simons-Whiting), Johnny Marvin, "The Ukulele Ace" 10
- Who Wouldn't (Kahn-Donaldson), Johnny Marvin, "The Ukulele Ace" 10
- 51792 Falling in Love With You (Davis-Meyer), Walter Scanlan You're More Than a Pal to Me (Costello-Stevens)James Doherty 10
- 51801 Meet Me in Old Philly Billy (For I'll Be There) (Dougherty-Malle) Male Voices, National Male Quartet 10
- Out in the New Mown Hay (Tracey-Ehrlich-Dougherty)Arthur Hall-John Ryan 10
- 51803 Whadda You Say We Get Together? (Roy Turk) Male Voices, Macy-Smalle (The Radio Aces) 10
- Where'd You Get Those Eyes? (Walter Donaldson) Male Voices, Macy-Smalle (The Radio Aces) 10
- 51802 Sing Katie (But Leave the Piano Alone) (Tracey-Dougherty), The Happiness Boys—Billy Jones-Ernest Hare, with Dave Kaplan at the Piano 10
- Gentlemen Prefer Blondes (From the "Cocanuts") (I. Berlin), The Happiness Boys—Billy Jones-Ernest Hare, with Dave Kaplan at the Piano 10
- 51780 Sour Wood Mountains (Country Dance of the Southern Mountaineers with Singing), Fiddlin' Powers and Family 10
- Cripple Creek (Country Dance of the Southern Mountaineers with Singing), Fiddlin' Powers and Family 10
- 51796 When You Waltz With the One You Love (O'Flynn-Sherman).Herbert Soman's Salon Orch. 10

Victor Talking Machine Co.

- LIST FOR AUGUST 27**
- 20035 Neapolitan NightsVictor Salon Orch. 10
- Allah's HolidayVictor Salon Orch. 10
- 20110 At DawningJesse Crawford 10
- Roses of PicardyJesse Crawford 10
- 20086 Serenade BadineRudy Wiedoeft 10
- In the Orient (Dans l'Orient)...Rudy Wiedoeft 10
- 20104 Simple Aveu (Simple Confession) (Thome), Alfred Wallenstein 10
- Serenade (Pierne)Alfred Wallenstein 10
- 20087 Where They Never Say Good Bye, Homer Rodeheaver 10
- Jesus, Rose of Sharon....Homer Rodeheaver 10
- 20093 Sam's Speech at the Colored Lodge, "Sam 'n' Henry" 10
- Sam 'n' Henry at the Fortune Tellers, "Sam 'n' Henry" 10
- 20111 Lucky DayThe Revelers 10
- The Birth of the Blues.....The Revelers 10
- 20103 Hand Me Down My Walking Cane, Kelly Harrell 10
- My Horses Ain't Hungry.....Kelly Harrell 10
- 20109 The Old Fiddler's Song.....Vernon Dalhart 10
- We Sat Beneath the Maple on the Hill, Vernon Dalhart 10
- DANCE RECORDS**
- 20092 Bell Hoppin' Blues—Fox-trot, Paul Whiteman and His Orch. 10
- St. Louis Blues—Fox-trot, Paul Whiteman and His Orch. 10
- 20113 Barcelona—Fox-trot, Nathaniel Shilkret and The Victor Orch. 10
- On the Riviera—Fox-trot, Nathaniel Shilkret and The Victor Orch. 10
- 20112 Hi-Diddle-Diddle—Fox-trot, George Olsen and His Music 10
- Where'd You Get Those Eyes?—Fox-trot, George Olsen and His Music 10
- (Continued on page 162)

"BESIDE A GARDEN WALL"

A Melodious Fox Trot Song

Lyric by GUS KAHN
Music by ALBERT E. SHORT
and DEL DELBRIDGE

BEAUTIFUL BALLAD
BY THE WRITERS OF POOR BUTTERFLY

"YOUR HEART LOOKED INTO MINE"

Lyric by JOHN GOLDEN
Music by RAYMOND HUBBELL

"CALLING ME HOME"

A Great "Mother" Ballad

Lyric by L. WOLFE GILBERT
Music by JAMES V. MONACO

"You can't go wrong with any FEIST song"

©1926 LEA FEIST INC.

ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 161)

You Can't Go Wrong

"IT MADE YOU HAPPY WHEN YOU MADE ME CRY"

The inimitable Donaldson rings the bell again with this sensational fox-trot ballad. A characteristic Donaldson melody with a lyric that thrills you!

Words and Music by
WALTER DONALDSON

"MY GIRL HAS EYE TROUBLE"

I WANT THIS/ I WANT THAT!

One of the greatest Comedy Songs ever written—Gus Kahn at his best—PLUS—Teddy Fiorito's corking Fox-Trot Melody! *Laughs? and HOW!*

by GUS KAHN
and TED FIORITO

"JUST A BIRDSEYE VIEW"

(Of My Old Kentucky Home)

JUST A PERFECT SONG!

A happy-go-lucky singable lyric—and, Oh boy!—WHAT A TUNE! Absolutely SURE-FIRE!

by GUS KAHN and
WALTER DONALDSON

With Any FEIST Song

- 20108 Jackass Blues—Fox-trot, Philip Spitalny and His Orch. 10
- Up and At 'Em—Fox-trot, Philip Spitalny and His Orch. 10
- 20102 Old Dan Tucker—Country Dance, Judge Sturdy's Orch. 10
- Hiram's Valley—Quadrille, Judge Sturdy's Orch. 10
- RED SEAL RECORDS
- 1167 Carceleras (Prison Song) ("La Hijas del Zebedeo") (Chapi)—In Spanish, Amelita Galli-Curci 10
- Serenata (Serenade) (Cesareo Tosti)—In Italian, Amelita Galli-Curci 10
- 1168 Just a-Wearyin' for You (Stanton-Jacobs-Bond), Dusolina Giannini 10
- Love You Truly (Jacobs-Bond), Dusolina Giannini 10
- 1170 Albulblatt—Marguerite (Rachmaninoff-Kreisler), Fritz Kreisler 10
- Humoresque (Tschaiakowsky-Kreisler), Fritz Kreisler 10
- 6579 Valse Triste (From "Kuolema") (Sibelius), Frederick Stock and Chicago Symphony Orch. 12
- (1) Serenade (Volkman); (2) Flight of the Bumble Bee (Rimsky-Korsakow), Frederick Stock and Chicago Symphony Orch. 12
- 6583 Gunga Din (Kipling-Spross), Reinald Werrenrath 12
- Boots (Kipling-Felman) Reinald Werrenrath 12
- EDUCATIONAL RECORD
- 20080 (1) Sailing, Sailing; (2) Sweet and Low, Victor Concert Orch. 10
- (1) Funiculi, Funicula; (2) Santa Lucia, Victor Concert Orch. 10
- LIST FOR SEPTEMBER 3
- 20123 Ivone—My Own Ivone The Brox Sisters 10
- How Many Times? The Brox Sisters 10
- 20114 Dorothy—Fox-trot, Jan Garber and His Orch. 10
- There's a Blue Ridge in My Heart, Virginia—Fox-trot, Jan Garber and His Orch. 10
- 20115 Only You and Lonely Me—Fox-trot, Philip Spitalny and His Orch. 10
- Hello Baby—Fox-trot, Philip Spitalny and His Orch. 10
- 20119 I Can't Get Over a Girl Like You—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
- Tenderly—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
- LIST FOR SEPTEMBER 10
- 20120 My Cutey's Due at Two-to-Two Today—Fox-trot, Ted Weems and His Orch. 10
- I'm Going to Park Myself in Your Arms—Fox-trot, Ted Weems and His Orch. 10
- 20116 Why Do You Want to Know Why?—Fox-trot, George Olsen and His Music 10
- Ting-a-Ling, the Bells'll Ring—Fox-trot, Roger Wolfe Kahn and His Orch. 10
- 20117 Who Wouldn't?—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
- What! No Spinach?—Fox-trot, Irving Aaronson and His Commanders 10
- 20124 The Girl Friend—Frank Crumit 10
- Mountain Greenery—Frank Crumit 10
- LIST FOR SEPTEMBER 17
- 20133 How Many Times?—Fox-trot, Seattle Harmony Kings 10
- Oh! If I Only Had You—Fox-trot, Ted Weems and His Orch. 10
- 20126 I'm Walking Around in Circles—Fox-trot, Art Landry and His Orch. 10
- For My Sweetheart—Fox-trot, Art Landry and His Orch. 10
- 20134 Mother Machree The Silver-Masked Tenor 10
- A Little Bit of Heaven, The Silver-Masked Tenor 10
- LIST FOR SEPTEMBER 24
- 20139 Precious—Fox-trot, Paul Whiteman and His Orch. 10
- Moonlight on the Ganges—Fox-trot, Paul Whiteman and His Orch. 10
- 20142 Breezin' Along—Fox-trot, Seattle Harmony Kings 10
- Tell Me You Love Me—Fox-trot, Art Landry and His Orch. 10
- 20143 For My Sweetheart—Gene Austin 10
- Me Too—Gene Austin 10

Edison Blue Amberol Records

- 5146 Dark Hawaiian Eyes Waikiki Hawaiian Orch.
- 5166 Kentucky Waggoners (Reel), Allen Sisson (Champion Fiddler of Tennessee)
- 5173 Where They Never Saw "Good-bye," Homer Rodeheaver and Chorus
- 5183 Talking to the Moon—Male Voices, The Frolickers
- 5189 Roses Remind Me of You—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch.
- 5190 Sesqui-Centennial Exposition March, Sodero's Band
- 5192 Valencia—Male Voices, National Male Quartet
- 5193 Only You and Lonely Me—Fox-trot, R. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch.

- 5194 John Henry—Singing, Harmonica and Guitar, Ernest V. Stoneman (The Blue Ridge Mountaineer)
- 5195 She's a Corn-fed Indiana Girl (But She's Mama to Me)—Fox-trot, Earl Oliver's Jazz Babies—Vocal refrain by Tom Howard
- 5197 I Won't Go Home To Night—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch.
- 5199 When the Red, Red, Robbin Comes Bob, Bob, Bobbin' Along, Ernest V. Stoneman
- 5200 Sinking of the Titanic—Singing, Harmonica and Guitar, Ernest V. Stoneman (The Blue Ridge Mountaineer)
- 5201 Bad Companions—Singing, Harmonica and Guitar, Ernest V. Stoneman (The Blue Ridge Mountaineer)
- 5202 My Dream of the Big Parade, Arthur Fields Frank Braidwood (The Cowboy Baritone)

Gennett Lateral Records

- DANCE RECORDS
- 3358 Black Bottom—Fox-trot, Joe Candullo and His Everglades Orch. St. Louis Hop—Fox-trot, Joe Candullo and His Everglades Orch.
- 3359 Messin' Around—Slow Drag, Joe Candullo and His Everglades Orch.
- Nothing Else Matters But Love—Fox-trot, with Vocal Chorus by Vaughn De Leath, The Royal Troubadours
- 3361 On the Riviera—Parisian Fox-trot, with Vocal Chorus by Arthur Fields, The Vagabonds
- 3362 Looking at the World Through Rose Colored Glasses—Fox-trot, with Vocal Chorus by Arthur Fields, The Vagabonds
- I Don't Want Nobody But You—Vocal Chorus by Vaughn De Leath, The Broadway Night Club Serenaders
- 3363 Ting-a-Ling the Bells'll Ring—Fox-trot, with Vocal Chorus by Vaughn De Leath, The Broadway Night Club Serenaders
- Let's Forget (And Be Sweethearts Again)—Fox-trot, with Vocal Chorus, The Paige Specialty Orch.
- POPULAR VOCAL RECORD
- 3360 Me Too—Vocal, with Piano Accomp., Billy Jones
- It Won't Be Long Now—Vocal, with Piano Accomp., Billy Jones
- OLD-TIME VOCAL
- 3364 Put My Little Shoes Away—Tenor, with Violin and Guitar Accomp., Vernon Dalhart
- Puttin' on Style—Tenor, with Violin and Guitar Accomp., Vernon Dalhart
- OLD-TIME FIDDLE
- 3365 Hell Broke Loose in Georgia—Violin and Guitar Accomp., Murray Kellner, The Fiddlin' Cowboy
- Papa's Billy Goat—Tenor, with Violin and Guitar Accomp., Vernon Dalhart
- 3366 Souvenir—Violin Solo, with Piano Accomp. by Alice Shaw, Scipione Guidi
- Serenade—Violin Solo, with Piano Accomp. by Leslie Abbott, Scipione Guidi
- 3367 Anvil Chorus (From "Il Trovatore"), Knights of Columbus Band (P. Clifford, Con.)
- Blue Danube Waltz, Capodiferro's Band

Okeh Records

- 40669 Where'd You Get Those Eyes?—Vocal Duet, with Piano by Dave Kaplan, The Happiness Boys
- How Many Times?—Vocal Duet, with Piano by Dave Kaplan, The Happiness Boys
- 40671 When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along—Contralto, with Accomp. by Clarence Williams' Blue Five, Eva Taylor (There's a Blue Ridge in My Heart) Virginia—Contralto, with Accomp. by Clarence Williams, Eva Taylor
- 40672 While the Years Go Drifting By—Fox-trot, Raderman's Radio Orch.
- Me Too—Fox-trot, Araby Garden's Orch.
- 8371 Jazzaphobia Blues—Contralto, with Violin by Clarence Black, Piano by Bessie Marshall, Henryette Davis
- Another Sweet Daddy—Contralto, with Violin by Clarence Black, Piano by Bessie Marshall, Henryette Davis
- 8372 St. Peter Blues—Baritone, with Cornet by Louis Armstrong, Piano by Richard M. Jones, Nolan Welsh
- The Bridwell Blues—Baritone, with Cornet by Louis Armstrong, Piano by Richard M. Jones, Nolan Welsh
- 8373 How Do You Like It Blues?—Fox-trot, Arthur Sims and His Creole Roof Orch.
- Soapstick Blues—Fox-trot, Arthur Sims and His Creole Roof Orch.

- 8374 Some Sweet Day—Contralto, with Accomp. by Richard M. Jones' Jazz Wizards, Sara Martin
- Late Last Night Blues—Contralto, with Accomp. by Richard M. Jones' Jazz Wizards, Sara Martin
- 8376 There's No Use of Lovin'—Singing, with Piano, Lonnie Johnson
- Baby, Please Tell Me—Singing, with Piano, Lonnie Johnson
- 8377 Mean Man—Fox-trot, Al Turk's Orch.
- One o'Clock Blues—Fox-trot, with Chorus by D. Harris, Al Turk's Orch.
- 8378 Tell Me Where Is the Gambler?—Spiritual: Sermon, with Singing, Rev. H. R. Tomlin, Asstd. by Rigoletto Quintet
- Amazing Grace—Spiritual; Sermon with Singing, Rev. H. R. Tomlin, Asstd. by Rigoletto Quintet
- 3193 Fluttering Ghosts, Edith Lorand and Her Orch.
- Donau Nymphs, Edith Lorand and Her Orch.
- 40674 Ting-a-Ling the Bell'll Ring (From "The Cocoanuts")—Fox-trot, with Chorus by Larry Murphy, The Arkansas Travelers
- My Mamma's in Town—Fox-trot, Lloyd Turner and His Villa Venice Orch.
- 40675 Love Found You for Me—Fox-trot, with Chorus by Jimmie Noone, Cookie's Gingersnaps
- As Long as I Have You—Fox-trot, with Vocal Chorus, Arthur Sims and His Creole Roof Orch.
- 40676 Only a Broken String of Pearls—Waltz, with Chorus by Henry Moeller, Okeh Salon Orch.
- Whispering Trees (Memories and You)—Waltz, with Chorus by Henry Moeller, Okeh Salon Orch.
- 40673 Sleepy Head—Contralto, with Piano by Justin Ring, Alma Rotter
- I Wish You Were Jealous of Me—Contralto, with Piano by Justin Ring, Alma Rotter
- 45059 May I Sleep in Your Barn, Mister?—Singing, with Guitar and Harmonica by Ernest V. Stoneman, Fiddle by Fiddler Joe, Ernest V. Stoneman
- The Old Hickory Cane—Singing, with Guitar and Harmonica, Ernest V. Stoneman

POPULAR DANCE RECORDS

- 40664 How Many Times?—Fox-trot, Chorus by Ray Stillwell, Hotel Astor Orch.
- Who Wouldn't?—Fox-trot, Chorus by Ray Stillwell, Hotel Astor Orch.
- 40665 Chick, Chick, Chick, Chick, Chicken! (Lay a Little Egg for Me)—Fox-trot, Chorus and Trap Effects by Tom Stacks, The Jazz Pilots
- The Judge Cliff Davis Blues—Fox-trot, Chorus by Ernest Hare, The Jazz Pilots
- 40667 Oh! What Big Eyes You Have—Oh! What Sweet Lips You Have—Oh! If I Only Had You—Fox-trot, Chorus by Theo Alban, Araby Garden's Orch.
- Yours With Love and Kisses—Fox-trot, Chorus by Theo Alban, Araby Garden's Orch.
- 40668 Down on the Banks of the Old Yazoo—Fox-trot, Mike Markels' Orch.
- Precious—Fox-trot, Chorus by Johnny Marvin, Mike Markels' Orch.

POPULAR VOCAL RECORDS

- 40662 My Cutey's Due at Two-to-Two Today—Tenor-Baritone Duet, with Piano by Jack Glogau, Al Campbell-Jack Kaufman
- Out in the New Mown Hay—Tenor-Baritone Duet, with Piano by Jack Glogau, Al Campbell-Jack Kaufman
- 40666 Along the Gypsy Trail—Tenor, with Yodeling, Piano Accomp. by Sam H. Stept, Frank Kamplain
- Roll On Silvery Moon—Yodeling, Piano Accomp. by Sam H. Stept, Frank Kamplain
- 40670 Lay My Head Beneath a Rose—Baritone, Accomp. by Justin Ring Trio, Ernest Hare
- The Prisoner's Sweetheart—Baritone, Accomp. by Justin Ring Trio, Ernest Hare

RACE RECORDS

- 8362 Snag It—Fox-trot, Al Turk's Orch.
- Hi Henry Stomp—Fox-trot, Al Turk's Orch.
- 8363 Did She Fall or Was She Pushed—Contralto with Piano by W. M. Gill, Katherine Adkins
- Individual Blues—Contralto with Piano by W. M. Gill, Katherine Adkins
- 8364 Heart-Breaking Blues—Contralto, Accomp. by Starks Hot Five, Hazel Meyers
- Blackville After Dark—Contralto, Accomp. by Starks Hot Five, Hazel Meyers
- 8365 If You Can't Hold the Man You Love (Don't Cry When He's Gone)—Contralto, Piano Accomp. by Clarence Williams, Alberta Hunter
- You for Me, Me for You (From Now On)—Contralto, Piano Accomp. by Clarence Williams, Alberta Hunter
- 8366 Cool Can Blues—Contralto, Accomp. by Novelty Quartet, Harmonica, Violin, Guitar, Piano, Laura Smith
- Lucy Long—Contralto, Accomp. by Novelty Quartet, Harmonica, Violin, Guitar, Piano, Laura Smith
- 8367 Panama Limited Blues—Contralto, Accomp. by Richard M. Jones' Jazz Wizards, Bertha "Chippie" Hill

- Leavenworth Blues—Contralto, Accomp. by Richard M. Jones Jazz Wizards, Bertha "Chippie" Hill 10
- 8368 Run Away Blues—Baritone Contralto, Piano Accomp. by Eddie Heywood "Sloppy" Burr 10
- Foggy Morning Blues—Baritone, Piano Accomp. by Eddie Heywood "Sloppy" Henry 10
- 8369 High Fever—Fox-trot ... Cookie's Gingersnaps Here Comes the Hot Tamale Man—Fox-trot, Cookie's Gingersnaps 10
- 8370 Spider-Web Blues—Contralto with Piano, Victoria Spivey 10
- Hoodoo-Man Blues—Contralto with Piano, Victoria Spivey 10
- 8375 Death's Black Train Is Coming—Spiritual Sermon with Singing ... Rev. H. R. Tomlin 10
- Assisted by Rigoletto Quintet
- And Am I Born to Die—Spiritual Sermon with Singing ... Rev. H. R. Tomlin 10
- Assisted by Rigoletto Quintet

Brunswick Records

LIST FOR OCTOBER 7

- 3285 I Can't Get Over a Girl Like You (Loving a Boy Like Me) (From "Rufus Lemaire's Affairs") (Ruskin-Broones)—Fox-trot, for Dancing, with Vocal Chorus, The Lyman's California Orch.
- Fleurs D'Amour (Flowers of Love) (Willemetz-Charles-Padilla)—French Fox-trot, for Dancing ... Abe Lyman's California Orch.
- 3281 Play, Gypsies; Dance, Gypsies (Intro. "The One I'm Looking For," from "Countess Maritza") (Smith-Kalman)—Fox-trot, for Dancing, with Vocal Chorus ... Carl Fenton's Orch.
- Two Little Bluebirds (From "Sunny")—(Harbach-Hammerstein-Kern)—Fox-trot, for Dancing, with Vocal Chorus ... Carl Fenton's Orch.
- 3279 My Cutey's Due at Two-to-Two To-day (Robin-Von Tilzer)—Fox-trot, for Dancing, with Vocal Chorus ... The Clevelanders
- She Belongs to Me (Johnson-Razaf-Denniker)—Fox-trot, for Dancing, with Vocal Chorus, The Clevelanders
- 3226 I Don't Want Nobody But You (Lewis-Young-Baer)—Comedienne, with Orch. ... Esther Walker
- Brighten My Days (Bloom)—Comedienne, with Orch. ... Esther Walker
- 3247 Men of Harlech (Old Welsh Fighting Song) (Graves)—Mixed Voices, Toronto Mendelssohn Choir (Dr.H.A.Fricker,Con.)
- Rosy Dawn (A Pastoral) (Bell-Lloyd)—Mixed Voices, Toronto Mendelssohn Choir (Dr.H.A.Fricker,Con.)
- 50078 Marche Militaire (Concert Paraphrase) (Schubert-Tausig)—Pianoforte Solo ... Leopold Godowsky
- Polonaise in A Flat, Op. 53 (Chopin)—Pianoforte Solo ... Leopold Godowsky

LIST FOR OCTOBER 14

- 3287 Dreaming and Wondering (Buckley)—Fox-trot, for Dancing ... Ray Miller and His Orch.
- I've Lost My Dog (Buckley)—Fox-trot, for Dancing ... Ray Miller and His Orch.
- 3282 It's a Wonderful World After All (Davis-Greer)—Fox-trot, for Dancing, with Vocal Chorus, Ernie Golden and His Hotel McAlpin Orch.
- Me Too (Woods-Tobias-Sherman)—Fox-trot, for Dancing, with Vocal Chorus, Ernie Golden and His Hotel McAlpin Orch.
- 10264 Gypsy Love Song (From "Fortune Teller") (Smith-Herbert)—Baritone, with Orch., Richard Bonelli
- Bedouin Love Song (Taylor-Pinsuti)—Baritone, with Orch. ... Richard Bonelli
- 3289 Barcelona (Kahn-Evans)—Male Voices, with Piano ... The Merrymakers
- Baby Face (Davis-Akst)—Male Voices, with Piano ... The Merrymakers
- 15117 Waiata Poi (A Maori Song-Dance) (Hill)—Symphony Orchestra, Minneapolis Symphony Orch. (H.Verbrugghen,Con.)
- Melodrama (From "Piccolino") (Guiraud)—Symphony Orchestra, Minneapolis Symphony Orch. (H.Verbrugghen,Con.)
- 3256 A Dream (Intro. "Dreaming") (Bartlett-Cory-Heiser-Dailey)—Hawaiian Guitar and Piano, Andy Sanella-Bill Wirges
- Love's Old Sweet Song (Bingham-Molloy)—Hawaiian Guitar and Piano, Andy Sanella-Bill Wirges

LIST FOR OCTOBER 21

- 3300 There's a New Star in Heaven To-night (Rudolph Valentino) (Brennan-McHugh-Mills)—Tenor, with Orch. ... Frank Munn
- Farewell (D'Arcy-Russell)—Tenor, with Orch., Allen McQuhae
- 3303 I'd Love to Meet That Old Sweetheart of Mine (Davis-Burke)—Fox-trot, for Dancing, with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch.
- Why Do Ya Roll Those Eyes? (Ryskind-Charig)—Fox-trot, for Dancing, with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch.
- 3301 Any Ice To-day, Lady? (Ballard)—Fox-trot, for Dancing, with Vocal Chorus, Ben Selvin and His Orch.
- She Knows Her Onions (Yellen-Ager-Pollack)—Fox-trot, for Dancing, with Vocal Chorus, Ben Selvin and His Orch.
- 3269 Oogel, Oogel, Oo (The Monkey Song) (Steele-Heagney)—Vocal, with Orch., The Yacht Club Boys
- The Vulgar Boatman (Clare-Monaco)—Vocal, with Orch. ... The Yacht Club Boys
- 10242 My Old Kentucky Home (Foster)—Soprano and Male Trio, with Orch., Edith Mason and Male Trio
- Carry Me Back to Old Virginia (Bland)—Soprano and Male Trio, with Orch., Edith Mason and Male Trio
- 3118 Variations on the Theme of "A Dark Night"—Gypsy Orchestra, The A. & P. Gypsies (Harry Horlick, Dir.)
- The Wanderer (A Gypsy Fantasy)—Gypsy Orchestra, The A. & P. Gypsies (Harry Horlick, Dir.)
- LIST FOR OCTOBER 28
- 3302 In a Little Garden (You Made Paradise) (Whittemore-Iula)—Fox-trot, for Dancing, with Vocal Chorus, Ernie Golden and His Hotel McAlpin Orch.
- I Wonder What's Become of Joe (Turk-Pinkard)—Fox-trot, for Dancing, with Vocal Chorus, Ernie Golden and His Hotel McAlpin Orch.
- 3304 Ya Gotta Know How to Love (Green-Warren)—Fox-trot, for Dancing, with Vocal Chorus, The Clevelanders
- That Night in Arahay (Rose-Snyder)—Fox-trot, for Dancing, with Vocal Chorus, The Clevelanders
- 3305 Polly (Zamecnik)—Fox-trot, for Dancing; Piano Duet, with Orch., Phil Ohman-Victor Arden, with Their Orch.

"THE ROLL OF HONOR"

AUTO-ART ROLLS are not only reasonably priced but possess every attribute of musical appeal and quality essential to the successful promotion of standardized reproducing players.

They're not ordinary rolls adapted to this service but the product of experts who appreciate the peculiar needs of these instruments.

"Your player sales can only be as great as you make your roll trade."

UNITED STATES MUSIC COMPANY.
 2934-2938 West Lake Street, Chicago 25 West 18th Street, New York



Sell U. S. Rolls—You'll Sell More Players!

- Dizzy Fingers (Confrey)—Fox-trot, for Dancing; Piano Duet, with Orch., Phil Ohman-Victor Arden, with Their Orch.
- 3121 The Last Rose of Summer—Violin Solo, with Pianoforte by Dan Lieberfeld ... Fredric Fradkin
- Schon Rosmarin (Fair Rosmarin)—Violin Solo, with Pianoforte by Dan Lieberfeld, Fredric Fradkin
- 3228 All I Want to Do (Is Be With You) (Donaldson-Burke)—Vocal Duet, with Piano, Esther Walker-Ed Smalle
- What Did I Do (Hess)—Vocal Duet, with Piano, Esther Walker-Ed Smalle
- 3267 Who Could Be More Wonderful Than You (Davis-Silver)—Soprano and Tenor, with Orch., Virginia Rea-Franklyn Baur
- Only You and Lonely Me (Klages-Greer)—Soprano and Tenor, with Orch., Virginia Rea-Franklyn Baur

- 15422 Yours With Love and Kisses (Davis-Silver)—Fox-trot, for Dancing, with Vocal Chorus, Fleetwood Orch.
- A-Roamin' With You (Ford-Bibo)—Fox-trot, for Dancing, with Vocal Chorus, Fleetwood Orch.
- 15385 The Slumber Boat (Riley-Gaynor)—Violin Solo, with Piano Accomp. by Walter Golde, Godfrey Ludlow
- Ay-Ay-Ay (Creole Song) (Perez-Freire)—Violin Solo, with Piano Accomp. by Walter Golde, Godfrey Ludlow
- 15347 Love Always Has Its Way—Voice and Guitar, George Reneau, Blind Musician of Smoky Mts.
- Old Man on the Hill—Voice, Guitar and Mouth Harp, George Reneau, Blind Musician of Smoky Mts.

LIST FOR OCTOBER 21

- 15430 There's a New Star in Heaven To-night (Rudolph Valentino) (Brennan-McHugh-Mills)—Tenor, with Orch. ... Frank Crawford
- Vale (Farewell) (D'Arcy-Russell)—Tenor, with Orch. ... Felix O'Day
- 15428 Any Ice To-day, Lady? (Ballard)—Fox-trot, for Dancing, with Vocal Duet ... The Six Hayseeds
- Sing, Katie (But Leave the Piano Alone) (Tracey-Dougherty)—Fox-trot, for Dancing, with Vocal Duet ... The Six Hayseeds
- 15433 Trail of Dreams (Klages-Swan)—Waltz, for Dancing, with Vocal Chorus, Miami Marimba Band
- My Hawaiian Serenade (Davis-King)—Waltz, for Dancing, with Vocal Chorus, Miami Marimba Band

LIST FOR OCTOBER 28

- 15432 Meet Me in the Moonlight (Kahn-Friend)—Fox-trot, for Dancing, with Vocal Chorus by the Vaudeville Trio ... Kensington Serenaders
- Lay Me Down to Sleep in Carolina (Yellen-Ager)—Fox-trot, for Dancing, with Vocal Chorus by the Vaudeville Trio
- 15427 Nobody Worries About Me (Lerner-Fields-Marks-Whiting)—Fox-trot, for Dancing, with Vocal Chorus by the Vaudeville Trio, Glen Echo Serenaders
- I'm Walking Around in Circles (Lewis-Young-Phillips)—Fox-trot, for Dancing, with Vocal Chorus by the Vaudeville Trio, Glen Echo Serenaders
- 15431 My Dream of the Big Parade (Dubin-McHugh)—Tenor and Baritone, with Piano, Trumpet and Drums ... Hi and Si, the Village Cut-Ups
- I'd Love to Meet That Old Sweetheart of Mine (Davis-Burke)—Tenor and Baritone, with Piano ... Hi and Si, the Village Cut-Ups

Vocalion Records

LIST FOR OCTOBER 7

- 15426 Haven' Lots of Fun (Rayner-Wiley)—Fox-trot, for Dancing, with Vocal Chorus, Palmer House Victorians (J. Herbuveaux, Dir.)
- I Can't Get Over a Girl Like You (Loving a Boy Like Me) (From "Rufus Lemaire's Affairs") (Ruskin-Broones)—Fox-trot, for Dancing, with Vocal Chorus, Palmer House Victorians (J. Herbuveaux, Dir.)
- 15424 My Cutey's Due at Two-to-Two To-day (Robin-Von Tilzer)—Fox-trot, for Dancing, with Vocal Chorus ... Essex Club Orch.
- Who'd Be Blue (Woods)—Fox-trot, for Dancing, with Vocal Chorus ... Essex Club Orch.
- 15406 Put Your Arms Where They Belong (For They Belong to Me) (Davis-Santly-Ackman)—Waltz, for Dancing ... Mayfair Trio
- My Heart Will Tell Me So (Kahn-Blaufuss)—Waltz, for Dancing ... Mayfair Trio
- 15420 Down on the Banks of the Old Yazoo (Jerome)—Tenor, with String Ensemble ... Arthur Brown
- Who Wouldn't? (Kahn-Donaldson)—Tenor, with String Ensemble ... Arthur Brown
- LIST FOR OCTOBER 14
- 15423 I'd Love to Meet That Old Sweetheart of Mine (Davis-Burke)—Fox-trot, for Dancing, with Vocal Chorus ... Essex Club Orch.
- I Never Cried Before I Met You (Coslow-Schafer-Golden)—Fox-trot, for Dancing, with Vocal Chorus ... Essex Club Orch.

(Continued on page 164)

ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 163)

Pathe Phono & Radio Corp.

- 25188 Who Do You Think I'm Doing It For—Voice and Ukulele.....Cliff Edwards (Ukulele Ike)
- For No Good Reason At All—Voice and Ukulele, Cliff Edwards (Ukulele Ike)
- 25189 Where'd You Get Those Eyes?—Voice and Orchestra.....Morse and Blue Grass Boys
- Daddy's Girl—Voice and Orchestra, Miss Lee Morse and Her Blue Grass Boys

DANCE RECORDS

- 36484 It's Too Late to Be Sorry Now—Waltz, Vocal Chorus by J. Ryan.....Hughes and Hatters
- 'Neath Blue Italian Skies—Waltz, Vocal Chorus by A. Fields.....Majestic Dance Orch.
- 36485 Sleepy Head—Waltz, with Vocal Chorus by Theo. Alban.....Lanin's Arcadians
- Adieu—Waltz.....Stillman's Orioles
- 36486 Baby Face—Fox-trot, with Vocal Chorus by J. Ryan.....Candullo and His Everglades Orch.
- Down By the Old Sea Shore—Fox-trot, Candullo and His Everglades Orch.
- 36487 Turkish Towel—Fox-trot, with Vocal Chorus by J. Ryan.....Candullo and His Everglades Orch.
- Crazy Quilt—Fox-trot, with Vocal Chorus by H. Donahy.....Candullo and His Everglades Orch.
- 36488 Sadie Green—Fox-trot, with Vocal Chorus by John Ryan.....Ole Olsen and His Orch.
- Snag It—Fox-trot.....Ole Olsen and His Orch.
- 36489 I Love A Ukulele—Fox-trot, with Vocal Chorus by T. De Armand.....Hughes and Hatters
- Sweet Rosita—Fox-trot.....Casino Dance Orch.
- 36490 Cross Your Heart—Fox-trot (from "Queen High").....John Sylvester and Orch.
- I'll Make You Answer "Yes"—Fox-trot, Casino Dance Orch.
- 36491 Why Do You Want to Know Why—(from "The Cocoanuts").....Sylvester and Orch.
- Fiddle-Dee-Dee—Fox-trot, with Vocal Chorus by T. De Armand.....Hughes and High Hatters
- 36492 Wild and Foolish—Fox-trot.....The Red Heads
- Plenty Off Center—Fox-trot—Charleston..We Three
- 36493 Lucky Break—Fox-trot.....Boyd Senter
- Steamboat Stomp—Fox-trot.....Boyd Senter
- 32196 Lucky Day—Baritone (from George White's "Scandals").....Jay Flippen and Gang
- Hard to Get Gertie—Baritone, Jay C. Flippen and His Gang

POPULAR VOCAL RECORD

- 32197 Lay My Head Beneath a Rose—Tenor, Vernon Dalhart
- The Old Fiddler's Song—Tenor....Vernon Dalhart
- 25190 Animal Crackers—Voice and Orchestra, Miss Lee Morse and Her Blue Grass Boys
- My Red-Headed, Blue-Eyed Colleen—Voice and Guitar.....Miss Lee Morse
- 32198 Who Wouldn't—Voice and Orchestra, Jay C. Flippen and His Gang
- How Many Times—Voice and Orchestra, Jay C. Flippen and His Gang

DANCE RECORDS

- 36494 Barcelona—Fox-trot, with Vocal Chorus by Tom De Armand.....Hughes and High Hatters
- When You Come Back to Me—Fox-trot, Phil Hughes and High Hatters
- 36495 Precious—Fox-trot, with Vocal Chorus by Frank Kamplain.....Majestic Dance Orch.
- Alice—Fox-trot.....Stillman's Orioles
- 36496 While the Years Go Drifting By—Fox-trot, Palace Garden Orch.
- I Need You (You Need Me)—Fox-trot, Stillman's Orioles
- 36497 Oh! If I Only Had You—Fox-trot, with Vocal Chorus by F. Kamplain.....Majestic Dance Orch.
- Stayin' Home—Fox-trot.....Palace Garden Orch.
- 36498 I Can't Get Over a Girl Like You—(From "Le-Maire's Affairs").....The Virginia Creepers
- That's Annabelle—Fox-trot, with Vocal Chorus by V. Dalhart.....The Virginia Creepers
- 36499 I Don't Want Nobody But You—Fox-trot, Majestic Dance Orch.
- Somewhere In Erin—Fox-trot.....Palace Garden Orch.
- 36500 Who Wouldn't—Fox-trot, with Vocal Chorus by John Ryan.....Tuxedo Dance Orch.
- Ting-A-Ling the Bells'll Ring—Fox-trot, Majestic Dance Orch.
- 36501 Sad Eyes—Fox-trot, with Vocal Chorus by Arthur Fields.....The Virginia Creepers
- Tell Me You Love Me—Fox-trot, with Vocal Chorus by A. Hall.....Dolan's Chateau Orch.
- 36502 Looking at the World (Thru Rose Colored Glasses).....Sylvester and Orch.
- There's a Blue Ridge in My Heart Virginia—Fox-trot.....Casino Dance Orch.
- 36503 Sally's Not the Same Old Sally—Fox-trot, Black Diamond Serenaders
- Toe-to-Toe—Fox-trot.....Black Diamond Serenaders
- 36505 On the Riviera—Fox-trot, with Vocal Chorus by John Ryan.....Tuxedo Dance Orch.
- You're Gonna Miss Me Someday—Fox-trot, with Vocal Chorus by John Ryan, Tuxedo Dance Orch.

POPULAR VOCAL RECORDS

- 32199 Me Too—Quartet.....Singing Troubadours
- I'd Love to Meet That Old Sweetheart of Mine, Macy and Smalle

ORGAN RECORDS

- 25191 Carry Me Back to Old Virginy—Organ, Norton H. Payne
- Sweet and Low—Organ.....Norton H. Payne

RACE RECORDS

- 7509 Rounders Blues—Vocal.....Mandy Lee
- Wandering Papa Blues—Vocal.....Mandy Lee
- 7510 Louisiana Breakdown—Instrumental, Hot and Heavy
- Memphis Rag—Instrumental.....Hot and Heavy

Harmony Records

- 222-H And Then I Forget—Fox-trot, with Vocal Choruses by Ray Stillwell.....The Astorites
- Up and Down the Eight Mile Road—Fox-trot, The Astorites
- 227-H Sleepy Head—Waltz, with Vocal Chorus by Irving Kaufman, Bar Harbor Society Orchestra
- Trail of Dreams—Waltz, Bar Harbor Society Orchestra
- 230-H Oh! If I Only Had You—Fox-trot, University Six
- I Ain't Got Nobody—Fox-trot.....University Six
- 220-H Kiss Me and Then Say Good-night—Waltz, with Vocal Chorus by Arthur Hall, Manhattan Dance Makers
- Roses Bring Dreams of You—Waltz, Melody Waltz Orchestra
- 231-H Georgia Grind—Fox-trot, Vocal Chorus, Georgia Strutters
- Ev'rybody Mess Aroun—Fox-trot, Vocal Chorus.....Georgia Strutters
- 232-H On the Riviera—Spanish One-step, WMCA Broadcasters

- Ting-A-Ling the Bells'll Ring—Fox-trot, (from "The Cocoanuts")...WMCA Broadcasters
- 234-H That's Annabelle—Fox-trot, with Vocal Chorus by Irving Kaufman, The Harmonians
- My Cutey's Due at Two-to-Two To-day—Fox-trot.....WMCA Broadcasters
- 235-H Me Too—Fox-trot, with Vocal Chorus, Joe Candullo and His Everglades Orchestra
- Sadie Green—Fox-trot.....Joe Candullo and His Everglades Orchestra

VOCALS

- 226-H Fifi's Serenade—The Barking Dog and Her Laughing Companions
- Don't Fail Me Dice—Vocal.....Al Bernard
- 229-H I'd Love to Meet That Old Sweetheart of Mine—Vocal.....Irving Kaufman
- That's Why I Love You—Vocal, Irving Kaufman
- 236-H Looking at the World Thru Rose Colored Glasses—Vocal.....Jane Gray
- I Didn't Wanna—Vocal.....Jane Gray
- 233-H Who Wouldn't—Vocal.....Irving Kaufman
- She Knows Her Onions—Vocal, Irving Kaufman

Regal Records

DANCE RECORDS

- 8101 While the Years Go Drifting By—Fox-trot, Sam Lanin's Troubadours
- My Cutey's Due at Two-to-Two To-day—Fox-trot.....Missouri Jazz Band
- 8102 Oh! If I Only Had You—Fox-trot, Imperial Dance Orch.
- Messin' Around—Fox-trot, Joe Candullo and His Everglades Orch.
- 8103 On the Riviera—Fox-trot.....Imperial Dance Orch.
- Open up the Golden Gates—Fox-trot, Imperial Dance Orch.
- 8104 Whisp'ring Trees—Waltz, Adrian Schubert's Salon Orch.
- Thinking—Waltz....Adrian Schubert's Salon Orch.
- 8105 And Then I Forget—Fox-trot, Sam Lanin's Troubadours
- All That I Need Is the Girl—Fox-trot, Hollywood Dance Orch.
- 8106 That's Annabelle—Fox-trot.....Imperial Dance Orch.
- Looking at the World Through Rose-Colored Glasses—Fox-trot.....Imperial Dance Orch.
- 8107 Me Too—Fox-trot.....Sam Lanin's Troubadours
- Everybody's Got a Girl But Me—Fox-trot, Missouri Jazz Band
- 8108 Sleepy Head—Waltz..Adrian Schubert's Salon Orch.
- I Wish You Were Jealous of Me—Waltz, Adrian Schubert's Salon Orch.
- 8109 Black Bottom (From "George White's Scandals, 1926")—Fox-trot, Joe Candullo and His Everglades Orch.
- Nervous Charlie Stomp—Fox-trot, Joe Candullo and His Everglades Orch.
- 8110 Out in the New Mown Hay—Fox-trot, Missouri Jazz Band
- She Belongs to Me—Fox-trot...Missouri Jazz Band
- 8111 Valencia—Banjo Solo, with Vocal Refrain, Eddie Peabody
- Bye, Bye, Blackbird—Banjo Solo, with Vocal Refrain.....Eddie Peabody
- VOCAL RECORDS
- 8112 I'm Walking Around in Circle—Tenor Solo, with Orch. Accomp.....Irving Kaufman
- Lena—Tenor Solo, with Orch. Accomp., Irving Kaufman
- 8113 I'd Love to Meet That Old Sweetheart of Mine—Tenor Solo, with Orch. Accomp., Irving Kaufman
- Thinking—Tenor Solo, with Orch. Accomp., Billy Burton
- 8114 Whadda Say We Get Together—Male Duet, with Piano Accomp.....Hare-Jones
- I'm Going to Park Myself in Your Arms—Male Duet, with Piano Accomp...The Radio Imps
- 8115 While the Years Go Drifting By—Tenor Solo, with Orch. Accomp.....Billy Burton
- To-night You Belong to Me—Tenor Solo, with Orch. Accomp.....Irving Kaufman
- 8116 Out in the New Mown Hay—Male Duet, with Piano Accomp.....The Radio Imps
- And Then I Forget—Male Duet, with Piano Accomp.....Hare-Jones
- 8117 Baby Face—Male Duet, with Piano Accomp., The Radio Imps
- Everybody's Got a Girl But Me—Male Voice, with Piano Accomp.....Whispering "Ed"

Domino Records

DANCE RECORDS

- 3764 Jane, We'll Start Chasing Rainbows Again—Fox-trot.....Hollywood Dance Orch.
- 3767 On the Riviera—Fox-trot...Hollywood Dance Orch.
- Thinking—Waltz.....Adrian Schubert's Salon Orch.
- Sleepy Head—Waltz, Adrian Schubert's Salon Orch.
- 3766 All I Need Is the Girl—Fox-trot, Hollywood Dance Orch.
- While the Years Go Drifting By—Fox-trot, Sam Lanin's Troubadours
- 3769 She Belongs to Me—Fox-trot...Missouri Jazz Band
- And Then I Forget—Fox-trot, Sam Lanin's Troubadours
- 3772 Messin' Around—Fox-trot, Joe Candullo and His Everglades Orch.
- Black Bottom (From "George White's Scandals, 1926")—Fox-trot, Joe Candullo and His Everglades Orch.
- 3765 Everybody's Got a Girl But Me—Fox-trot, Missouri Jazz Band
- Out in the New Mown Hay—Fox-trot, Missouri Jazz Band
- 3770 Looking at the World Through Rose-Colored Glasses—Fox-trot.....Imperial Dance Orch.
- That's Annabelle—Fox-trot...Imperial Dance Orch.
- 3763 My Cutey's Due at Two-to-Two To-day—Fox-trot.....Missouri Jazz Band
- Oh! If I Only Had You—Fox-trot, Imperial Dance Orch.
- 3768 Nervous Charlie Stomp—Fox-trot, Joe Candullo and His Everglades Orch.
- Me Too—Fox-trot.....Sam Lanin's Troubadours
- 3771 I Wish You Were Jealous of Me—Waltz, Adrian Schubert's Salon Orch.
- Whisp'ring Trees—Waltz, Adrian Schubert's Salon Orch.
- VOCAL RECORDS
- 3776 Thinking—Tenor Solo, with Orch. Accomp., Billy Burton
- I'd Love to Meet That Old Sweetheart of Mine—Tenor Solo, with Orch. Accomp..Irving Kaufman
- 3775 Out in the New Mown Hay—Male Duet, with Piano Accomp.....The Radio Imps

- I'm Going to Park Myself in Your Arms—Male Duet, with Piano Accomp...The Radio Imps
- 3773 To-night You Belong to Me—Tenor Solo, with Orch. Accomp.....Irving Kaufman
- While the Years Go Drifting By—Tenor Solo, with Orch. Accomp.....Billy Burton
- 3778 And Then I Forget—Male Duet, with Piano Accomp.....Hare-Jones
- Whadda Say We Get Together—Male Duet, with Piano Accomp.....Hare-Jones
- 3774 Everybody's Got a Girl But Me—Male Voice, with Piano Accomp.....Whispering "Ed"
- I'm Walking Around in Circles—Tenor Solo, with Orch. Accomp.....Irving Kaufman
- 3777 Lena—Tenor Solo, with Orch. Accomp., Irving Kaufman
- Baby Face—Male Duet, with Piano Accomp., The Radio Imps
- 3780 Where Does She Live?—Baritone Solo, with Orch. Accomp.....Arthur Fields
- Trudy—Baritone Solo, with Orch. Accomp., Arthur Fields
- 3779 Bye, Bye, Blackbird—Banjo Solo, with Vocal Refrain.....Eddie Peabody
- Valencia—Banjo Solo, with Vocal Refrain, Eddie Peabody

Banner Records

DANCE RECORDS

- 1792 On the Riviera—Fox-trot...Hollywood Dance Orch.
- Jane, We'll Start Chasing Rainbows Again—Fox-trot.....Hollywood Dance Orch.
- 1793 Sleepy Head—Waltz, Adrian Schubert's Salon Orch.
- Thinking—Waltz....Adrian Schubert's Salon Orch.
- 1794 While the Years Go Drifting By—Fox-trot, Sam Lanin's Troubadours
- All That I Need Is the Girl—Fox-trot, Hollywood Dance Orch.
- 1795 And Then I Forget—Fox-trot, Sam Lanin's Troubadours
- She Belongs to Me—Fox-trot...Missouri Jazz Band
- 1795 Black Bottom (From "George White's Scandals, 1926")—Fox-trot, Joe Candullo and His Everglades Orch.
- Messin' Around—Fox-trot, Joe Candullo and His Everglades Orch.
- 1797 Out in the New Mown Hay—Fox-trot, Missouri Jazz Band
- Everybody's Got a Girl But Me—Fox-trot, Missouri Jazz Band
- 1798 That's Annabelle—Fox-trot...Imperial Dance Orch.
- Looking at the World Through Rose-Colored Glasses—Fox-trot.....Imperial Dance Orch.
- 1799 Oh! If I Only Had You—Fox-trot, Imperial Dance Orch.
- My Cutey's Due at Two-to-Two To-day—Fox-trot.....Missouri Jazz Band
- 1800 Me Too—Fox-trot.....Sam Lanin's Troubadours
- Nervous Charlie Stomp—Fox-trot, Joe Candullo and His Everglades Orch.
- 1801 Whisp'ring Trees—Waltz, Adrian Schubert's Salon Orch.
- I Wish You Were Jealous of Me—Waltz, Adrian Schubert's Salon Orch.
- VOCAL RECORDS
- 1802 I'd Love to Meet That Old Sweetheart of Mine—Tenor Solo, with Orch. Accomp., Irving Kaufman
- Thinking—Tenor Solo, with Orch. Accomp., Billy Burton
- 1803 I'm Going to Park Myself in Your Arms—Male Duet, with Piano Accomp...The Radio Imps
- Out in the New Mown Hay—Male Duet, with Piano Accomp.....The Radio Imps
- 1804 While the Years Go Drifting By—Tenor Solo, with Orch. Accomp.....Billy Burton
- To-night You Belong to Me—Tenor Solo, with Orch. Accomp.....Irving Kaufman
- 1805 Whadda Say We Get Together—Male Duet, with Piano Accomp.....Hare-Jones
- And Then I Forget—Male Duet, with Piano Accomp.....Hare-Jones
- 1806 I'm Walking Around in Circles—Tenor Solo, with Orch. Accomp.....Irving Kaufman
- Everybody's Got a Girl But Me—Male Voice, with Piano.....Whispering "Ed"
- 1807 Baby Face—Male Duet, with Piano Accomp., The Radio Imps
- Lena—Tenor Solo, with Orch. Accomp., Irving Kaufman
- 1809 Trudy—Baritone Solo, with Orch. Accomp., Arthur Fields
- Where Does She Live?—Baritone Solo, with Orch. Accomp.....Arthur Fields
- 1808 Valencia—Banjo Solo, with Vocal Refrain, Eddie Peabody
- Bye, Bye, Blackbird—Banjo Solo, with Vocal Refrain.....Eddie Peabody

"Iron Horse" Cover for Phonographs in Demand

The "Iron Horse" moving cover for talking machines, made by the A. L. Reach Textile Co., New York City, is reported in strong demand. Additional distributors and many new dealers, plus repeat orders from satisfied users, have kept the Reach factory busy.

Export business on "Iron Horse" covers is steadily increasing. Among the latest inquiries is one from Cabanis, Burns & Co., of Mexico City, Mexico.

Victrolas at Coast Resort

During the Beauty Contest at Atlantic City last week, visitors to the famous resort were entertained by a practically continuous concert from the deck of a sixty-five-foot vessel anchored outside the breakers. It was an Auditorium Orthophonic Victrola which regaled the crowds.

Clarence A. Woodman Dies at Home in Allston, Mass.

Director and Manager of Oliver Ditson Co. Passes Away Suddenly on September 9—Had Been With the Ditson Co. for Fifty Years

BOSTON, Mass., September 9.—Clarence A. Woodman, director and manager of the Oliver Ditson Co., died suddenly this morning at his home in Allston, Mass. Mr. Woodman was born in Braintree, Mass., sixty-eight years ago and had been connected with the Ditson Co. for over fifty years. For a number of years he was in general charge of the affairs of the company, and some time ago was elected a director.

Mr. Woodman was a man of exceedingly genial disposition and had a host of friends both in and out of the music industry who will learn of his passing with great sorrow. He managed the affairs of the great Ditson house without fuss or flurry, and was particularly active in the music publishing line, the strong factor of the Ditson business, although the company also wholesales Victor talking machines and musical merchandise.

The funeral services were attended by many members of the trade, and expressions of sympathy were received from friends in all parts of the country. Mr. Woodman is survived by a widow, a daughter and a son by a former marriage.

Federal-Brandes Brings Out New Tuning Control

A three-speed gear, and an accelerator, similar to the automobile, is a new idea being introduced this year by Federal-Brandes, Inc., manufacturer of Kolster radio. The three speeds are numbered on a knob at the left side of the panel on each Kolster set. First speed gives maximum selectivity with normal sensitivity. Second gear is intermediate between selectivity and sensitivity, and third speed reaches out with the set's greatest sensitivity and normal selectivity. This arrangement makes it possible to secure maximum volume from distant stations. The accelerator is a similar knob on the right side of the panel which speeds up all three gears, resulting in more pronounced returns from the loud speaker.

Talking Machine and Radio Men to Hold Annual Outing

The annual outing of the Talking Machine & Radio Men, Inc., will take place on Tuesday, September 21, at Briarcliff Lodge, Briarcliff Manor, Westchester County, New York. The committee in charge of the annual festivities selected this late date so that the outing would not interfere in any way with the vacation plans of members and it is expected that one of the largest attendances will be on hand on Tuesday to compete in the field and water sports. Tickets for the outing are \$7.50 and this tariff includes transportation to and from Briarcliff Lodge, two meals at this famous resort and a day of sports.

To Hold Radio Conference

A general joint conference of the National Association of Broadcasters, Radio Manufacturers' Association, Radio Section of the Associated Manufacturers of Electrical Supplies, American Radio Relay League and the Federated Radio Trade Association has been called for Wednesday, September 15, at the Hotel Astor, New York. The conference will open with a full review of the involved problems confronting the radio industry at the present time, after which a full discussion of these problems together with the appointment of appropriate committees of the various associations will take place.

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Fall Volume Depends Upon Dealer Activities	4	Frank Reichmann Advocates Community Owned Receivers	51
H. H. Roemer, Prominent Executive, Makes Statement of Interest to Dealers	6	Establishing Radio Trade-In Policy	60
Canvassing Is an Important Factor in Merchandising	10	Atwater Kent Distributor Starts School for Salesmen.....	62
The Dealer Must Not Ignore His Responsibility	10	Exhibitors at the Third Annual Radio World's Fair in New York....	66g-66h
Establishing a Definite Policy Governing Trade-Ins	10	Sells a Thousand Records of One Number a Week.....	70
Profits From the Accessory End of the Radio Business.....	11	New England Dealers Optimistic Over the Outlook for a Substantial Fall Business	83
Price Maintenance Again to the Fore	11	Thousands View Latest Radio Products at Third Annual Pacific Coast Exposition	90
Reawakened Interest in the Talking Machine	11	The Bureau of Internal Revenue Issues New Regulations Covering Instalments	96
Store Door Playing in Certain Localities Is Unbeatable Stimulus for Record Sales	12	All Factors of the Philadelphia Trade Enthusiastic as Business Gains Steadily	100-104
Creating Sales Through Proper Lighting	14	Federal Ortho-sonic Radio Retailers Stage Interesting Meeting in Buffalo	106
New Models Create Need for Salesmanship	16	Retailers in Mid-West Territory Expect a Record-Breaking Fall Season	109-122
Why One Store Reported That Radio Business Suffered From a Summer Slump	19	Sampson Electric Co., Atwater Kent Distributor, Host to 450 Dealers. In the Musical Merchandise Field.	149-153
Analysis of Radio Accessory Field. A Budget of Sales Tips for the Dealer, Including Several Profit-Producing Window Displays, Tie-up Stunts, Etc.	24	Elementary and High Schools Provide Field for Band Instrument Dealers	149
Halloween Tie-up Created Radio Demand	26	Millions of Dollars Lost Annually by Music Dealers, Says Buegeleisen.	151
"Negro Spirituals" Are Classics, States Droop Advertisement....	28	Nation-Wide Activities of Harmonica Organizations Prove Popularity of This Instrument.....	153
Viva-tonal at Store Door Increases Record Sales	30	Gleanings From the World of Music, 154-158	
How Texas Firm Keeps Collections on Par	32	Dancing Masters' Dictums Have Little Influence Upon Public's Dance Ideas	154
H. C. Cox, President, Columbia Co., Discusses European Conditions..	35	The Co-operation Which the Sheet Music Dealer Gives the Publishers	158
How the Charles E. Roat Music Co. Caters to School Children.....	35	News From Our European Headquarters	159
Bringing Prospective Customers Into the Store Through the Power of the Window	38	Advance Lists of Talking Machine Records for October	161-164
Profit by Improved Sales Methods. Featuring the Musical Possibilities of the Talking Machine	42		
	50		

CORRESPONDENCE FROM LEADING CITIES

Buffalo, 67—Cincinnati, 72—Milwaukee, 78—Baltimore, 80—Boston, 82—Toledo, 88—Richmond, 99—Philadelphia, 100-104—Chicago, 109-122—Minneapolis and St. Paul, 122—Kansas City, 124—Cleveland, 126—Salt Lake City, 128—Canada, 130—Portland, 130—Los Angeles, 134—St. Louis, 138—Pittsburgh, 142—News From The World's European Office, 159-160.

Radio Tuning System Patent Held Infringed

TRENTON, N. J., August 30.—The radio trade will be much interested in a decision handed down last week in the United States District Court here by Judge Bodine, which is declared to involve millions of dollars. The decision of the court restrained the Splitdorf Electrical Co. from using a patented tuning system in the manufacture of radio receiving sets and ordering the defendant concern to make an accounting of profits. The plaintiffs in the action were the Radio Corp. of America, the General Electric Co. and the Westinghouse Electric and Manufacturing Co. The decision handed down by Judge Bodine is a most important one.

It was contended by the complaining companies that they hold exclusive patent rights on the tuning systems now in general use on radio sets. The device, it was said, was invented and

patented in October, 1913, by Ernest F. W. Alexanderson, who sold his rights to the General Electric Co. The latter concern, contended the petition, licensed the Radio Corp. to manufacture and sell the invention.

The Splitdorf Co. was accused of embodying the device in a radio set known to the trade as Type R-500. Answering that contention the Splitdorf executives argued that the system was in popular use prior to the Alexanderson patent and sought to show that the patent did not comply with Federal regulations. It was further asserted that the Splitdorf Co. was licensed by the United States Navy Department and that the use of the disputed system was under that license.

"Of course," said Judge Bodine in dismissing the latter contention, "the circumstance that defendant has a license from the Navy Department to use the Schloemilch and von Brok patent (a later patent) does not avoid infringement of the patent in suit."

A C B Z A C D F H K L N P O S U A X V B D F G I J L N P Q S U V X Z V C F F H J K W O P R T A C E M O N
INDEX TO ADVERTISERS
 T R P O M K J H F E C V B C E F H K W O R T U N Y L B D E G I X M J O Q S T V M Y V B D B A D

A

Alter & Co., Harry 110
 Alto Mfg. Co. 110
 American Bosch Magneto Corp. 44, 45, 46
 American Electric Co. 120
 American Felt Co. 140
 American Mica Works 144
 Amplion Corp. of America 73
 Apco Mfg. Co. 129
 Apex Elec. Mfg. Co. 115
 Argus Radio Corp. 66L
 Art Cabinet Mfg. Co. 114
 Artophone Corp. Insert facing page 34
 Atlas Plywood Corp. 34
 Atwater Kent Mfg. Co. 25
 Audak Co. Insert facing page 82

B

Bacon Banjo Co. 152
 Badger T. M. Co. 106
 Baltimore Phono. Distributing Co. Insert facing page 34
 Barker Wholesale Co. Insert facing page 34
 Beacon Radio Mfg. Co. 47
 Berg Auto Trunk & Specialty Co. 52, 53
 Berlin, Inc., Irving 155
 Blackman Talking Machine Co. 66P
 Borkman Radio Corp. 19
 Boudette Mfg. Co. 51
 Boxberger, Henry M. Insert facing page 82
 Brach Mfg. Co., L. S. 65
 Brilliantone Steel Needle Co. 66B
 Bruno & Son, Inc., C. 66M, 149
 Brunswick-Balke-Collender Co. Front cover 5-7
 Buegeleisen & Jacobson 152
 Burke Co., J. H. Insert facing page 34
 Burt Bros., Inc. 67

C

Carryola Co. of America, Insert facing page 50 and page 66C
 Caswell Mfg. Co. 66D
 C. E. Mfg. Co. 35
 Chelsea Radio Co. 101
 Claremont Waste Mfg. Co. 48
 Classified Want Ads 146
 Columbia Phonograph Co., Inc. Insert facing page 18
 Columbia Wholesalers, Inc. 80
 Commercial Associates Insert facing page 34
 Connewey Elec. Labs. 66B
 Consolidated Talking Machine Co. 92, 112, 121
 Coombs, Inc., H. L. 146
 Crosley Radio Corp. 39

D

Day-Fan Electric Co. 63
 Diamond T Radio Mfrs. 59
 Ditson & Co., Chas. H. 82
 Ditson & Co., Oliver 82
 Doerr-Andrews-Doer Insert facing page 34
 Droop & Sons Co., E. F. 140

E

Eagle Charger Co. 76
 Eagle Radio Co. 38
 Edison, Inc., Thos. A. Back Cover
 Electrical Research Laboratories 125
 Empire Phono. Parts Co. Insert facing page 50
 Everybody's T. M. Co. 13
 Excel Phonograph Co. 90

F

Fansteel Products Co. 21
 Farrand Mfg. Co. 22, 23
 Federal-Brandes Corp. Insert facing page 10
 Federal Radio Co. 68, 69
 Feist, Leo, Inc. 147, 154, 156, 158, 161, 162
 Fischer Co., J. A. Insert facing page 26
 Forest Elec. Co. 55
 Forster Music Pub., Inc. 157
 Fox Pub. Co., Sam 148
 Freed-Eiscmann Radio Corp. 85
 Freshman Co., Chas. 136
 Fuehr & Stemmer Piano Co. 94

G

Garod Corp. 86
 General Elec. Co. 133
 General Industries Corp. 31
 General Phonograph Corp., 70, 74, Inserts facing pages 58 and 74

General Phonograph Corp. (New York Distributing Division) 98
 Gibson-Snow Co., Inc. Insert facing page 34
 Gilfillan Bros., Inc. 87
 Gold Seal Electrical Co. 77
 Gould Storage Battery Co. 137
 Greater City Phonograph Co. Insert facing page 34
 Grigsby-Grunow-Hinds Co. 17
 Grimes Radio Co., David Insert facing page 66P
 Guarantee T. M. Supply Co. 102
 Guden & Co., H. A. 12

H

Hassler Texas Co. Insert facing page 34
 Hastings Elec. Sales Co. 51
 Haynes Co., C. B. Insert facing page 82
 Hazeltine Corp. 84
 Heater Co., L. D. Insert facing page 82
 Hohner, Inc., M. 97, 150
 Hygrade Case Co. 153

I

Ideal Phono. Parts Co. 143
 Ilsley, Doubleday & Co. 54
 Independent Radio Mfrs. Corp. 84
 Indiana Mfg. & Elec. Co. 6
 International Mica Co. 38
 Isaacs, F. H. 64

J

Jewell Elec. Inst. Co. 91
 Jewel Phonoparts Co. 117
 Jones, Howard B. 116
 Junod & Co., L. 54

K

Kellogg Switchboard & Supply Co. 93
 Kent Co., F. C. 28
 Kimball Co., W. W. 109
 Kohler Distributing Co. Insert facing page 34
 Krasco Phono. Motor Co. 119

L

Leedy Mfg. Co. 153
 Ludwig & Ludwig 150

M

Magnavox Co. 56, 57
 Marks Music Co., Edw. B. 155
 Marwol Radio Corp. 145
 McGraw Co. Insert facing page 82
 McMillan Radio Co. 66J, 66K
 McPhilben-Keator, Inc. Insert facing page 34
 Meyberg Co., Leon J. Insert facing page 82
 Miller Rubber Co. of New York 66
 Minerva Radio Co. 132
 Mohawk Corp. of Illinois 111
 Moore-Bird & Co. Insert facing page 34
 Mu-Rad Corp. 32
 Music Master Corp. 43
 Mutual Phono. Parts Mfg. Co. 66E

N

National Carbon Co. 29
 National Lock Co. 26
 National Publishing Co. 11
 National Radio Exp. 27
 New England Mills 146
 New York Album & Card Co. 4
 Nonaka Trading Co. 48

O

Operadio Corp. 79
 Oro-Tone Co. 72, 113

P

Pacent Elec. Co. 62
 Pathe Radio & Phono Co. 127
 Pausin Engg. Co. 66N
 Peckham Mfg. Co. 142
 Peerless Album Co. 8
 Pennsylvania Phono. Dist. Co. Insert facing page 34
 Perlesz Radio Corp. 123
 Perophone Co. 159
 Perryman Elec. Co. 66-I
 Pfanstiehl Radio Co. 71
 Philadelphia Badge Co. 104
 Philadelphia Victor Distributors 102
 Phonograph Pub. Co. 75
 Pierson Co. 124

Pitts Co., F. D. Insert facing page 82
 Player-Tone T. M. Co. 89
 Plaza Music Co. Insert facing page 42
 Pleasing Sound Phono. Co. 58
 Plywood Corp. 18
 Polk Co., Inc., James K. 66A and Insert facing page 34
 Pooley Co. 131
 Pressed Metal Mfg. Co. 50
 Priess Radio Co. 81
 Progressive Musical Inst. Corp. 49

Q

Quincke & Co., W. A. 157

R

Radio Corp. of America 36, 37
 Reach Textile Co., A. L. 78
 Regal Record Co. Insert facing page 43
 Reichmann Co. 105
 Reliance Battery Products Co. Insert facing page 34
 Rene Manufacturing Co. 130
 Resonata Corp. of America 95
 Richards, Inc., C. A. Insert facing page 34

S

Saal Co., H. G. 122
 Samuels, Leon C. 138
 Sandra Corp. 139
 Shamrock Mfg. Co. 42
 Showers Bros. Co. 108
 Slagle Radio Corp. 135
 Sleeper Radio & Mfg. Corp 66O
 Smith Co., C. D. Insert facing page 34
 Sonatron Tube Co. Insert facing page 98
 Sonora Phonograph Co., Inc., Inside front cover, inserts facing pages 34 and 66F
 Sparks Withington Co. 61
 Spartan Elec. Co. 99
 Star Machine & Nov. Co. 126
 Starr Piano Co. 14, Inside back cover
 Stead & Co., Ltd., J. 160
 Sterling Mfg. Co. 144
 Sterling Roll & Record Co. Insert facing page 34
 Stevens & Co. Insert facing page 90
 Stewart-Warner Speedometer Corp. 40, 41
 Storad Mfg. Co. 128
 Strevell-Paterson Hdw. Co. Insert facing page 34
 Stromberg-Carlson Telephone Mfg. Co. 9
 Success Battery Mfrs. 19, 132, 142
 Supertron Mfg. Co. 60
 Symphonic Sales Co. 33

T

Talking Machine Supply Co. 146
 Targ & Dinner Music Co. 118
 Tay Sales Co. Insert facing page 34
 Tectron Radio Sales Corp. 95
 Teletone Corp. of America 20
 Toman & Co., E., 96
 Tower Mfg. Co. 30
 Trilling & Montague 100

U

Udell Works 134
 Unique Reproduction Co., Inc. Insert facing page 50
 United Cabinet Mfrs. Corp. 141
 United Mfg. & Distr. Co. 112
 U. S. Music Co. 163
 Utah Radio Products Co. Insert facing page 51

V

Van Veen & Co., Inc. 88
 Vega Co. 151

W

Wall-Kane Needle Mfg. Co. 66H
 Wasmuth Goodrich Co. 103
 Weber-Rance Corp. 83
 Weston Elec. Inst. Corp. 24
 Weymann & Son, H. A. 104, 153
 White Co., H. N. 15
 Williams Music Pub. Co., Clarence 157
 W-K Electric Co. 107
 Wolf Mfg. Inds. 66F
 Wondertone Phono. Co. 96

Y

Yahr & Lange Co. 16

Z

Zinke & Co. 19, 50, 107



The Starr Portable Phonograph or Gennett Portophone with Gennett Records

The Starr Portable or the Gennett Portophone with Gennett Records offers an unbeatable combination to launch forth on a big fall selling campaign.

The new Gennett releases with their timeliness, vivacity, smoothness and excellence of recording and the smart cleancut appearance and clear far-carrying tone of both the Starr Portable and Gennett Portophone present all any dealer could desire to meet the season's selling opportunity.

These Portables may be had either under the Starr or Gennett name plate. Colors are black, brown, red, gray, green and blue. Light in weight, ruggedly constructed, handsomely finished, attention compelling. Will meet the demands of the most critical.

The Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

THE STARR PIANO COMPANY

Established 1872

Factories: Richmond, Indiana

Branches in:

BIRMINGHAM
DETROIT

BOSTON
INDIANAPOLIS

PORTLAND

CHICAGO
KANSAS CITY

CINCINNATI
LOS ANGELES

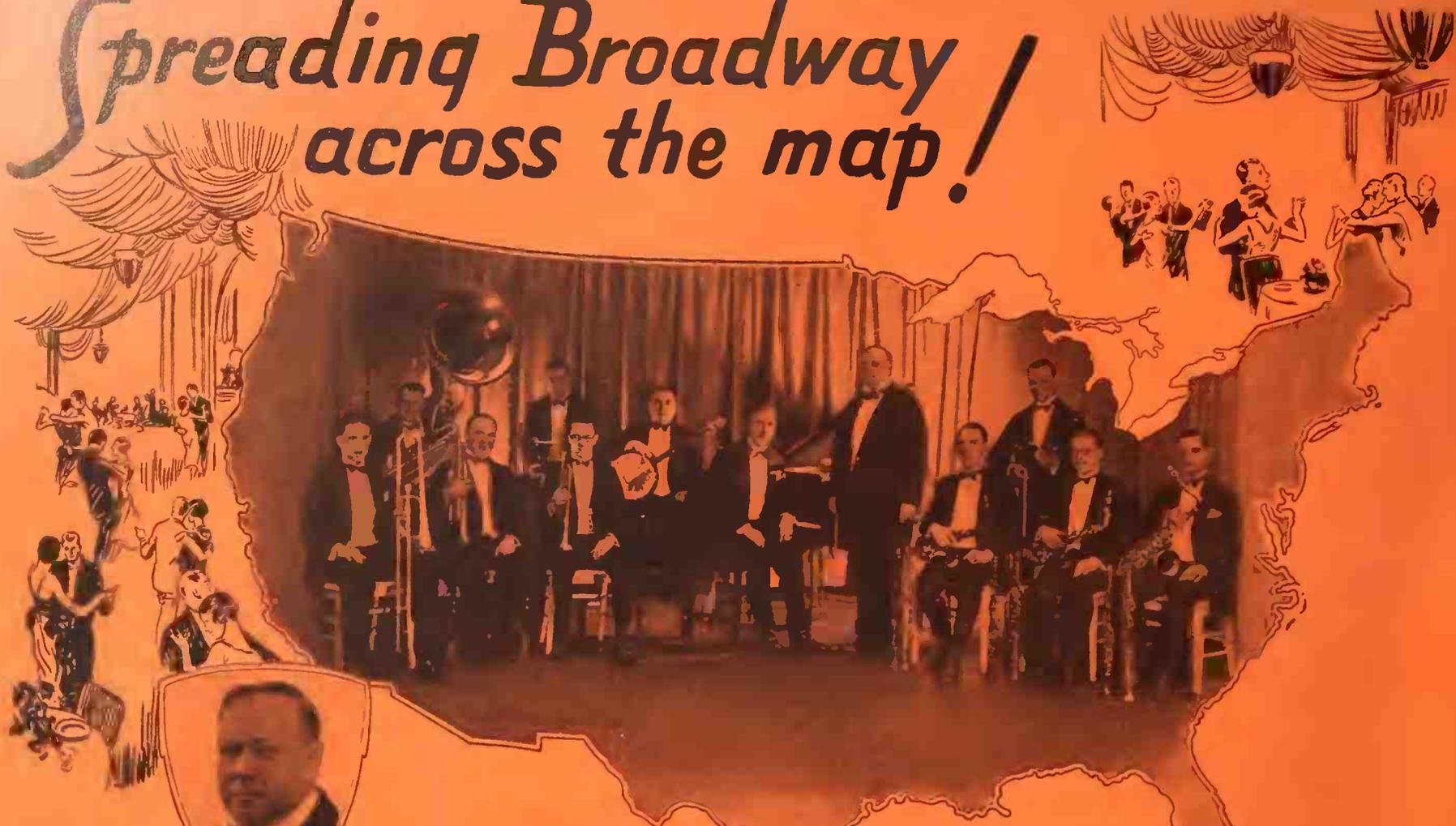
SAN FRANCISCO

CLEVELAND
NASHVILLE

DAYTON
NEW YORK



Spreading Broadway across the map!



B. A. ROLFE
World-famous
Trumpet Virtuoso

NEW EDISON

Exclusive Recordings

B. A. ROLFE'S Palais d'Or Orchestra

A SENSATION on Broadway, a sensation on the New Edison. Broadway steppers are stepping out to the lilting jazz of this Broadway music wizard. Where Broadway lights are brightest, where the crowd that knows, assembles, there—at the scintillating Palais d'Or—the music hungry gather to hear the famous trumpet virtuoso, B. A. Rolfe, and his ensemble of dance specialists.

No one has ever played the trumpet as Rolfe plays it—complete selections in a register an entire

octave above “high C” with impeccable technique. These super-upper register solos by Rolfe make his arrangements distinctive and superbly beautiful.

These new releases will tickle the ears and sway the feet of a nation, as the originals have dominated Broadway, for B. A. Rolfe and his incomparable orchestra are exclusive Edison Artists. The living Rolfe on Broadway or the Re-Created Rolfe in your home—the musical results are the same.



The
NEW EDISON
Dance Attachment—
the latest
achievement of

Thomas Edison

A SIMPLE, inexpensive attachment that doubles the volume of any New Edison for all dance music, as easily as changing a record. Practically gives Edison owners a new phonograph at the price of an accessory.

Hear these Edison Records by Rolfe

- 51750 Reaching for the Moon—*Fox Trot*
What Good is “Good Morning”?—*Fox Trot*
- 51761 Blue Bonnet—You Make Me Feel Blue—*Fox Trot*
Give Me Today (And You Can Have Tomorrow)—*Fox Trot*
- 51772 Roses Remind Me of You—*Fox Trot*
(Published by Irving Berlin, Inc., New York City)
- 51810 And Then I Forget—*Fox Trot*
- 51797 Wond’ring Why—*Fox Trot*
- 51799 Barcelona
- 51782 I Won’t Go Home Tonight—*Fox Trot*
Only You and Only Me—*Fox Trot*
- 51790 Crazy Quilt—*Fox Trot*
I’d Rather Be the Girl in Your Arms (Than the Girl in Your Dreams)—*Fox Trot*